

# Perencanaan program humas untuk Majalah Rolling Stone Indonesia = Public relations program plan for Rolling Stone Indonesia Magazine / Tita Miasari

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## Abstrak

[<b>ABSTRAK</b><br>

### RINGKASAN EKSEKUTIF

#### Analisis Situasi

Majalah Rolling Stone Indonesia merupakan salah satu majalah musik di Indonesia yang mampu bertahan selama 10 tahun (terhitung 2005-2015)

Kurang efektifnya komunikasi dua arah bagi Rolling Stone Indonesia dengan publiknya terutama bagi pelanggan baik itu melalui offline ataupun online

Banyak bermunculan kompetitor majalah yang juga membuat berbagai macam bentuk promosi menarik untuk majalahnya baik secara online dan offline, misalnya dengan membuat festival musik, konser ataupun kampanye. Serta pengadaan berbagai media baru yang atraktif, seperti website dan sosial media yang membuat popularitas dan citra mereka terus meningkat

#### Tujuan

Menjadikan majalah Rolling Stone Indonesia sebagai media musik dengan citra yang unggul dan membangun awareness masyarakat Indonesia terhadap majalah Rolling Stone Indonesia sebagai sumber segala informasi terpercaya mengenai industri musik di Indonesia

#### Strategi

Membangun awareness akan adanya perbaikan media komunikasi dua arah melalui program komunikasi bertema ?Music for Life?, yang menekankan pada musik sebagai sumber kehidupan dan harapan bagi Indonesia. Berfokus pada Rolling Stone Indonesia dengan pelanggan.

Membuat aktivitas dan pesan kunci program yang konsisten membahas mengenai industri musik Indonesia dalam ?Music for Life?.

Meningkatkan pemanfaatan berbagai media dengan berfokus kepada media digital sebagai saluran utama komunikasi, seperti website kampanye dan social media.

#### Khalayak Sasaran

##### Pelanggan

Mereka yang telah berlangganan ataupun membeli majalah Rolling Stone Indonesia secara berkala, serta membaca majalah Rolling Stone Indonesia. Laki-laki usia 20-30 tahun, SES B+ - A+, berdomisili di kota-kota besar di Indonesia

##### Masyarakat umum

Merupakan masyarakat Indonesia yang sesuai target pasar majalah Rolling Stone Indonesia, yaitu mulai usia 18 hingga 40 tahun, SES B+ - A+, berdomisili di kota-kota besar di Indonesia, baik laki-laki maupun perempuan, terutama para penggemar musik

##### Pesan Kunci

Rolling Stone Indonesia memberikan segala informasi terbaru dan eksklusif mengenai industri musik di

Indonesia.

#### Program

Memperbaiki media online yaitu akun jejaring sosial dan email sebagai media dua arah antara Rolling Stone Indonesia dengan publik,

Memperbaharui konten pada website serta membuat newsletter khusus bagi pelanggan melalui direct mail

Memanfaatkan jaringan relasi, antara majalah Rolling Stone Indonesia dengan para musisi Indonesia dari berbagai aliran musik untuk berpartisipasi juga berperan sebagai buzzer dari kampanye Music for Life

Mengusahakan adanya kerjasama dengan media lain terkait publikasi seluruh kegiatan kampanye Music for Life, yaitu radio

Menjadikan perayaan ulang tahun ke-10 Rolling Stone Indonesia sebagai pengenalan kampanye Music for Life kepada publik serta ajang pemberian penghargaan kepada para pekerja di industri musik dalam Editor's

Choice Award

Mengefektifkan kembali Release Party dan Rock Market sebagai media promosi majalah Rolling Stone Indonesia

Mengefektifkan kembali Rolling Stone goes to School & Campus sebagai pemberian edukasi serta media promosi majalah Rolling Stone Indonesia ke generasi muda (Calon target pasar dari Majalah Rolling Stone Indonesia)

Mengaktifkan kembali channel Youtube Rolling Stone Indonesia dengan membuat kegiatan Jamming with Rolling Stone Indonesia, berupa video series dari penampilan singkat musisi Indonesia

Menjadikan perayaan pesta akhir tahun Rolling Stone Indonesia sebagai penutupan dari kampanye Music for Life kepada publik

Jadwal

Januari - Desember 2015

Anggaran

Total anggaran yang dibutuhkan untuk penyelenggaraan rangkaian kegiatan kampanye Music for Life adalah Rp 1.286.680.000,-

Evaluasi

Metode evaluasi yang digunakan adalah metode input, output dan outcome.

