

Peran pemerintah dalam pengembangan film Indonesia di pasar film dunia = The role of government in developing Indonesian film in the global film market / Meiske Taurisia

Meiske Taurisia, author

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Abstrak

ABSTRAK

Nama: Meiske Taurisia
Program Studi: Magister Perencanaan dan Kebijakan Publik
Judul: Peran Pemerintah dalam Pengembangan Film Indonesia di Pasar Film Dunia
Penelitian ini mencoba untuk memetakan kondisi perfilman Indonesia dalam konteks pasar film dunia dan mengidentifikasi kebijakan pemerintah yang tepat sasaran. Satu pijakan penting dalam penelitian ini adalah mempelajari pola penjualan film Indonesia melalui partisipasi aktif di festival film internasional. Berdasarkan penelitian, ditemukan bahwa peran pemerintah sangatlah penting dalam upaya mengembangkan film Indonesia di tingkat dunia, terutama melalui program penguatan daya saing yang berkesinambungan. Penelitian ini menggunakan metode kualitatif interpretatif guna menggali informasi dari berbagai pihak seperti pelaku industri film dalam negeri, pegiat film internasional, dan pembuat kebijakan terkait perfilman. Hasil penelitian ini diharapkan berkontribusi dalam menetapkan strategi kebijakan perfilman, khususnya dalam mengembangkan film Indonesia berorientasi dunia. Kata Kunci: Kebijakan Kebudayaan, Industri Kreatif, Film, Barang Publik, Subsidi

ABSTRACT

The Role of Government in Developing Indonesian Film in the Global Film Market
This thesis intent to map out the current conditions and challenges facing Indonesian films within the context of accessing international film markets and to identify suitable supportive government policies. This research departs from studying sales patterns of Indonesian films through participation in international film festivals. The research outcome demonstrates that government policies may play a significant role in internationalizing Indonesian films through various programs to support its sustainable competitiveness. The research is based on qualitative interpretative methods in obtaining information and insights from both domestic and international film industry stakeholders as well as various government policymakers involved in the Indonesian film sector. The outcome of this research is expected to contribute in formulating policy strategies related to support the sustainable internationalization of Indonesian films. Keywords Cultural Policy, Creative Industries, Film, Public Goods, Subsidies