

THE ONLINE MARKETING STRATEGY OF REMAKE FILM IN INDONESIA CASE STUDY WARKOP DKI REBORN PART 1: JANGKRIK BOSS! AND SATAN SLAVES

Theresia

Study Program of Film, Universitas Multimedia Nusantara,
Jl. Scientia Boulevard, Gading, Serpong, Tangerang,
Banten 15227 – Indonesia, 021 – 54220808,
theresia@student.umn.ac.id

ABSTRACT

A strategy in promoting a film is critically needed in order to be able to reach the targeted audience. Various strategies are needed to reach various segmented audience as well, because each segmented audience comes with various characters. The main concept in this research is to know the online marketing strategy of remade movies at Indonesia, which in this case study is of Warkop DKI Part 1: Jangkrik Boss! and Satan Slaves. Warkop DKI Reborn Part 1: Jangkrik Boss! and Satan Slaves are remade movies in Indonesia. The amount of viewers they generated were so satisfying because it proved that the film industries' development in Indonesia is getting better. That was the effect of a new media that has eased the publicists to reach their targeted audience. That media is called social media that can spread two way information simultaneously in a really short time. This research used qualitative method with the data collected by researching through books and interviews. The interview needed eight sources in order to get the data about marketing strategy of Warkop DKI Part 1: Jangkrik Boss! and Satan Slaves. From the collected data, it was found that both movies used a different marketing strategy according to their own segment.

Keywords: Online marketing strategy, Warkop DKI Reborn Part 1; Jangkrik Boss!, Satan Slaves

INTRODUCTION

According to article 1 paragraph 1 of the Law of the Republic of Indonesia, Number 33 of 2009 about Films states that films are cultural artwork which is social institutions and mass communication media made based on cinematography rules with or without sound and can be demonstrated. Filming itself consists of several processes, namely the development process, pre-production, production, production, distribution and advertising, and the last is an exhibition (Kerrigan, 2010).

Agung Sentausa, chairman of Indonesian Film Agency (BPI), stated that Indonesian films experienced a striking development in 2017. In 2015 the average number of viewers per film is 133 thousand viewers and in 2017 it increased to 282 thousand viewers. In more detail, based on data from filmindonesia.or.id, 10 Indonesian films with the highest number of viewers in 2007-2018 are:

#	Judul	Tahun	Penonton
1	Warkop DKI Reborn: Jangkrik Boss! part 1	2016	6.858.616
2	Dilan 1990	2018	6.315.664
3	Laskar Pelangi	2008	4.719.453
4	Habibie & Ainun	2012	4.583.641
5	Pengabdian Setan	2017	4.206.103
6	Warkop DKI Reborn: Jangkrik Boss Part 2	2017	4.083.190
7	Ayat-ayat Cinta	2008	3.676.135
8	Ada Apa Dengan Cinta 2	2016	3.665.509
9	My Stupid Boss	2016	3.052.657
10	Ayat Ayat Cinta 2	2017	2.640.159

“10 Indonesian Top Rated Films in the acquisition of the number of viewers in 2007-2018 based on the film's circulation year”

