

Pengaruh komunitas virtual terhadap perkembangan komunitas merek Criterion Collection = Virtual community impact to Criterion Collection brand community

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Abstrak

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Pentingnya sebuah karya film memang tidak dapat dipungkiri lagi. Film telah menjadi media dalam pembentukan nilai yang tercermin dari budaya-budaya yang ada di dunia sehingga menghasilkan genre film yang sangat luas, menarik minat beberapa kalangan orang yang memandang film lebih dari yang semestinya, lebih dari fungsinya sebagai hiburan dan lebih kepada fungsi edukasi yang terkait di dalamnya. Dari pengamat, pelajar dan pembuat film berkumpul untuk merayakannya sampai Industri Kapitalis Hollywood beserta politik yang terkait di banyak Negara terhadap industri film menutup akses terhadap sinema dunia dan membuat kalangan ini mencari alternatif lain untuk memenuhi kebutuhan mereka terhadap film. Criterion Collection sebuah perusahaan distribusi film muncul sebagai juru selamat bagi kalangan tadi dan menjadikan mereka Komunitas Merek dimana terdapat fungsi dari Komunitas Virtual karena Criterion Collection ikut menyediakan banyak online channel yang dibutuhkan para fans untuk berbagi. Dengan menggunakan 2 teori dari Komunitas Merek dan Komunitas Virtual, kamu mencoba untuk mengukur pengaruh Komunitas Virtual terhadap perkembangan Komunitas Merek yang dimiliki oleh Criterion Collection<hr>

ABSTRACT

The Importance of Film in today's world is inevitable. Film has become a media in the creation of value reflected by cultures all over the world offering vast array of film genre, gaining interests of certain people who view film more than it should be, more than just an entertainment, and more to educational sense. All these film enthusiasts, scholar and filmmakers gather to cherish it all before the Hollywood capitalist industry integrated with politics in every country shutted the access of world cinema leading its fans to search for alternative to fulfill their needs. Criterion Collection arise as the savior of film enthusiasts gaining cult-following known as Brand Community and shortly become Virtual Community for Criterion Collection provide online media the fans needed. Using 2 theories of Brand Community and Virtual Community, we try to measure the Virtual Community effect in the establishment of Criterion Collection Brand Community., The Importance of Film in today's world is inevitable. Film has become a media in the creation of value reflected by cultures all over the world offering vast array of film genre, gaining interests of certain people who view film more than it should be, more than just an entertainment, and more to educational sense. All these film enthusiasts, scholar and filmmakers gather to cherish it all before the Hollywood capitalist industry integrated with politics in every country shutted the access of world cinema leading its fans to search for alternative to fulfill their needs. Criterion Collection arise as the savior of film enthusiasts gaining cult-following known as Brand Community and shortly become Virtual Community for Criterion Collection provide online media the fans needed. Using 2 theories of Brand Community and Virtual Community, we try to measure the Virtual Community effect in the establishment of Criterion Collection Brand Community.]