

# Prototype program feature budaya "BALI BAE" = Cultural feature program prototype "BALI BAE"

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Abstrak

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## BAGIAN SATU ANALISIS SITUASI

Budaya merupakan sesuatu yang harus dipelajari. Sebagai generasi penerus pemuda perlu mempelajari budaya. Televisi lokal berperan penting untuk memenuhi kebutuhan budaya-budaya yang berbeda-beda. Namun, program budaya untuk pemuda di TV lokal Bali masih sedikit. Padahal hasil riset menunjukkan terdapat permintaan untuk itu. Kesimpulannya, ada peluang untuk program budaya untuk pemuda.

## BAGIAN DUA MANFAAT DAN TUJUAN PENGEMBANGAN PROTOTYPE

Manfaat program ini adalah menambah tayangan baru tentang budaya untuk pemuda. Program ini juga memberikan wawasan mengenai budaya. Program ini bertujuan agar pemuda dapat menambah wawasan tentang budaya serta membantu menumbuhkan kepedulian terhadap budaya.

## BAGIAN TIGA PENGEMBANGAN PROTOTYPE

Episode prototype bertopik babi guling khas Bali. Episode ini membahas babi guling sebagai sesajen serta babi guling sebagai makanan yang dijual di rumah makan serta faktor apa yang mempengaruhi transisi tersebut.

## BAGIAN EMPAT EVALUASI

Pre-test dilakukan melalui metode Mini Theatre yang dihadiri 15 remaja berusia 15-24 tahun. Evaluasi internal dilakukan berkala pada setiap tahap pembuatan melalui diskusi. Evaluasi eksternal dilakukan di akhir musim.

## BAGIAN LIMA ANGGARAN

Anggaran pembuatan prototype adalah Rp 325.400,00. Anggaran pembuatan program per episode mencapai Rp 5.850.000. Anggaran pembuatan untuk satu musim adalah Rp 23.015.200,00. Perkiraan pendapatan maksimal melalui penjualan iklan per episode adalah Rp 8.400.000,00. Perkiraan keuntungan per episode adalah Rp Rp 2.550.000. Perkiraan pendapatan maksimal melalui penjualan iklan untuk satu musim sebesar Rp 33.150.000

<hr><i><b>ABSTRACT</b></i>

## PART ONE SITUATIONAL ANALYSIS

Culture is learned. It is important for youth as the next generation to learn its culture. Local TV station can play a critical role in serving the different needs of different cultures. However cultural program for youth in Balinese local TV stations is limited. Research shows that youth are willing to watch cultural programs. This can be seen as an opportunity for cultural programs to be made.

## PART TWO BENEFITS AND GOALS

The benefit of this program is to add a new cultural programs for youth. This program also shares knowledge about culture. This program aim to share knowledge about culture and encourage awareness.

## PART THREE THE DEVELOPMENT OF THE PROTOTYPE

The prototype episode is Balinese traditional suckling pig. This episode discuss how suckling pig is used as an offering, how it is used as food sold in restaurant, and factors that influenced it.

## PART FOUR EVALUATION

Pretest for the prototype will be held by mini theatre test participated by 15 youth aged 15-24 years old. Evaluation is also conducted internally and externally. Internally, it'll be held periodically according to the stage of production. External evaluation will be held at the end of the season.

## PART FIVE BUDGET

This prototype cost Rp 325.400,00. The budget for an actual episode is Rp 5.850.000. The budget a whole season is Rp 23.015.200,00. The maximum expected advertisement revenue per episode is Rp 8.400.000,00. The expected revenue per episode is Rp 2.550.000. Thus, the maximum expected advertisement revenue for a whole season is Rp 33.150.000.;Culture is learned. It is important for youth as the next generation to learn its culture. Local TV station can play a critical role in serving the different needs of different cultures.

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