

Perancangan program special event pencegahan dan penanggulangan kebakaran di Jakarta oleh Leo Club Jakarta Cosmoteens = Special event program development to prevent fire disaster in Jakarta by Leo Club Jakarta Cosmoteens

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Abstrak

[Analisis Situasi 1. Selama 5 tahun berdiri, Leo Club Jakarta Cosmoteens (LJCT) masih kurang dikenal oleh khalayak sarannya (masyarakat Jakarta usia 18-23 tahun)

2. Kegiatan yang diusung LJCT saat ini cenderung pengumpulan donasi yang sifatnya jangka pendek, bukan pemberdayaan yang bisa bersifat jangka panjang

3. Di sisi lain, tingkat kebakaran di Jakarta merupakan kasus bencana tertinggi. Namun pemahaman masyarakat terhadap penanganan bencana rendah.

4. Perlunya edukasi dan sosialisasi bagi masyarakat yang tinggal di daerah rawan bencana kebakaran di Jakarta tentang pencegahan dan penanggulangan kebakaran

Pernyataan Masalah

Bagaimana LJCT bisa lebih dikenal masyarakat dan disaat yang bersamaan dapat mengedukasi masyarakat yang tinggal di wilayah rawan bencana kebakaran tentang pencegahan dan penanggulangan bencana kebakaran?

Solusi

Membuat program special event: 1. Training of Trainers: ROAR! Leo JKT #fightJKTfire 2. Training: KE.LA.KAR – Kenal. Lawan. Kebakaran. 3. Festival: Cosmo Day: Jakarta Free Fire Festival 4. Publikasi melalui twitter, poster, flyer, umbul-umbul dan rilis kepada media masa

Tujuan Program

Tujuan Program TOT: 1. Mengedukasi peserta TOT (36 anggota dari 9 Leo Club di Leo Distrik 307 A1 yang berada di Jakarta) perihal bencana kebakaran 2. Mempersiapkan para peserta TOT sebagai trainer tentang bencana kebakaran kepada khalayak sasaran yang tinggal di wilayah rawan bencana kebakaran

Tujuan Program Training: 1. Mengedukasi khalayak sasaran yang tinggal di wilayah rawan bencana kebakaran perihal bencana kebakaran 2. Menjadikan khalayak sasaran yang tinggal di wilayah rawan bencana kebakaran menjadi tanggap terhadap bencana kebakaran 3. Sarana penyaluran semangat melayani masyarakat sebagai nilai yang sangat dijunjung oleh Leo Club

Tujuan Program Festival: 1. Membentuk brand awareness kepada khalayak yang lebih luas terhadap LJCT sebagai organisasi pelayanan masyarakat yang peduli dengan isu bencana di Jakarta 2. Menjadi pembaharuan bagi LJCT dalam mengadakan special event dengan bentuk berbeda dari biasanya (bukan mengumpulkan dana sumbangan, melainkan mengedukasi khalayak.) 3. Menutup rangkaian program special event pemberdayaan khalayak perihal bencana kebakaran di Jakarta.

Khalayak Sasaran

Khalayak sasaran (bagi program TOT) 1. Empat orang perwakilan dari sembilan Leo Club dari Leo Distrik 307 A1 yang berada di Jakarta 2. Laki-laki dan perempuan usia 18-23 tahun 3. SES A-B 4. Berdomisili di Jakarta

Khalayak sasaran (bagi program training) : 1. 180 orang taruna remaja di sembilan wilayah rawan bencana kebakaran di Jakarta 2. Laki-laki dan perempuan usia 15-22 tahun 3. SES C-D

Khalayak Sekunder: 1. Masyarakat Jakarta 2. Laki-laki dan perempuan usia 15-25 tahun 3. SES A-D
Pesan Kunci

1. LJCT sadar akan rawannya bencana kebakaran yang terjadi di Jakarta
2. LJCT peduli pada upaya edukasi perihal bencana kebakaran terhadap khalayak yang tinggal di wilayah rawan bencana kebakaran

Jadwal Program

Juli-Desember 2014

Tempat Pelaksanaan

TOT: Erema Village, Cisarua, Puncak. Training: Kantor kelurahan masing-masing wilayah Festival:

Kawasan Kota Tua

Kerangka Evaluasi

Tahap evaluasi dilakukan untuk mengukur keberhasilan suatu program yang sudah dijalankan dengan metode pengamatan langsung dan survei.

Total Anggaran

Rp. 243.681.000,-; Situation Analysis

1. During the 5 years of existence, Leo Club Jakarta Cosmo Teens (LJCT) still unknown by their target audience (people aged 18-23 years old live in Jakarta)
2. LJCT tend to present short term activity such as fundraising events, not long term activity such as empowering events
3. In the other side, fire disaster is the highest case occurred in Jakarta
4. Necessity of education and socialization for people in Jakarta on fire in Jakarta

Problem Statement

How to make LJCT known by their public and in the same time educate public who lived in disaster-prone areas of fire

Solution

Making special events: 1. Training of Trainers: ROAR! Leo JKT #fightJKTfire 2. Training: KE.LA.KAR – Kenal. Lawan. Kebakaran. 3. Festival: Cosmo Day: Jakarta Free Fire Festival 4. Twitter, poster, flyer, banner publication and also

press release for media

Program Goals

For TOT Program: 1. Educate the TOT participants (36 members from 9

Leo Club in Leo District 307 A1 in Jakarta)

regarding fire disaster 2. Prepare the TOT participants as trainers of fire disaster to target audiences who live in fire disaster-prone areas

For Training Program: 1. Educate target audiences who live in fire disaster-prone areas regarding fire disaster 2. Make the target audience who live in fire disaster-prone areas be responsive to the fire disaster 3. Actualizing Leo Club's social service spirit

For Festival Program: 1. Forming brand awareness to a wider audience of

LJCT as community service based organizations

concerned with disaster issues in Jakarta 2. Being a renewal for the LJCT performed a special event with a

different shape than usual (not collecting donations of funds, but rather to educate the audience.) 3. Concluding the public empowerment special event program about fire disaster in Jakarta.

Target Market

For TOT:

1. 2. 3.

Four delegates from 9 Leo Clubs in Jakarta Male and Female aged 18-23 years old SES A-B4. Live in Jakarta For training:

1. 180 youths from fire-prone areas Youth Club 2. Male and female aged 15-22 years old 3. SES C-D
Secondary: 1. Jakarta Community 2. Male and female aged 15-25 years old 3. SES A-D

Key Message

1. LJCT awares of the fragility of the fire disaster that occurred in Jakarta
2. LJCT concerns to do an effort to educate the public about fire disaster living in disaster-prone areas of fire

Program Schedule

Juy-December 2014

Program Venue

TOT: Erema Village, Cisarua, Puncak Training: 9 fire-prone villages office Festival: Kota Tua

Design of Outcome Evaluation

Evaluation and review should be done to measure the effectiveness and successfulness of the program through direct observation and survey

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