

Laporan pembuatan prototype program Webseries "Naik Apa" = Reports of webseries program Prototype "Naik Apa"

Siti Nursarah, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20405084&lokasi=lokal>

Abstrak

[ABSTRAK

Transportasi Umum merupakan hal yang berhubungan dengan kehidupan sosial ekonomi masyarakat Hasil Riset menunjukkan bahwa masih banyak transportasi umum yang belum membuat penggunanya merasa aman dan nyaman Dengan meningkatnya pengguna internet di Indonesia penulis memutuskan untuk mendistribusikan tayangan tentang transportasi umum ini melalui internet YouTube BAGIAN DUAManfaat dan TujuanManfaat utama dari tayangan ini yaitu untuk memberikan hiburan dan informasi bagi pengguna transportasi umum di Indonesia melalui internet dengan tujuan untuk menciptakan transportasi umum yang lebih baik BAGIAN TIGAPrototype yang DikembangkanPrototype yang dikembangkan merupakan sebuah video dengan format Video Blogging tentang seorang mahasiswa bernama Pepe 21 tahun yang menceritakan hal hal yang dapat ia temukan pada transportasi umum yang tidak dapat ia temukan saat ia menyetir mobilnya sendiri BAGIAN EMPATEvaluasiMetode Pre Test yang dilakukan penulis yaitu melalui riset pustaka FGD kepada 8 orang pengguna transportasi umum berusia 18 24 tahun dan wawancara dengan Christian Sugiono Sementara penulis akan melakukan evaluasi dengan menganalisis YouTube Analytics dan FGD dengan 10 orang pengguna transportasi umum berusia 18 24 tahun BAGIAN LIMA AnggaranAnggaran pembuatan Prorotype ini adalah sebesar Rp 1 250 000 Sedangkan rencana anggaran produksi per webisode sebesar Rp 5 115 000 dan untuk satu musim adalah Rp 25 575 000 Prakiraan pendapatan yang didapatkan dari iklan YouTube yaitu minimum sebesar Rp 7 200 000 webisode Rencana anggaran evaluasi yaitu sebesar Rp 500 000

<hr>

ABSTRACT

Situation AnalysisPublic Transport is related with people rsquo s socio economic life Research shows that there are many public transport that still can not make the passengers feel comfortable and safe By the increase of the internet users in Indonesia the writer decided to distribute this show on the internet YouTube CHAPTER TWOBenefits and GoalsThe main benefit of this show is to give entertainment and information for the passengers of public transport in Indonesia by using the internet with the main goal is to make the better public transportation CHAPTER THREEDevelopment of Prototype The development of this prorotype is a video with video blogging format about a college student named Pepe 21 years old who tells about the things that he can find in public transport that he can not find when he is driving his car by himself CHAPTER FOUREvaluationPre Test method that the writer used are by literature review FGD with 8 passengers of public transport aged 18 24 years old and interview with Christian Sugiono Meanwhile the writer will do the evaluation by analyzing YouTube Analytics and FGD with 10 passengers of public transport CHAPTER FIVEBudgettingThe budget of this prototype is Rp 1 250 000 Meanwhile the budget for each webisode is estimated to be about Rp 5 115 000 and Rp 25 575 000 for each season The minimum revenue comes from YouTube Advertisements is Rp 7 200 000 webisode The Budget for evaluation is