Input : evaluasi terhadap segala proses yang berlangsung dalam pra pelaksanaan kegiatan kampanye Music for Life

Output : evaluasi terhadap sesuatu yang nyata sebagai hasil dari berbagai kegiatan dalam rangkaian kampanye Music for Life

Outcome : pengukuran dampak dan evaluasi hasil pelaksanaan kegiatan kampanye Music for Life.

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<b>ABSTRACT</b><br>

EXECUTIVE SUMMARY

Situation Analysis

Rolling Stone Magazine Indonesia is one of the magazine focuses in Indonesia's music industry that is capable to survive for 10 years (2005-2015).

Rolling Stone Indonesia has a lack of communication effectiveness especially to its customer through offline and online contacts.

The emerging of competitors who offer various kinds of promotions for their magazines through online and

offline, for example by making music festivals, concerts, or campaigns. Also the emerging of various attractive new media, like website and social media making their popularity and image constantly rising.

#### Goal

To make Rolling Stone Indonesia Magazine as a supreme media for music industry with excellent image and to develop Indonesian citizens' awareness that Rolling Stone Magazine Indonesia is a trusted source for music industry in Indonesia.

#### Strategy

Building awareness regarding the improvement of two ways communication through communication program themed "Music for Life" in which emphasize music as the source of life and hope for Indonesia. Especially focusing on relationship between Rolling Stone Indonesia and customers; generally focusing on relationship between Rolling Stone Indonesia and Indonesia citizen.

Conducting activities and creating key messages for programs that consistently discuss about Indonesia music industry in "Music for Life"

Executing media relations efforts focusing on digital media as the main communication channel, such as website campaign and social media.

#### Target Audience

##### General public

Indonesian citizen who fits Rolling Stone Indonesia prospective customer target, which is people aged 18 - 25 years, SES B+ - A+, living in big cities in Indonesia, male or female, especially music fans.

##### Customers

Those who subscribe or buy and read Rolling Stone Indonesia gradually. Male at the age of 20-30 years old, SES B+ - A, domiciled in Indonesia's big cities.

#### Key Messages

Rolling Stone Indonesia Magazine is the top music magazine in Indonesia which provides exclusive and most updated information regarding Indonesia music industry.

#### Programs

Improving online media, namely social networking accounts and email as the two ways communication tools between Rolling Stone Indonesia and its public.

Renewing website content as well as producing special newsletter for customers through direct mail.

Utilizing network relations between Rolling Stone Magazine Indonesia and Indonesian Musicians from various music genres to also participate and take part as a buzzer for Music for Life campaign

Putting effort on cooperation with other media regarding campaign publicity of Music for Life, especially radio

Making Rolling Stone Indonesia's 10th year anniversary celebration as the introduction for Music for Life campaign to general public followed by conducting Editor's Choice Awards for the employees in music industry.

Reviving Release Party and Rock Market as promoting media for Rolling Stone Magazine Indonesia

Bringing back Rolling Stone goes to School & Campus as a channel to educate as well as to promote

Rolling Stone Magazine Indonesia to young generation. (Future target market of Rolling Stone Magazine Indonesia)

Reactivating Youtube channel Rolling Stone Indonesia by implementing Jamming session with Rolling Stone Indonesia, in the form of series of short performances from Indonesian Musicians.

Making Rolling Stone Indonesia's end of year celebration as the closing of the campaign Music for Life to the public.

Schedule

January - December 2015

Budget

Total budget required for the implementation of overall "Music for Life" campaign activities is Rp 1.266.680.000,-

Evaluation

The evaluation method that is used in this program is input, output, and outcome method.

Input : an evaluation towards all process that take place in the implementation of activities

Output : an evaluation towards tangible things as a result of activities

Outcome : impact measurement and evaluation of the activities implementation, EXECUTIVE SUMMARY

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