

Prototype media online informasi sosial-politik "Room for Youth" = "Room for Youth" online media prototype for social-political information / Aninta Ekanila

Aninta Ekanila, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20416237&lokasi=lokal>

Abstrak

[ABSTRAK

Analisis Situasi

Berkembangnya gerakan sosial-politik di kalangan anak muda membuat pelajar SMA mulai tertarik dengan isu-isu di bidang tersebut. Namun, minimnya media yang khusus memberikan informasi sosial-politik untuk anak muda membuat mereka beralih pada situs berita online atau informasi tidak terverifikasi di media sosial. Dari 60 responden pelajar SMA, 98% menganggap informasi sosial-politik penting untuk diketahui karena anak muda adalah agen perubahan yang harus teredukasi dan terliterasi. Maka, dibutuhkan media online yang menyediakan informasi sosial-politik dengan pendekatan yang sesuai dengan selera remaja.

Manfaat dan Tujuan Pengembangan Prototipe

- Manfaat bagi khalayak: mendapatkan informasi sosial-politik terbaru yang sesuai dengan minat.

- Manfaat bagi pengelola: menjadi pengembang jurnalisme online di Indonesia dan mendapat keuntungan komersial.

- Tujuan: memberikan informasi di bidang sosial-politik yang mampu mengedukasi remaja.

Prototipe yang Dikembangkan

Situs ROOM FOR YOUTH merupakan media online yang menyediakan informasi di bidang sosial-politik. Situs ini dikemas secara multimedia dan terhubung dengan media sosial dan aplikasi messenger. Khalayak juga bisa ikut berkontribusi memberikan karya di media ini. Situs diperuntukan bagi khalayak yang aktif menggunakan internet untuk mencari informasi. Khalayak dari situs ini merupakan pelajar SMA berusia 14-18 tahun yang berminat dengan isu sosial-politik, serta berstatus ekonomi A-B-C. Situs beralamat di ruangsospolpelajar.com.

Evaluasi

Pre-test dilakukan dua bulan sebelum peluncuran situs dengan menyebar kuesioner online dan link prototype kepada sebagian responden yang pernah mengisi kuesioner riset khalayak.

Evaluasi dilakukan setahun setelah peluncuran situs. Khalayak bisa mengisi polling online dari situs.

Redaksi juga akan menghubungi khalayak yang berlangganan media sosial ROOM FOR YOUTH untuk wawancara.

Anggaran

Anggaran pembuatan prototype : Rp 1.300.000

Investasi Awal : Rp 146.254.000

Total Pengeluaran Bulanan : Rp 92.100.000

Total Pengeluaran Per Tahun : Rp 1.177.700.000

Perkiraan Pendapatan Tahun Pertama : Rp 805.500.000

Perkiraan Pendapatan Tahun Kedua : Rp 1.791.000.000

Perkiraan Pendapatan Tahun Ketiga : Rp 2.253.000.000

BEP akan dicapai pada tahun kedua bulan kesatu.;Situation Analysis

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ABSTRACT

The growth of youth joined social-political movement makes high school student start to pay attention in this issue. However, since we lack of media that provides social-political information for teenager, they shifted to rely on news based online site and unverified news in social media. Among 60 respondents of high school student, 98% believed that social-political information is significant for them as an agent of change who must be well-educated and well-literated. That's why there has to be a media with teenage audience approach which provides the needs of social-political information.

Benefits and Objectives of Prototype

- Benefits for audience: getting actual information of social-political issue which relevant with their interest.

- Benefits for developer: be an online journalism developer in Indonesia and get a commercial benefit.

- Objectives: educating teenager through social-political information.

Prototype

ROOM FOR YOUTH is a site-based online media which provides social-political information. This site is packed in multimedia and connected with social media and also several messenger applications. The audience could contribute to provide media's content. This site is intended to active internet users. This

media target is high school student between age 14-18 years old who interested in social-political issue, and A-B-C socio economic status. Official site of ROOM FOR YOUTH is roomforyouth.com.

Evaluation

Pre-test will be conducted two months before site-launching by distributing online questionnaire and prototype link to half of respondents who participated in audience research.

Media evaluation will be conducted a year after site-launching. Audience could fill the online polling that will be embedded on the site. Newsroom will contact ROOM FOR YOUTH's social media subscriber to do further interview.

Budgeting

Prototype development : Rp 1.300.000

Total Initial Investment: : Rp 146.254.000

Total Monthly Expenditure : Rp 92.100.000

Total Annual Expenditure : Rp 1.177.700.000

1st Year Predicted Income : Rp 805.500.000

2nd Year Predicted Income : Rp 1.791.000.000

3rd Year Predicted Income : Rp 2.253.000.000

BEP is assumed should be obtained in the second year (1st month),. Situation Analysis

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