

## Film marketing dalam perfilman indonesia = Film marketing in indonesia film

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### Abstrak

Dunia perfilman Indonesia masih mengalami perkembangan Hal ini terlihat dari beberapa tahun terakhir total jumlah produksi film dalam negeri naik turun begitu pula dengan apresiasi menonton masyarakat. Saat ini para produser film sudah mulai memperhatikan aspek film marketing sebagai media untuk mempromosikan serta menarik minat penonton. Disini akan dilihat salah satu contoh melalui film Comic 8 bagaimana film marketing di Indonesia berjalan sehingga berhasil meraih penonton 1 624 067. Bagian Film marketing mix yakni aktor dan genre film merupakan elemen utama dari suksesnya film Comic 8 Sosial media juga memiliki peran dalam mempromosikan film dengan cara mengunggah berbagai macam materi film seperti foto trailer berita dan berinteraksi dengan penonton. Promosi yang dijalankan akan menyebabkan buzz sehingga terjadi word of mouth di masyarakat.

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Indonesia film industry is still experiencing growth It is seen from the last few years the total number of domestic film production up and down as well as the appreciation of the public watching. Nowadays film producers have started to pay attention to aspects film marketing as a medium to promote and attract viewers. Here will be seen through the film one example of how the film Comic 8 marketing in Indonesia runs so successfully achieved 1 624 067 viewers. Part of the marketing mix film actor and genre of the film is a key element of the success of the film Comic 8 Social media also have a role in promoting the film by uploading various kinds of film material such as photos trailers news and interact with the audience. Promotions that run causes buzz resulting word of mouth in the community.