estimated to be about Rp 500 000 ;EXECUTIVE SUMMARYCHAPTER ONESituation AnalysisPublic Transport is related with people rsquo s socio economic life Research shows that there are many public transport that still can not make the passengers feel comfortable and safe By the increase of the internet users in Indonesia the writer decided to distribute this show on the internet YouTube CHAPTER TWOBenefits and GoalsThe main benefit of this show is to give entertainment and information for the passengers of public transport in Indonesia by using the internet with the main goal is to make the better public transportation CHAPTER THREEThe Development of Prototype The development of this prorotype is a video with video blogging format about a college student named Pepe 21 years old who tells about the things that he can find in public transport that he can not find when he is driving his car by himself CHAPTER FOUREvaluationPre Test method that the writer used are by literature review FGD with 8 passengers of public transport aged 18 24 years old and interview with Christian Sugiono Meanwhile the writer will do the evaluation by analyzing YouTube Analytics and FGD with 10 passengers of public transport CHAPTER FIVEBudgettingThe budget of this prototype is Rp 1 250 000 Meanwhile the budget for each webisode is estimated to be about Rp 5 115 000 and Rp 25 575 000 for each season The minimum revenue comes from YouTube Advertisements is Rp 7 200 000 webisode The Budget for evaluation is estimated to be about Rp 500 000 ;EXECUTIVE SUMMARYCHAPTER ONESituation AnalysisPublic Transport is related with people rsquo s socio economic life Research shows that there are many public transport that still can not make the passengers feel comfortable and safe By the increase of the internet users in Indonesia the writer decided to distribute this show on the internet YouTube CHAPTER TWOBenefits and GoalsThe main benefit of this show is to give entertainment and information for the passengers of public transport in Indonesia by using the internet with the main goal is to make the better public transportation CHAPTER THREEThe Development of Prototype The development of this prorotype is a video with video blogging format about a college student named Pepe 21 years old who tells about the things that he can find in public transport that he can not find when he is driving his car by himself CHAPTER FOUREvaluationPre Test method that the writer used are by literature review FGD with 8 passengers of public transport aged 18 24 years old and interview with Christian Sugiono Meanwhile the writer will do the evaluation by analyzing YouTube Analytics and FGD with 10 passengers of public transport CHAPTER FIVEBudgettingThe budget of this prototype is Rp 1 250 000 Meanwhile the budget for each webisode is estimated to be about Rp 5 115 000 and Rp 25 575 000 for each season The minimum revenue comes from YouTube Advertisements is Rp 7 200 000 webisode The Budget for evaluation is estimated to be about Rp 500 000 ;EXECUTIVE SUMMARYCHAPTER ONESituation AnalysisPublic Transport is related with people rsquo s socio economic life Research shows that there are many public transport that still can not make the passengers feel comfortable and safe By the increase of the internet users in Indonesia the writer decided to distribute this show on the internet YouTube CHAPTER TWOBenefits and GoalsThe main benefit of this show is to give entertainment and information for the passengers of public transport in Indonesia by using the internet with the main goal is to make the better public transportation CHAPTER THREEThe Development of Prototype The development of this prorotype is a video with video blogging format about a college student named Pepe 21 years old who tells about the things that he can find in public transport that he can not find when he is driving his car by himself CHAPTER FOUREvaluationPre Test method that the writer used are by literature review FGD with 8 passengers of public transport aged 18 24 years old and interview with Christian Sugiono Meanwhile the writer will do the evaluation by analyzing YouTube Analytics and FGD with 10 passengers of public

transport CHAPTER FIVE Budgetting The budget of this prototype is Rp 1 250 000 Meanwhile the budget for each webisode is estimated to be about Rp 5 115 000 and Rp 25 575 000 for each season The minimum revenue comes from YouTube Advertisements is Rp 7 200 000 webisode The Budget for evaluation is estimated to be about Rp 500 000 ;EXECUTIVE SUMMARY CHAPTER ONE Situation Analysis Public Transport is related with people rsquo s socio economic life Research shows that there are many public transport that still can not make the passengers feel comfortable and safe By the increase of the internet users in Indonesia the writer decided to distribute this show on the internet YouTube CHAPTER TWO Benefits and Goals The main benefit of this show is to give entertainment and information for the passengers of public transport in Indonesia by using the internet with the main goal is to make the better public transportation CHAPTER THREE The Development of Prototype The development of this prorotype is a video with video blogging format about a college student named Pepe 21 years old who tells about the things that he can find in public transport that he can not find when he is driving his car by himself CHAPTER FOUR Evaluation Pre Test method that the writer used are by literature review FGD with 8 passengers of public transport aged 18 24 years old and interview with Christian Sugiono Meanwhile the writer will do the evaluation by analyzing YouTube Analytics and FGD with 10 passengers of public transport CHAPTER FIVE Budgetting The budget of this prototype is Rp 1 250 000 Meanwhile the budget for each webisode is estimated to be about Rp 5 115 000 and Rp 25 575 000 for each season The minimum revenue comes from YouTube Advertisements is Rp 7 200 000 webisode The Budget for evaluation is estimated to be about Rp 500 000 , EXECUTIVE SUMMARY CHAPTER ONE Situation Analysis Public Transport is related with people rsquo s socio economic life Research shows that there are many public transport that still can not make the passengers feel comfortable and safe By the increase of the internet users in Indonesia the writer decided to distribute this show on the internet YouTube CHAPTER TWO Benefits and Goals The main benefit of this show is to give entertainment and information for the passengers of public transport in Indonesia by using the internet with the main goal is to make the better public transportation CHAPTER THREE The Development of Prototype The development of this prorotype is a video with video blogging format about a college student named Pepe 21 years old who tells about the things that he can find in public transport that he can not find when he is driving his car by himself CHAPTER FOUR Evaluation Pre Test method that the writer used are by literature review FGD with 8 passengers of public transport aged 18 24 years old and interview with Christian Sugiono Meanwhile the writer will do the evaluation by analyzing YouTube Analytics and FGD with 10 passengers of public transport CHAPTER FIVE Budgetting The budget of this prototype is Rp 1 250 000 Meanwhile the budget for each webisode is estimated to be about Rp 5 115 000 and Rp 25 575 000 for each season The minimum revenue comes from YouTube Advertisements is Rp 7 200 000 webisode The Budget for evaluation is estimated to be about Rp 500 000]