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

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Abstrak

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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 LIMAAnggaranAnggaran 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
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ABSTRACT

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