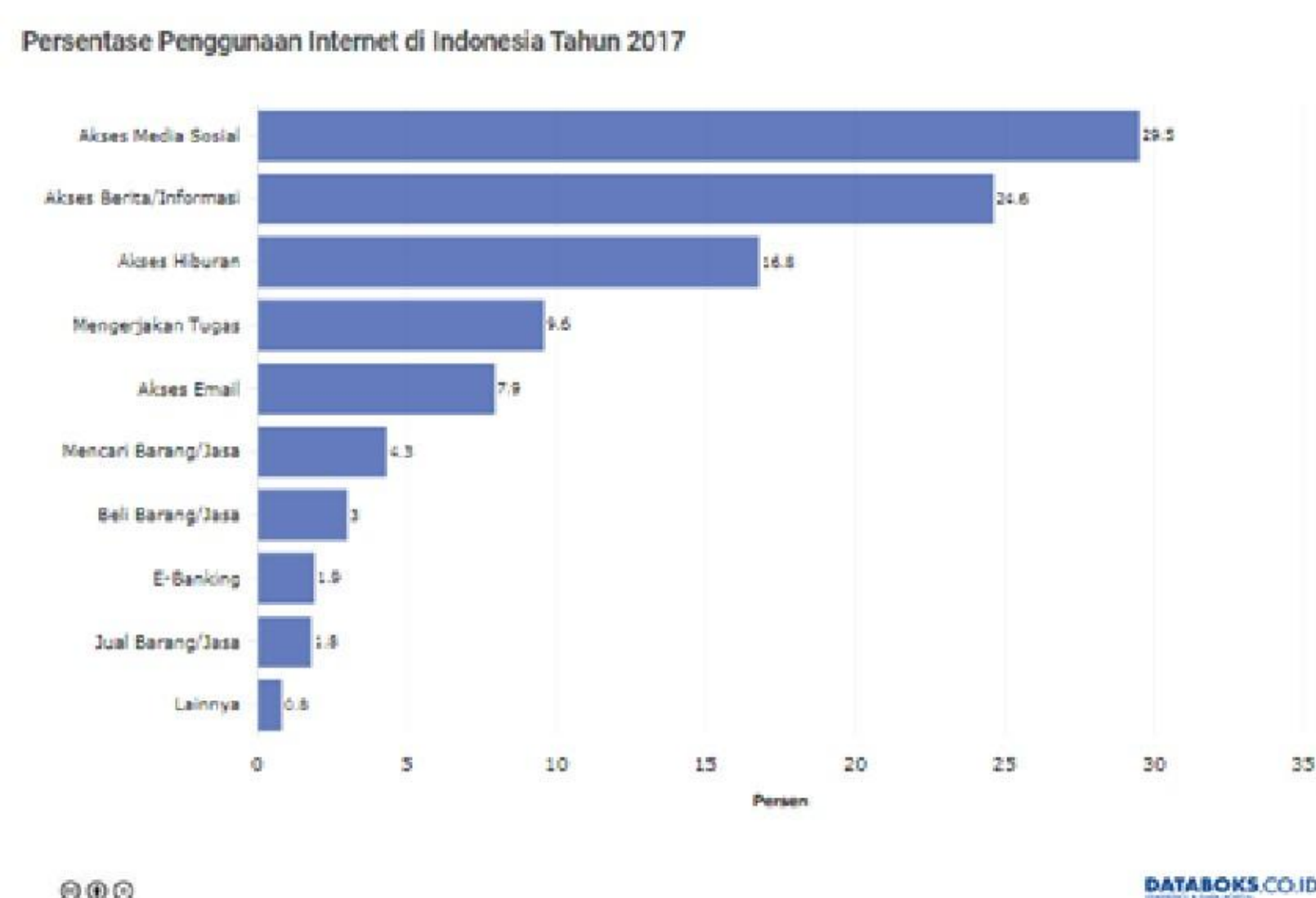
Source: <http://filmindonesia.or.id/movie/viewer/2007-2018#.W-nNjNUzbIU>, 2010

In the table above there are two films which are remake films, named DKI Warkop Reborn Part 1: Jangkrik Boss! (2016) and the horror film Satan Slaves (2017). Film remake is an attempt to reproduce existing films. Before making a remake film, filmmakers need to pay attention to the changing circumstances when the film is produced and need to see the conditions in its current era (Verevis, 2006).

An effective film marketing strategy is needed so that a film can reach a significant amount of audience. Before the film is going to be released, the film marketing process has to be prepared so that the movie can determine the audiences that the movie is trying to reach. If the marketing of a film is not based on an effective marketing strategy, then the film will not reach its turning point. The two major aspects of making a film are the film can be enjoyed by the audiences and marketability.

In the 1920s film marketing was done by placing advertisements in newspapers and pamphlets. The pamphlets spread throughout the city and were installed in crowded places. The film marketing also use some sado, (Indonesian chariot) to announce the new released film. The sado is equipped with drums and decorations to attract the public to see the film poster. Then there was mini orchestra in front of the cinema building so that it can attract the attention of the public to enter the cinema. People look at movie posters in front of cinemas while enjoying some typical cinema snacks in the past such as kuaci, Arab beans, and sweet nutmeg. Furthermore, in 1970-1980, marketing a film was carried out by using public transportation and loudspeakers that traveled along the road. A few years later all film marketing has generally used conventional media such as radio, posters, billboards, leaflets, advertisements in newspapers and magazines (Bangkapos.com, 2017).

