

Prototipe talk show radio mengenai kesehatan sabar oz sehat bareng oz = Prototype of radio talk show concerning health issues sabar oz sehat bareng oz or get healthy with oz

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Abstrak

Analisis Situasi

Saat ini sudah banyak tersedia informasi kesehatan di berbagai media, termasuk di radio. Sayangnya, informasi-informasi tersebut lebih ditujukan bagi mereka yang telah berusia dewasa. Padahal, kesehatan sangat penting baik bagi orang tua maupun orang muda (remaja). Oleh karena itu, penulis merasa dibutuhkan suatu program kesehatan yang ditujukan bagi anak muda.

Selain itu, dari hasil riset terhadap 100 pendengar radio anak muda yang dituju menunjukkan bahwa mayoritas dari mereka tertarik dan membutuhkan informasi kesehatan.

Manfaat dan Tujuan Pengembangan Prototipe

Manfaat bagi khalayak:
Mendapatkan informasi seputar kesehatan untuk anak muda.

Manfaat bagi pengelola:
Menunjukkan pada masyarakat bahwa radio tidak hanya berisi acara hiburan, tapi juga berisi informasi-informasi yang bermanfaat seperti informasi kesehatan.

Tujuan sosial:
Mengajak pendengar untuk mulai memerhatikan kesehatan sedini mungkin.

Tujuan ekonomi:
Mendapatkan keuntungan bagi pengelola radio melalui iklan dan sponsorship.

Prototipe yang Dikembangkan

Prototipe yang dikembangkan adalah program radio khusus kesehatan berbentuk talk show dengan segmentasi anak muda Jakarta dengan status sosial ekonomi ABC. Rencananya, program bernama “Sabar OZ” (Sehat Bareng OZ) ini akan disiarkan di OZ Radio Jakarta setiap Jumat, pukul 16.00-18.00 WIB. Acara ini dibagi ke beberapa sesi, yaitu bincang-bincang dengan narasumber ahli, bincang-bincang dengan selebriti, sesi tanya jawab (sekaligus kuis), dan informasi tips, mitos, serta fakta kesehatan.

Evaluasi
Media pre-test dilakukan dengan metode FGD dengan peserta sebanyak enam orang. FGD dilakukan setelah prototipe program selesai dibuat dengan instrumen media pre-test berupa panduan FGD. Sedangkan evaluasi dikelompokkan menjadi dua, yaitu: evaluasi produksi dan kualitas program serta evaluasi khalayak; dan evaluasi biaya.

Evaluasi produksi dan kualitas program serta evaluasi khalayak dilakukan dengan cara aktif dan pasif.

Evaluasi aktif dilakukan dengan telesurvei yang diadakan pada bulan pertama penyiaran program (empat episode). Sedangkan evaluasi pasif dilakukan dengan memantau respon pendengar yang masuk baik melalui email maupun Twitter secara terus-menerus. Evaluasi biaya dilakukan setiap bulan dengan membandingkan biaya produksi program dengan pendapatan program “Sabar OZ” (Sehat Bareng OZ).

Anggaran
Anggaran pembuatan program per episode: Rp 852.500,00
Total biaya produksi program selama tiga bulan (13 episode): Rp 11.082.500,00
Prakiraan pemasukan bersih dengan sponsor selama tiga bulan (13 episode): Rp 222.137.500,00
Prakiraan pemasukan bersih tanpa sponsor selama tiga bulan (13 episode): Rp 110.597.500,00
Anggaran media pre-test: Rp 505.000,00
Anggaran evaluasi: Rp 1.800.000,00

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Situation Analysis
Nowadays, there are so many media that provide information about health, with no exceptions the radio. Unfortunately, the information are more intended for adult consumption. Whereas, health is really important both for adult and young people (teenagers). Therefore, the author thinks that there is a need for young people as much as it is to the adults.

Moreover, based on the research which was committed to 100 listeners of young people's radio (OZ Radio Jakarta), the majorities of them are interested and have the need of getting information about health.

The Advantages and The Purposes of Prototype Development

The advantage for audience/listeners:
Attain information on health issues for young people.

The advantage for radio station:
Shows the society that radio is not only about entertainment, but also have concern in providing useful information such as information about health.

Social purpose:
To persuade the audience/listeners to give more attention and take a good care to their health since they are young.

Commercial purpose:
To bring in profit for radio station from adverts and sponsorship.

The Developed Prototype
The developed prototype is radio program about health that takes form talk show formatted, which is intended for young people (teenagers) in Jakarta with ABC social economic class. The program would be named "Sabar OZ" (Sehat Bareng OZ) and is planned to be airing at OZ Radio Jakarta every Friday at 4-6 pm. This program has some parts, which included chatting with expert, chatting with celebrity, question and answer session (including quiz), and tips, myth, and health facts.

Evaluation
The method applied for the pre-test media is FGD with six participants. FGD will be performed after the prototype made and an FGD instrument will be used as a guide. The evaluation divided in two categories, which are: production, quality program, and audience evaluation; and budget evaluation. Production, quality program, and audience evaluation will be executed in two ways, which are active and passive. The method applied for active evaluation is telesurvei which will be executed in the first month of program airing (for episodes). Whereas, passive evaluation will be executed by monitoring audiences' responses by email or Twitter continuously. Budget evaluation will be executed every month by comparing production expenditure and income of the program.

Budget
Program production budget per episode: 852.500 IDR
Total program production budget (13 episodes): 11.082.500 IDR
Estimation of program income with sponsors (13 episodes): 222.137.500 IDR
Estimation of program income without sponsors (13 episodes): 110.597.500 IDR
Pre-test media budget: 505.000 IDR