

Prototipe web series "I am K-Fans" (program video blog web series) = Prototype web series "I am K-Fans" (program web series video blog) / Ayu Andria

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20416318&lokasi=lokal>

Abstrak

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BAGIAN SATU ANALISIS SITUASI

Penggemar drama Korea di Indonesia semakin banyak. Tanpa mereka sadari, menonton drama Korea ternyata bisa berdampak positif maupun negatif. Mereka terbiasa menonton drama Korea dengan streaming atau download menggunakan internet. Maka dari itu, akan dibuat program baru web series mengenai perilaku penggemar drama Korea, baik positif dan negatif, yang akan ditayangkan melalui Youtube.com.

BAGIAN DUA MANFAAT DAN TUJUAN PENGEMBANGAN PROTOTIPE

Manfaat utama dari pengembangan prototipe ini adalah memberikan alternatif tayangan baru yang menghibur dan inspiratif mengenai penggemar drama Korea. Tujuannya agar para penggemar drama Korea ini menyadari bahwa menonton drama Korea bisa berdampak positif dan negatif.

BAGIAN TIGA PENGEMBANGAN PROTOTIPE

Program yang dikembangkan adalah tayangan web series dengan formatnya vlog (video blog) yang ditayangkan melalui Youtube. Pilot dari program I am K-Fans ada 2 episode. Episode pertama mengenai Ayu seorang penggemar drama Korea, yang bisa berbahasa Korea karena belajar dari drama Korea. Episode kedua mengenai Ayu yang menceritakan temannya yang menghabiskan waktu untuk menonton drama dan lupa belajar untuk UTSnya.

BAGIAN EMPAT EVALUASI

Pre test akan dilakukan seminggu sebelum program ?I am K-Fans? dirilis dengan melakukan focus group discussion dengan penggemar drama Korea. Evaluasi akan dilakukan 1 bulan setelah program dirilis dengan melakukan focus group discussion dan menganalisis performa tayangannya dengan Youtube Analytic.

BAGIAN LIMA ANGGARAN

Anggaran pembuatan prototype adalah Rp 510.000,00. Anggaran rencana penerbitan media per episode adalah Rp 5.335.000,00 dan 1 season (8 episode) adalah Rp 42.845.000,00. Anggaran rencana evaluasi adalah Rp 480.000,00. Prakiraan pendapatan adalah per episode Rp 1.316.460,00 dan 1 season adalah Rp 30.866.680,00.

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ABSTRACT

PART ONE

SITUATIONAL ANALYSIS

There is a growing number of Korean drama fan clubs in Indonesia. Either they are aware of the effects of being a fan of K-drama, but watching Korean drama gives both positive and negative effects. Fans are used to watch K-drama via streaming or downloading using internet. Therefore, web series about K-drama fans's attitude, either positive or negative, will be made and will also be posted on Youtube.

PART TWO

BENEFITS AND PURPOSES OF THE DEVELOPMENT OF PROTOTYPE

The main benefit of the development of this prototype is to provide an interesting, alternative program about fans of K-drama. The aim is to remind the fans of the positive and negative effects of being a fan of K-drama.

PART THREE

THE DEVELOPMENT OF PROTOTYPE

The development of prototype is a web series program with a vlog format, that will be aired via Youtube. The pilot of the program called "I am K-Fans", there are 2 episodes. The first episode tells story about Ayu, a fan of K-drama, who also could speak Korean language which she learnt from watching K-drama. Second episode tells Ayu who talks about her friend, a fan of K-drama as well, who fails at exams because of her excessive time to watch K-drama.

PART FOUR EVALUATION

Pre test will be held one week before the program "I am K-fans" is released. Evaluation will be done one month after the program is released by doing focus group discussion and analyzing the performance in the scenes using Youtube Analytic.

PART FIVE BUDGET

The budget for the production of prototype is Rp 510.000,00. The budget for planned issuance of media production for one episode is Rp 5.335.000,00 and for one season (8 episodes) is Rp 42.845.000,00. The budget for planned evaluation is Rp 480.000,00. The estimated income per episode is Rp 1.316.460,00 and thus for one season is Rp 30.866.680,00.;PART ONE

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