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Digital Marketing Strategies Of Low-Budget Short Film In Jember

Dhama Suroyya^{1*}

1. Kiai Haji Achmad Siddiq State Islamic University (UIN KHAS), Jember

* Correspondence: suroyya.dhama@gmail.com

Abstract: This study explores the use of social media to promote low-budget short films in Jember, with a particular emphasis on digital marketing tactics. Budgetary restrictions and a lack of social awareness present particular marketing obstacles for the film business, despite its profitability. The efficiency of internet marketing for short films is not well understood, as this research reveals. Three production houses were observed and interviews were conducted in order to gather data using a qualitative methodology. The study's goal is to clarify effective short film advertising tactics. The findings show that using social media to reach consumers and control marketing expenses is essential. The results suggest that making use of digital channels can greatly increase the exposure and profitability of low-budget short films.

Keywords: digital marketing, marketing strategies, short film

1. Introduction

Film is art product that as a result of final production of three steps filmmaking process from pre production, production and post production. During filmmaking many crews work together to make film succeed and it involves production team which has duty to arrange financial or budgeting also distributing film to meet its audience. Film can be defined as product of pop culture that can be consumed widely by society in all range of age from young until old age. This because film have ability like mass media that able to reach all aspects of people lives. As one of mass media product, film gives interesting audio visual combine with story line and music.

Film is one of compromising creative industry and even can make a lot of money, this includes the process of script writing, videography, dubbing, photography, electronic cinema and exhibition. In one of his article Irwansyah told that the aim of filmmaking is for finding money and profit. Due to many people knows how interesting film industry it makes many production houses put attention to promote their film. Increasing competition in film industry; marketing strategies has taken crucial role in reaching art consumer for industry professional. Marketing is strategical process which is investigating and understanding consumer wants and needs .

As a part of creative industry film has existed in our live for more than a century. Today film has become large industry and economic structure that developed through history of movie with a social and technological structure. Some research said that film is more profitable commodity than printed mass media, the cash flow money on film industry

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make film as promising business opportunity. The opportunity of best seller book compared to best movie is 1 : 1000.

Filmmaking involved three stages such as pre production, production and post production. In Post production there is a final step to distribute film to certain places such as film festival, cinema, or film screening. Film distribution is the commercial process which film reach marketplace is made available to its target audience. Ideally, its target audience has been made aware of the film and how to watch it. A well planned distribution strategy can help achieve this goal.

Distribution is very expensive, it involves marketing and advertising your film as well as hiring distributor to upload your film into platforms. In filmmaking process this duty was held by production team that become top management. Film distribution can be described as process of making a movie available for the various publics for viewing, this is normally task of film distributor who determines the strategies of marketing plan [1].

A key part of film succes is depend on how well it is marketed, here the use of new media as tool of marketing play significant role. New media is media that grow lately in early of twenty first century and it is signed by its ability to spread information to audience really quick. New media is a term meant to encompass the emergence of digital, computerized or networked information and it is not television program, features films, magazines, books or paper based publications.

It is important to distinguish between new media and social media even if both used network as well. Social media was subset of new media in 2002-2013 but then develop totally different shape as new form. Some people may think that social media and new media is kind of same concept but actually different. Social media refers to platform that allow user to create , share, or exchange information and content with other. While, new media on the other hand refer the use of digital technology such as internet and smartphone , to create , to distribute and consume content.

Even though, new media and social media has slightly different term but they have important role as marketing tool for film distribution. Moreover entering the digital era 5.0 every industry small or large business being forced to use creative and interesting tool for marketing. Based on research, marketing tools are essential factors of marketing activities, with the increasing user of internet its essential to categorize the tools of internet or online marketing [2]. There are four of marketing tool such as product price, place and promotion. These tools are also used for film marketing to reach its audiences.

Many production house compete to find effective way to promote their film through social media. They consider that social media is powerful tool for promoting their film due to growth of media technology nowday. Statistic mentions that approximately 85.3% Indonesian citizen use Instagram, 90.9% use Whatsapp, 81.6% use Facebook, 73.5% use Tiktok, 61.35 % use Telegram and 57.5% use Twiter.

Digital Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing is defined by use of numerous digital tactics and channels to connect with customers where they spend much of their time "Online".

Digital marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in advancing technology [3].

Marketing Strategies

Marketing strategy encompasses all fundamental and long-term activities in the field of marketing that are concerned with the analysis of a company's strategic initial situation as well as the formulation, evaluation, and choice of market-oriented strategies. As a result, marketing strategy supports the objectives of the company's marketing as well as its overall goals [4].

Production House

Film production houses are currently very important because they are one of the sub-sectors of industry and the creative economy, in 2023 film will become one of the creative industries with the most significant growth, the film industry has the most positive growth with the number of viewers in the country reaching 55 million in 2023.

2. Materials and Methods

This study use qualitative research method approach to find detail and deepth information how producer of production house use digital marketing strategy for promoting the low budget short film. Location of research is in Jember and Banyuwangi by choosing three production house that actively producing short films. Collective data use observation, interview and documentation and data analyze use Miles and Huberman.

3. Results and Discussion

Result shows that producer using social media to promote their short film as part of their distribution plan.

"I have been in several works as producer. My latest works is short film Love that Way, we as creative team use our crew social media to promote our short movie" (Interview with Gaby, Producer of Love that Way short film).

"I think the best way to promote our short film nowadays is using social media cause many of people using it as part of their daily life." (Interview with Lutfi , Owner of Enter Studio PH).

"I use online marketing tool online promotion to be our way of distributing our short film because I found it effective" (Interview with Adam producer of Jaripah short film).

Beside of how they promote their film, I also ask them to answer how their marketing strategy to distribute it to audience.

"Well, I will start creating or building issue about the actors then spread it through social media to let society know my work." (Interview with Gaby, producer of Love that Way short film).

"I use media partner or media collaboration as my strategy to let audience knows my film. Then I will use poster or picture to promote my film." (Interview with Lutfi Producer of Sebelum dan Sesudah itu short film).

"I use twitter and Instagram to promote my short films, I will put my poster that informs my movie and how society can watch my movie." (Interview with Adam Producer of Jaripah short film).

4. Conclusion

This study it can be concluded that to distribute low budget short film using social media is effective ways because it can cover production cost and many people nowadays use social media.

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