

Prototipe talk show program radio mengenai karya sastra Indonesia program Apresiasi Karya Sastra Indonesia (AKSARA) = prototype of radio programme talk show for about Indonesian literature appreciation for Indonesian literature programme (AKSARA)

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Abstrak

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Bagian 1: Analisis Situasi

Minat membaca masyarakat Indonesia masih tergolong rendah karena minimnya sarana, informasi, serta koleksi buku. Di sisi lain, upaya mengapresiasi karya sastra Indonesia mulai berkembang baik. Namun, kebanyakan orang cenderung menganggap sastra itu berat. Padahal sastra banyak memberikan manfaat. Diperlukan adanya program khusus soal karya sastra Indonesia untuk segmen dewasa muda. Media yang digunakan adalah radio karena meski jangkauannya luas tetapi bisa membangun hubungan personal.

Hasil riset khalayak terhadap 55 pendengar radio menunjukkan mayoritas dari mereka merasa butuh dan tertarik dengan ide program bertema sastra. Hampir semua responden setuju jika program karya sastra Indonesia ini direalisasikan.

Bagian 2: Manfaat dan Tujuan Pengembangan Prototipe

Manfaat bagi khalayak: Meningkatkan kesadaran masyarakat terhadap pentingnya mengenal karya sastra Indonesia.

Manfaat bagi pengelola: Meningkatkan citra positif karena menghadirkan program yang mendidik masyarakat tentang sastra Indonesia.

Manfaat ekonomi: Pengelola mendapatkan pemasukan tambahan.

Tujuan sosial: Mengenalkan karya-karya sastrawan Indonesia.

Tujuan ekonomi: Menambah keuntungan lewat iklan dan sponsor.

Bagian 3: Prototipe yang Dikembangkan

Program bertema sastra ini mengusung format talkshow, dengan nama ?AKSARA? (Apresiasi Karya Sastra Indonesia). Program akan mengudara di KBR, setiap Sabtu, selama 1 jam, pukul 19.00-20.00 WIB. Program ini menghadirkan sastrawan, penyair, budayawan, atau kritikus sastra sebagai narasumber.

Bagian 4: Evaluasi

Media pre-test dilakukan dengan metode Focus Group Discussion (FGD) sebanyak 2 kali. Peserta FGD adalah 10 orang berusia 20-30 tahun. Pre-test dilakukan sebulan sebelum hari siaran program dan setelah prototipe program diproduksi.

Evaluasi akan dilaksanakan secara aktif dan pasif, setelah program disiarkan. Metodenya adalah kuesioner digital dan memantau respon pendengar via SMS, email, dan Twitter.

Bagian 5: Anggaran

Anggaran pembuatan prototipe: Rp 143.000,-

Anggaran pembuatan program per edisi: Rp 1.265.000,-

Total biaya produksi program selama tiga bulan (13 edisi):

Rp 16.445.000,-

Anggaran pre-test: Rp 1.925.000 dan Evaluasi per bulan: Rp 1.800.000;

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ABSTRACT

Part 1: Situation Analysis

Indonesian literacy awareness is still low due to the lack of facilities, information, and book collections. On the one hand, the effort to appreciate Indonesian literature is growing immensely. On the other hand, many people tend to assume that literature is way too heavy, when actually it may give a very rewarding results to the ones study it. There is a growing need for a special program that discusses Indonesian literature targeting young adults segment. Radio became the media that the writer choose because it has the ability to reach a wide-scope of listeners, while still maintaining intimate-personal relationship with its designated listeners.

The result of audience's research to the 55 radio listeners show that the majority of them need and excited to the idea of literature-themed programme. Most of them agree, incase this program of Indonesian literature to be created.

Part 2: The Advantages and the Purposes of Prototype Development

Benefits for the audience: Raising the public awareness on the importance of knowing Indonesian literature.

Benefits for managers: Managing a positive image for the radio itself because it uses Indonesian literature as a tool to educate people. Economic benefits: Getting additional income. Social objectives: Introducing the works of Indonesian author. Economic objectives: Getting profits from advertisement and sponsorship.

Part 3: The Developed Prototype

This programme carries a talk show format, called "AKSARA" (Appreciation for Indonesian Literature). The program will air at KBR, every Saturday, for 1 hour, from 19:00 to 20:00 pm. This program presents a writer, a poet, a cultural observer, or literature critics as source persons.

Part 4: The Evaluation

A media pre-test will be conducted using Focus Group Discussion (FGD) method twice. The participants consist of 10 people aged 20-30 years. This pre-test will be done a month before the day of the broadcast program and after the program prototype is produced.

The evaluation will be carried out in both active and passive ways, right after the program is broadcast. A digital questionnaire will be used while monitoring the response of listeners via SMS, email, and Twitter simultaneously.

Part 5: Budget

Budget for prototype making : Rp 143.000 ,-

Budget for making programme per edition : Rp 1.265.000 ,- The total cost production for three months (13 editions): Rp 16.445.000 , -

Budget pre -test : Rp 1.925.000 and Evaluation each month: Rp1.800.000;Part 1: Situation Analysis

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