

Prototipe program talk show radio creative entrepreneur = Creative entrepreneur radio talk show program prototype / Oktina Dyah Emilda Sundari

Oktina Dyah Emilda Sundari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20416266&lokasi=lokal>

Abstrak

[ABSTRAK

Analisis Situasi

Creative entrepreneur adalah seseorang yang menanam modal melalui bakatnya sendiri atau orang lain, yang jika dikelola dengan baik akan menghasilkan manfaat bagi lingkungan dan ekonomi. Creative entrepreneur merupakan langkah untuk mewujudkan ekonomi kreatif Indonesia. Beberapa tahun belakangan, konsep creative entrepreneur diminati oleh kalangan anak muda, tak terkecuali mahasiswa

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Manfaat dan Tujuan Pengembangan Prototipe

Manfaat program ini antara lain memberikan informasi lengkap dan memperkenalkan mahasiswa UI tentang creative entrepreneur.

Program ini bertujuan untuk memicu semangat kewirausahaan, melalui bakat yang dimilikinya.

Prototipe yang Dikembangkan

Program radio yang diajukan adalah program yang khusus membahas creative entrepreneur dengan sasaran khusus mahasiswa UI dan sasaran umum anak muda Indonesia, dengan usia 18-35 tahun.

Program tersebut disajikan dalam format talk show dengan mengundang narasumber, sesuai topik per pekannya. Topik-topik yang ditawarkan tiap pekannya, berpedoman pada subsektor industri kreatif Pekan Produk Kreatif Indonesia 2011 dan riset khalayak.

Evaluasi

-Pre test dilakukan dengan kuesioner online untuk mendapatkan masukan agar program bisa lebih baik dan sesuai kebutuhan khalayak.

-Evaluasi dilakukan dengan metode penyebaran kuesioner online kepada pendengar program Be Creativepreneur!.

-Evaluasi dari pendengar juga dilakukan melalui analisis pesan yang masuk melalui e-mail, SMS, maupun media sosial. Dari evaluasi ini akan terlihat pula seberapa besar respon dan interaksi pendengar terhadap program Be Creativepreneur!

Anggaran

Anggaran Biaya Produksi Prototipe = Rp 265.000,00

Anggaran Biaya Produksi Program per episode = Rp 145.000,00

Anggaran Biaya Produksi per episode khusus kompetisi = Rp 715.000,00

Total biaya produksi = Rp 3.595.000,00

Perkiraan Pendapatan = Rp 500.000

Rencana Anggaran Evaluasi = Rp 150.000,00

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ABSTRACT

Situation Analysis

Creative entrepreneur is when a person invests through his own or other people's skills, which will be useful for environment and economy if managed well. Creative entrepreneur is a step to realize Indonesia's creative economy. For the past few years, the concept of creative entrepreneur interests youth, with no exception of

Universitas Indonesia

The Advantages and The Purposes of Prototype Development

The benefits of this program are giving full information and introducing UI students about creative entrepreneur.

This program aims on triggering the spirit of entrepreneurship through the skills that are owned.

The Developed Prototype

Radio program that is proposed is the particular program that discusses creative entrepreneur with UI students as the certain target and Indonesian youth aged 18-35 as the general target. The program is presented in a format of talk show by inviting interviewee, according to weekly topic. The topics that are offered every week are based on subsector creative industry, Pekan Produk Kreatif Indonesia 2011 and public research.

The Evaluation

-Pretest is done with online questionnaire to get suggestion so the program can be better and fit the public needs.

-Evaluation is done by spreading online questionnaire method to the listeners of program Be Creativepreneur!

-Evaluation is also done by analyzing messages in e-mail, SMS, and social media. Through this evaluation, it will be clear how much response and listeners interaction to the program Be

Creativepreneurs!

Budget

Prototype Production Cost Budget= Rp 265.000,00

Program Production Cost Budget each episode = Rp 145.000,00

Program Production Cost Budget each competition episode = Rp 715.000,00

Total Production Cost = Rp 3.595.000,00

Estimated Income = Rp 500.000

Evaluation Budget Plan = Rp 150.000,00, Situation Analysis

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