

# Perencanaan majalah increate e-magazine ekonomi kreatif = Proposal of publishing e-magazine on creative economy increate / Hana Andita Devarianti

Hana Andita Devarianti, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20405100&lokasi=lokal>

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## Abstrak

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

### RINGKASAN EKSEKUTIF

#### BAGIAN I

##### Analisis Situasi

Ekonomi kreatif telah menjadi kekuatan transformatif yang kuat di dunia. Namun, rendahnya kualitas sumber daya manusia di Indonesia mengakibatkan rendahnya produktivitas dan daya saing wirausaha kreatif di tingkat nasional maupun global. Oleh karena itu, dibutuhkan media informasi yang menginspirasi masyarakat untuk mengembangkan bisnis berinovasi tinggi yang mempertimbangkan kekayaan kreativitas dan kearifan lokal di dalamnya.

#### BAGIAN II

##### Manfaat dan Tujuan Pengembangan Prototype

##### Manfaat bagi Khalayak:

Memberikan inspirasi.

Memberikan edukasi, informasi, dan pemahaman seputar dunia bisnis dan kewirausahaan.

Memberikan motivasi dan kreativitas.

##### Manfaat bagi Pengelola:

Menyajikan informasi yang memberikan ide-ide baru.

Menjadi institusi yang memelihara kelanggengan seni dan budaya Indonesia.

Mendapatkan pemasukan dari pengiklan dan sponsor.

##### Tujuan:

Memenuhi kebutuhan pembaca akan ide bisnis yang berbasis ekonomi kreatif.

Menginspirasi dan memotivasi pembaca untuk berkreasi.

Membuka wawasan dan memberikan pengetahuan serta ide.

Mendorong dan mendukung program pemerintah.

Menghasilkan profit.

#### BAGIAN III

##### Prototype yang Dikembangkan

InCreate adalah e-magazine ekonomi kreatif yang berusaha menginspirasi masyarakat untuk aktif dalam kegiatan ekonomi kreatif dengan menyajikan informasi edukatif dan mendalam. InCreate ditujukan bagi pembaca generasi muda berusia 20-40 tahun tidak terbatas gender, SES A dan B, serta tertarik dengan seni, budaya, dan bisnis kreatif.

#### BAGIAN IV

##### Evaluasi

Rencana Media Pre Test untuk mengetahui evaluasi awal dilakukan melalui focus group discussion.

Rencana Evaluasi untuk mengetahui kualitas kerja diadakan sebulan sekali (per edisi) melalui rapat redaksi dan setahun sekali (per tahun) melalui focus group discussion dan survey kuesioner.

## BAGIAN V

### Anggaran

Total Modal atau Investasi Awal = Rp352.080.800

Total Biaya Operasional Per Tahun = Rp2.002.082.553

Total Pendapatan Tahun Pertama = Rp1.890.000.000

Total Pendapatan Tahun Kedua = Rp2.250.000.000

Total Pendapatan Tahun Ketiga = Rp2.495.000.000

BEP dicapai pada tahun ketiga.

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<b>ABSTRACT</b><br>

## EXECUTIVE SUMMARY

### PART I

#### Situational Analysis

Creative Economy has become powerful transformative strength in the world. However, low quality of human resource in Indonesia causes poor rate of creative entrepreneurs productivity and competitiveness nationally or globally. Therefore, an information providing media, which inspires citizens to develop a highly innovated business, which consider about creativity richness and local wisdom within is required.

### PART II

#### Prototype Development Objectives and Benefits

##### Benefits for Audiences

To inspire people

Providing education, information, and knowledge about business and entrepreneur

Giving motivation and creativity

##### Benefits for developers:

Serving information which giving new ideas

Being an institution that maintains art eternity and Indonesian culture.

Obtaining income from advertisement and sponsorship

##### Objectives:

Fulfilling reader's need of business idea which is based on creative economy

To inspire and motivate reader in producing creation

To broaden knowledge

Supporting government's program

Creating profit

### PART III

#### Developed Prototype

InCreate is a creative economy e-magazine that inspires people to be active in creative economy activities by providing educative and deep information. InCreate is aimed for young readers (20-40 years old) with no gender restriction, SES A and B, and those who are interested with art, culture, and creative business.

## PART IV

### Evaluation

Media Pre Test Plan is preceded to observe early evaluation that carried out by focus group discussion. Evaluation Plan is preceded to observe work quality through monthly (per edition evaluation) that carried out by editorial staff meeting and annual (per year) that carried out by focus group discussion and surveys.

## PART V

### Fund Allocation

Investment = Rp352.080.800

Annual Operational Expenditure = Rp2.002.082.553

First Year Income = Rp1.890.000.000

Second Year Income = Rp2.250.000.000

Third Year Income = Rp2.495.000.000

BEP reached in three years , EXECUTIVE SUMMARY

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