

Strategi pelaku industri kreatif perfilman indonesia untuk menghasilkan produk komersialisasi = Creative industry of film s actors strategies to produce commercialization products

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Abstrak

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Jumlah produksi film Indonesia telah mengalami peningkatan setiap tahunnya Namun hal ini tidak berbanding lurus dengan jumlah penonton film Indonesia dimana hanya 13 dari total populasi penduduk Indonesia yang memiliki akses ke bioskop Sementara itu sejak film masuk sebagai salah satu subsektor industri kreatif maka triple helix pemerintah pebisnis dan cendekiawan memegang peranan yang penting dalam mengembangkan industri kreatif perfilman Industri perfilman juga diharapkan mampu menghasilkan produk produk komersialisasi yang mengandalkan pemasaran penjualan dan promosi Pada kenyataannya kondisi industri kreatif perfilman saat ini masih belum kondusif dan ideal Permasalahan itu terutama berada dalam rantai penggerak roda industri film rantai produksi distribusi dan eksibisi Pemerintah masih belum bisa menegakkan sejumlah aturan yang telah dirancang Investasi di bidang perfilman masih terbilang minim Apresiasi penonton film Indonesia masih rendah Promosi perfilman masih terkendala kreativitas dan sumber dana Salah satu hal yang harus dilakukan dalam rangka mendorong peningkatan investasi adalah dengan penyediaan data riset penonton Meskipun demikian untuk membenahi kondisi ini semua pihak memiliki perannya masing masing yang pada akhirnya bermuara pada satu tujuan yaitu peningkatan kualitas dan kuantitas film Indonesia serta penonton.

ABSTRACT

Number of Indonesian film production has been increasing year by year However this is not followed by the growth of Indonesian moviegoers where merely 13 of the population have access to the cinema Meanwhile since film has been included as one of creative industry subsectors so there are parties known as triple helix government business people and intellectual who hold the role that is significant in developing creative industry of film This industry is also expected to be capable in producing commercialization products which has to rely on marketing sales and promotion In fact this industry is not in a conducive and ideal condition yet The main problem is in the chains that drive the industry wheel production distribution and exhibition The government is still poor in upholding to the law that have been well designed The investment in the film industry is still considered as a low rate and the appreciation from moviegoers as well The promotion which is essential is obstructed by the people rsquo s creativity and funding sources Availability of the audience research data is believed as the way that will increase the investment rate Nevertheless all the parties have their own role to be done that will lead to the ultimate goals increasing the quality and quantity of Indonesian films and the moviegoers as well.