

# Prototipe air magazine radio mengenai musik indie indonesia indie go = Prototype of radio air magazine concerning indonesia indie music indie go

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## Abstrak

### Bagian 1

Analisis Situasi<br>Perkembangan musik indie di Indonesia sedang mencapai titik puncak kreativitasnya. Namun sayangnya media tidak memberikan ruang yang cukup untuk musik indie. Padahal sebagian besar pendengar radio membutuhkan informasi mengenai musik indie. Dengan adanya program “Indie Go”, diharapkan kebutuhan akan informasi para pendengar bisa terjawab dan menularkan kreativitas, semangat, dan referensi musik berkualitas.

### Bagian 2

Manfaat dan Tujuan Pengembangan Prototipe<br>Manfaat sosial: meningkatkan wawasan dan pengetahuan mengenai musik kepada pendengar, menambah referensi, inspirasi serta kreativitas kepada pendengar  
Manfaat bagi stasiun radio: Memperkuat citra radio yang mendukung musik non-mainstream, menarik pendengar dan pengiklan.

Tujuan sosial: memenuhi kebutuhan pendengar mengenai musik indie, menginspirasi dan mendorong pendengar untuk berkarya, dan membuka wawasan bagi mendengar.

Tujuan ekonomi: mendatangkan pengiklan dan sponsor yang akhirnya mendatangkan keuntungan bagi stasiun radio.

### Bagian 3

Prototipe yang Dikembangkan<br>Program ini bernama “Indie Go” dan berformat air magazine. Program ini akan mengangkat album, single, fenomena, konser, dan lifestyle yang sedang berkembang di dunia musik indie. Disiarkan setiap hari Rabu pukul 19.00-19.30 dengan target pendengar remaja dan dewasa muda usia 15-25 tahun, di Jabodetabek dengan SES ABC+.

### Bagian 4

Evaluasi<br>Pre-test dilakukan dengan melakukan Focus Group Discussion (FGD) dengan dua kelompok yang masing-masing beranggotakan enam orang. Pre-test dilakukan sebulan sebelum program “Indie Go” disiarkan. Sedangkan evaluasi dilakukan sebulan setelah program “Indie Go” disiarkan dengan metode telesurvei dan melihat respon pendengar dari berbagai media.

### Bagian 5

Anggaran<br>Jumlah Anggaran Pembuatan prototipe: Rp 198.000<br>Jumlah biaya produksi 13 episode: Rp 10.010.000<br>Prakiraan pendapatan per episode (tanpa sponsor): 42.640.000<br>Jumlah anggaran pre-test: Rp 1.080.000<br>Jumlah anggaran evaluasi: Rp 1.800.000

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### Part 1

Situation Analysis<br>The development of indie music in Indonesia is attaining its peak point of creativity. Unfortunately, the mass media nowadays has not given enough space to indie music, while most of the radio listeners need information about it. “Indie Go” program is expected to meet audience needs of indie music

information, as well as to spread the creativity, spirit, and reference of qualified music.

## Part 2

Benefits and Objectives of Developing Prototype  
Social benefits: to increase the listeners' insight and knowledge about music, also to add reference, inspiration, and creativity to the listeners. Benefits for the Radio Station: to strengthen the station image that is supporting non-mainstream music, as well as to attract more listeners and advertisers.

Social objectives: to fulfill the listeners' needs of indie music, as well as to inspire and encourage them to create something, also to broaden listeners' insight about music.

Economic objectives: to gain more advertisers and sponsors that eventually will give more profit back to the station.

## Part 3

The Developing Prototype  
This program named by "Indie Go" and has air magazine format. "Indie Go" picks various themes such as album, single, concert, lifestyle, and other phenomenon that is currently growing in indie music world. The program will be aired every Wednesday at 19.00 to 19.30 in Trax FM. Its primary target listeners are teenagers and young adult whose age between 15-25 years old, located in Jabodetabek with SES ABC+.

## Part 4

Evaluation  
Pretest will be conducted by doing Focus Group Discussion (FGD) to two groups consist of six members of each group. It will be conducted one month before the "Indie Go" program being aired. While the evaluation will be conducted one month after the program being aired by using tele-survey method, as well as seeing listeners' response from various media.

## Part 5

Budgeting  
Total Prototype Production Budget: Rp 198.000  
Total Production Cost (13 episodes): Rp 10.010.000  
Net Income Estimation per Episode (without sponsor): Rp 42.460.000  
Total Pretest Budget: Rp 1.080.000  
Total Evaluation Budget: Rp 1.800.000