

Perencanaan penerbitan e-magazine momentum majalah berita dengan penelusuran sejarah = The planning of the publication of momentum e-magazine news magazine with history tracing

Yuthi Fatimah, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20392905&lokasi=lokal>

Abstrak

[BAGIAN 1 Analisis Situasi

Sejarah sering didentikan dengan mata pelajaran yang membosankan dan tidak menarik bagi siswa. Selain itu, biasanya hal yang dipelajari hanya pengulangan semata disetiap jenjang pendidikan. Keadaan ini membuat para remaja Indonesia tidak tertarik untuk mempelajari hal-hal yang berhubungan dengan masa lalu atau sejarah. Padahal, mempelajari sejarah itu penting. Masa lalu itu membuat kita belajar untuk mengambil keputusan di masa depan dan dapat mengembangkan kemampuan berpikir kritis. Oleh karena itu, perlu dibuat sebuah media yang mampu memberi pengetahuan tentang masa lalu yang terjadi di Indonesia.

BAGIAN 2 Manfaat dan Tujuan Pengembangan Prototype

Manfaat yang diperoleh dari e-magazine ini adalah mendapat informasi, pengetahuan, dan memahami fenomena masa sekarang lewat tinjauan historis. Sedangkan tujuannya adalah meningkatkan wawasan, kesadaran akan pentingnya sejarah, dan menumbuhkan rasa nasionalisme kepada para remaja Indonesia.

BAGIAN 3 Prototype yang Dikembangkan

Produk yang diusulkan adalah majalah elektronik (e-magazine) yang bernama MOMENTUM. E-magazine MOMENTUM berisi informasi mendalam seputar isu yang tengah menjadi berita di Indonesia. Informasi tersebut disajikan dengan cara laporan interpretatif yang mempergunakan sejarah sebagai perspektif dalam melihat isu tersebut. Walaupun didominasi oleh isu yang tengah terjadi di Indonesia, e-magazine ini juga memuat informasi yang tengah terjadi di luar negeri. Target khalayaknya adalah remaja Indonesia yang berusia 15-22 tahun dengan Status Sosial Ekonomi A dan B. E-magazine MOMENTUM dapat diunduh melalui aplikasi SCOOP, Wayang Force, Gramedia Majalah Lite.

BAGIAN 4 Evaluasi

Evaluasi e-magazine terbagi dalam tiga tahap, yaitu evaluasi input, output, dan outcome. Tujuannya adalah untuk mengetahui apakah produk e-magazine tersebut sudah sesuai harapan pembaca.

BAGIAN 5 Anggaran

Investasi Awal : Rp208.983.900

Total Pengeluaran Bulanan : Rp125.100.000

Total Pengeluaran Tahun I : Rp1.594.200.000

Perkiraan Pendapatan Tahun I : Rp1.019.375.000

Perkiraan Pendapatan Tahun II : Rp2.010.750.000

BEP dicapai pada tahun kedua

<hr>

CHAPTER 1 Situation Analysis

History is often regarded as a boring and uninteresting subject for the students. Besides that, the topics learned are merely repetition in each education levels. This makes Indonesian youth not interested to learn anything related to history and the past. However, learning history is important. The past makes us learn to make decision in the future and develop capability in critical thinking. Therefore, it is necessary to create a media that is able to provide knowledge about the past happened in Indonesia.

CHAPTER 2 Benefits and Objectives of the Prototype

Obtaining information, knowledge, and understand the phenomenon of the present through the historical review is the benefit of this e-magazine. While the purposes are to improve insights, increase awareness of the importance of history and grow nationalism of the Indonesian youth.

CHAPTER 3 Developed Prototype

The proposed product is an electronic magazine (e-magazine) whose title is MOMENTUM. MOMENTUM contains deep information about issues happening in Indonesia. The information is presented by means of interpretative report which uses history as a perspective in looking at the issues. Although it is dominated by issues happening in Indonesia, this e-magazine also contains information happening in the world. The target reader is Indonesian youth whose age between 15 until 22 years old with Socioeconomic Status A and B. MOMENTUM e-magazine can be downloaded through SCOOP, Wayang Force and Gramedia Majalah Lite application.

CHAPTER 4 Evaluation

The evaluation of e-magazine is divided into three stages, which are input, output and outcome evaluation. The purpose of it is to determine whether the e-magazine product has reached readers expectations.

CHAPTER 5 Budgeting

Initial Investment : Rp208,983,900

Initial Investment : Rp208,983,900

Total Monthly Expenses : Rp125,100,000

Total First Year Expenses : Rp1,594,200,000

Estimated First Year Income : Rp1,019,375,000

Estimated Second Year Income : Rp2,010,750,000

BEP is assumed to be met in the second year of publication, CHAPTER 1

Situation Analysis

History is often regarded as a boring and uninteresting subject for the students. Besides that, the topics learned are merely repetition in each education levels. This makes Indonesian youth not interested to learn anything related to history and the past.

However, learning history is important. The past makes us learn to make decision in the future and develop capability in critical thinking. Therefore, it is necessary to create a media that is able to provide knowledge about the past happened in Indonesia.

CHAPTER 2

Benefits and Objectives of the Prototype

Obtaining information, knowledge, and understand the phenomenon of the present through the historical review is the benefit of this e-magazine. While the purposes are to improve insights, increase awareness of the importance of history and grow nationalism of the Indonesian youth.

CHAPTER 3

Developed Prototype

The proposed product is an electronic magazine (e-magazine) whose title is **MOMENTUM**. **MOMENTUM** contains deep information about issues happening in Indonesia. The information is presented by means of interpretative report which uses history as a perspective in looking at the issues. Although it is dominated by issues happening in Indonesia, this e-magazine also contains information happening in the world.

The target reader is Indonesian youth whose age between 15 until 22 years old with Socioeconomic Status A and B. **MOMENTUM** e-magazine can be downloaded through SCOOP, Wayang Force and Gramedia Majalah Lite application.

CHAPTER 4

Evaluation

The evaluation of e-magazine is divided into three stages, which are input, output and outcome evaluation. The purpose of it is to determine whether the e-magazine product has reached readers expectations.

CHAPTER 5

Budgeting

Initial Investment : Rp208,983,900

Initial Investment : Rp208,983,900

Total Monthly Expenses : Rp125,100,000

Total First Year Expenses : Rp1,594,200,000

Estimated First Year Income : Rp1,019,375,000

Estimated Second Year Income : Rp2,010,750,000

BEP is assumed to be met in the second year of publication .]