

# Strategi Komunikasi Pemasaran Platform Streaming Online Video-on-Demand: Studi Kasus Netflix di Era Pasca Pandemi = The Marketing Communication Strategy of Video-on-Demand Online Streaming Platform: Netflix Case Study in the Post Pandemic Era

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## Abstrak

Artikel ini menjelaskan tentang perubahan industri film, khususnya setelah pandemic COVID-19. Merebaknya COVID-19 memberikan pengaruh yang signifikan terhadap industri perfilman. Akibat pandemi, terlihat bahwa transisi dari teater tradisional ke platform media streaming semakin cepat (Changsong et al, 2021). Di sisi lain, hal ini menguntungkan bagi platform streaming mengingat industri film konvensional beralih ke platform-platform streaming sehingga memudahkan akses bagi khalayak. Artikel ini akan menganalisis kasus tersebut menggunakan Komunikasi Pemasaran Terpadu (Fill, 2006) dan mengambil contoh bagaimana Netflix, sebagai salah satu platform streaming daring terbesar, mempertahankan hubungan virtual yang kuat dengan penontonnya (Riaz, 2018) saat dan sesudah pandemi. Tulisan ini berargumen bahwa Netflix mengaplikasikan strategi komunikasi pemasaran terpadu yang menitikberatkan pada platform media sosial.

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This article describes the changes in film industries, specifically after the COVID-19 pandemic situation. The rampant COVID-19 has had a significant influence on the film industry. The transition from traditional theatres to streaming media platforms has quickened (Changsong et al., 2021). On the other hand, this situation creates an opportunity for streaming platforms industries as filmmakers try to make their products more accessible for audiences in the post-pandemic era, where restrictions on mobility are imposed. In order to understand this particular case, this article will be using Integrated Marketing Communication (Fill, 2006) and taking a case of how Netflix, as one of the biggest online streaming platforms, maintains a solid virtual relationship with the audiences (Riaz, 2018) during and after the pandemic. This paper argues that Netflix implies an integrated marketing communication strategy focusing on social media platforms.