

Proposal pembuatan situs kuliner Korea berbahasa Indonesia

Maya Safira, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20280851&lokasi=lokal>

Abstrak

[ABSTRAK

Peningkatan ketertarikan masyarakat Indonesia, khususnya dewasa muda, terhadap budaya pop Korea membuat mereka ikut tertarik dengan kuliner negeri ginseng ini. Namun sayangnya, belum ada media di Indonesia yang menyajikan informasi memadai dan lengkap seputar kuliner Korea. Padahal saat ini di Indonesia, kian bermunculan tempat makan, produk makanan dan acara berkaitan dengan Korea.

Manfaat dari pengembangan prototype ini adalah memberi informasi mengenai kuliner Korea secara mendalam dan meningkatkan apresiasi terhadap budaya dan kuliner negara lain, khususnya Korea. Tujuannya adalah untuk memberikan alternatif kuliner baru dan memenuhi kebutuhan akan informasi seputar kuliner Korea dengan format media online yang populer di masyarakat.

Situs YŏrŏYori merupakan situs kuliner Korea berbahasa Indonesia.

Target khalayak dari situs YŏrŏYori adalah pria dan wanita yang memahami bahasa Indonesia dan berusia 20-34 tahun. YŏrŏYori dapat diakses melalui www.yoroyori.com. Situs ini hadir dengan tampilan menarik, konten bervariasi, dan akses yang mudah. Situs YŏrŏYori menyajikan bermacam artikel dan resep dalam lamannya.

Penggunaan gambar, slide, dan video menjadi pelengkap konten situs. Pre-test media: menggunakan kuesioner online untuk mengetahui respon khalayak dan mendapat masukan untuk perbaikan situs. Evaluasi: (1) Evaluasi khalayak dengan kuesioner online untuk mengetahui kesesuaian situs YŏrŏYori dengan keinginan khalayak.

(2) Evaluasi produk (input, output, outcome) dilakukan dengan analisis progress report dalam rapat redaksi serta kuesioner online untuk khalayak tiap enam bulan.

<hr>

ABSTRACT

Young adults in Indonesia are getting interested with Korean pop culture. From this basis, they become interested with Korean culinary also. New Korean restaurants, Korean food products, and events related to Korea are increased in Indonesia. Unfortunately,

there is no media in Indonesia provides complete information about Korean cuisine. The benefits from developing this prototype are to provide depth information about Korean cuisine and to increase appreciation for food of other countries, especially Korea. The goals are to give an alternative culinary in Indonesia and also to fulfill the need of Korean cuisine information with the use of online media format. YŏrŏYori is an Indonesian-language website about Korean cuisine.

Target audiences of the site are men and women who understand Indonesian language and aged 20-34 years. YŏrŏYori can be accessed through www.yoroyori.com. This site comes with an attractive design, and varied content. The use of pictures, slides and videos to complement its content.

Media Pre-test: using an online questionnaire to obtain input for website improvements.

Evaluation: (1) Audience evaluation with an online questionnaire to find whether YŏrŏYori website is in accordance with the request of audience. (2) Evaluation of product (input, output, and outcome) is done by analyzing the progress report during editorial meeting and spreading an online questionnaire for audience every six months., Young adults in Indonesia are getting interested with Korean pop culture. From this basis, they become interested with Korean culinary also. New Korean restaurants, Korean food products, and events related to Korea are increased in Indonesia. Unfortunately, there is no media in Indonesia provides complete information about Korean cuisine.

The benefits from developing this prototype are to provide depth information about Korean cuisine and to increase appreciation for food of other countries, especially Korea. The goals are to give an alternative culinary in Indonesia and also to fulfill the need of Korean cuisine information with the use of online media format.

YŏrŏYori is an Indonesian-language website about Korean cuisine.

Target audiences of the site are men and women who understand Indonesian language and aged 20-34 years. YŏrŏYori can be accessed through www.yoroyori.com. This site comes with an attractive design, and varied content. The use of pictures, slides and videos to complement its content.

Media Pre-test: using an online questionnaire to obtain input for website improvements.

Evaluation: (1) Audience evaluation with an online questionnaire to find whether YŏrŏYori website is in accordance with the request of

audience.

(2) Evaluation of product (input, output, and outcome) is done by analyzing the progress report during editorial meeting and spreading an online questionnaire for audience every six months.]