



BACKGROUND

FROM HOBBY TO CONTENT CREATOR

RAV Moto Channel - Berangkat dari hobi berkendara sepeda motor dari muda (BIKER) yang ingin menularkan serta membagikan pengalaman (EXPERINCE) berkendara kepada para pengendara roda dua (RIDER) lainnya.

Dari semangat tersebut RAV Moto Channel (**RMC**) berkeinginan untuk menjadikan sebuah program experince ridding yang berkolaborasi dengan para biker se-Indonesia.

Stratup konten motovlog yang nantinya bisa menjadi suatu wadah bagi pengemar otomotif untuk bisa saling bertukan pengalaman, ilmu, gagasan dan konten tentunya.

Salam satu aspal !



CONCEPT

"**Collab Experince Riding** di create menjadi sebuah konsep yang isinya **kolaborasi** antara RAV Moto Channel dengan para rider yang belum pernah merasakan sensasi **experience** riding dengan motor ber-CC 600 keatas, yang unitnya sudah **disediakan** untuk para rider agar bisa riding bersama dengan **berbagi** experince, serta merangkum **activity** tersebut kedalam sebuah konten dan vlog **RAV Moto Channel**, yang tidak mungkin itu adalah **impian** sebagian rider :)"





Mengajak & Berbagi kepada rider untuk **experince** sensasi riding dengan motor diatas 600 CC.

Rider akan bisa mendapatkan **activity :** **pengetahuan, pembelajaran** dan **pengalaman** riding.

Upscaling untuk rider mengasah **kemampuan** kognitif memori otot dengan cepat dan **beradaptasi** dengan **situasi baru**.

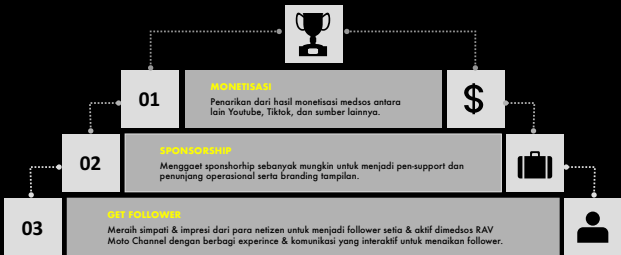
Kolaborasi antar rider untuk membuat **konten** experince riding bersama.

Sharing activity experince riding para rider di media sosial.



KPI

Key Performance Index





TARGET COXER

COLLAB EXPERIENCE RIDER



ROAD MAP

Collab Experience Riding

REGISTRATION

Para calon peserta yang berminat collab dengan RMC akan diberikan link untuk mengisi data kelengkapan dan dikurasi.

CURATION

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CONTENT

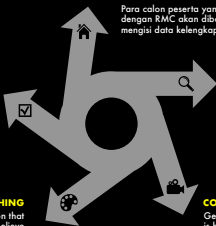
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FINISHING

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PUBLIKASI

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Registration

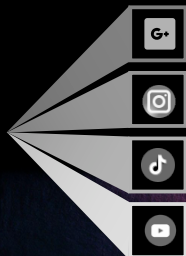


www.ravmotovlog.id

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RAV Submit Experience

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EMAIL : ravchannel.official@gmail.com

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INSTAGRAM : @RAV Channel

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TIKTOK :

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YOUTUBE :

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Curation

01

DATA PENGANTAR

Pengecekan data pengantar rider yang sudah dikirim :
KTP
KK
SIM C

VALID

1. Alamat & data sinkron
2. Tinggi badan

MERAGUKAN

1. Alamat & data kurang sinkron
2. Tinggi badan kurang

TIDAK VALID

1. Alamat & data tidak sinkron
2. Tinggi badan tidak memungkinkan

02

DATA MEDSOS

Melihat jumlah follower & keaktifan rider di medsos

FOLLOWER IG

Min 1000

FOLLOWER TIKTOK

Min 500

SUBSCRIBE YOUTUBE

Min 100

03

DATA PORTOFOLIO

Melihat pengalaman rider dari segi pengetahuan riding, ikut klub atau komunitas mana

SKILL RIDING

1. Pengetahuan
2. Pengalaman
3. Penguasaan

KLUB

1. Dimana saja
2. Berapa lama
3. Kroscek

KOMUNITAS

1. Dimana saja
2. Berapa lama
3. Kroscek

B

Data pengantar rider :
Foto KTP, KK, SIM C

Data medsos rider :
Email, IG, FB, Youtube,
Etc

Data portofolio rider :
Pengalaman, klub,
komunitas, Etc

Mengisi form
pernyataan &
kesanggupan





Conten



20%

- 1. Behind the scene
- 2. Humor



40%

- 1. Apparel
- 2. Gear list



60%

- 1. Wawancara
- 2. Testimoni on bike



80%

- 1. Activity : Sunmori or Riding
- 2. Take konten : Foto & video



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Finishing

PENGUMPULAN BAHAN KONTEN

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FINISHING & KONFIRMASI

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TAKE KONTEN

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PROSES EDITING

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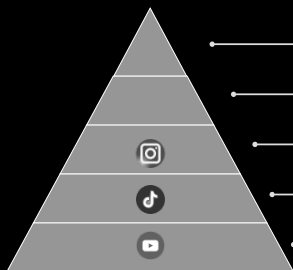
PUBLIKASI

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Publication



WEB SITE

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APLIKASI

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SET TEAM

HEAD QUARTER

Sutradara & producer yang menhandel
A- Z nya operasional RMC & CER.

TEAM TEKNIS PROGRAM

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TEAM PHOTOGRAFER

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TEAM FINISHING & UPPLoad

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TEAM TEKNIS LAPANGAN

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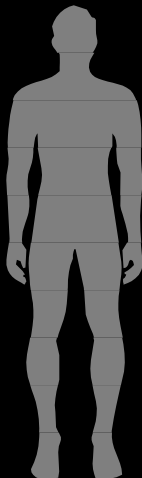
TEAM ADMINISTRASI

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TEAM CAMEO & STUNT

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GEAR LIST

MOTOR OPS & KONTEN

1 unit host, 1 unit coxer. 1 unit wing
man host, 1 unit kameramen

APPAREL & GIMMICK

Alat komunikasi EJEAS &
gimmick hadie coxer.

HP & LAPTOP ADM

Registrasi & backup untuk
traffic control medsos.

MINI STUDIO & OPS

Menyesuaikan kebutuhan.

HP - KAMERA KONTEN

Iphone 14, GoPro 10, Sony A5

GIMBAL

DJI & Brica

HARD DISC

Pasport 1 TB.

DRONE

DJI Maverick





BUDGETING

THANK U

RRV Moto Channel

2023