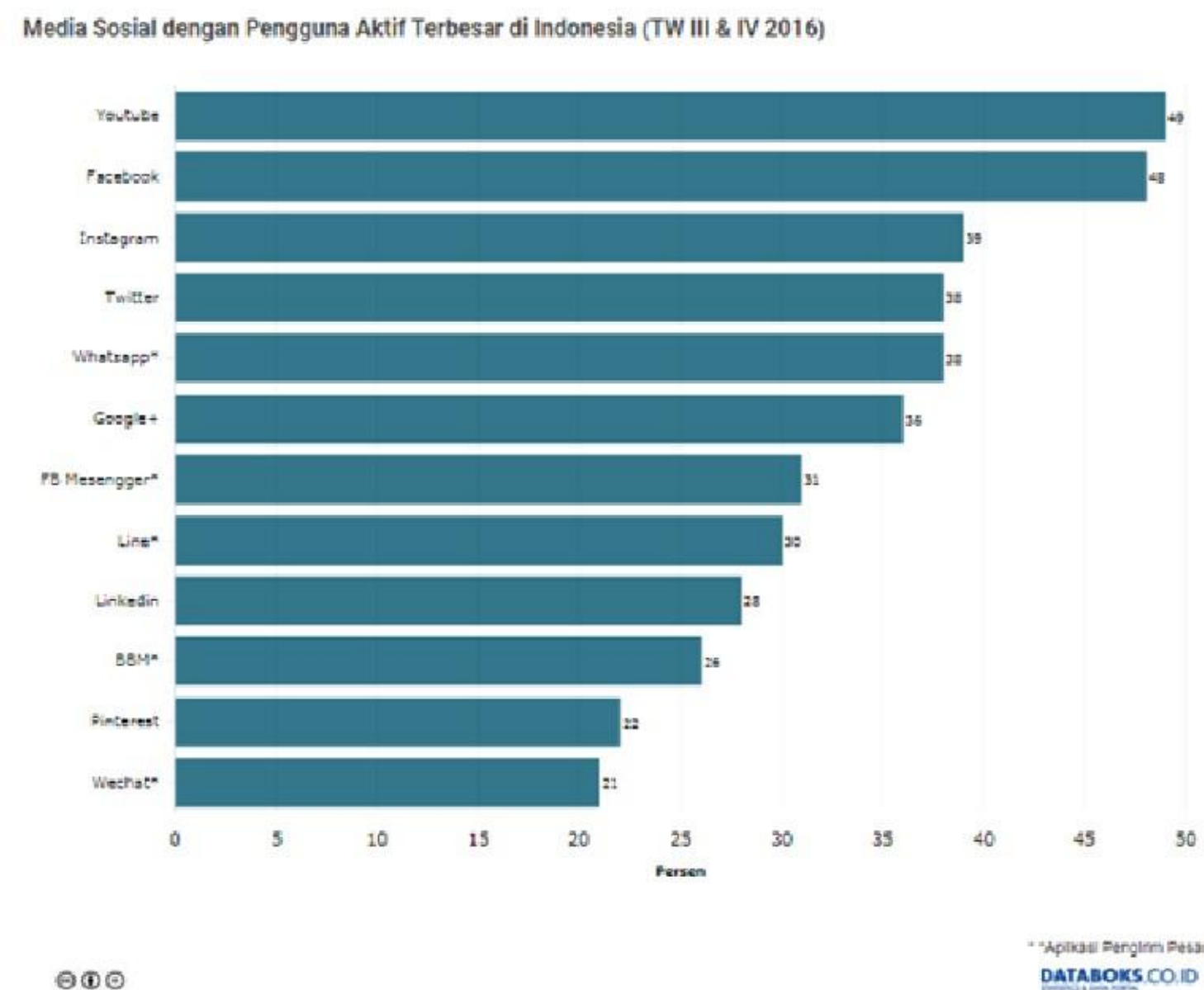
Since 1994 the internet has entered Indonesia and Indonesia has an ISP or Internet Service Provider. PT Indo Internet is the first internet service provider in Indonesia. Along with the development of the internet, in 2002 until now also developed new media namely social media which is widely used to give information. According to data from Katadata.co.id (2018), it is known that 29.5% of Indonesian use the internet for social media. This indicates that social media is potential to be favored by the people of Indonesia, as contained in the following 2017 chart.



“Percentage of Internet Usage in Indonesia 2017”

Source: <https://databoks.katadata.co.id/datapublish/2018/07/23/9-kegiatan-masyarakat-indonesia-ketika-mendapat-akses-internet>, 2018

This is the following percentage of social media users in Indonesia in 2016. Social media that occupies the first place is Youtube by 49%, second is Facebook by 48%, Instagram 39%, Twitter 38%, Whatsapp 38%, Google 36%, FB Mesengger 31%, Line 30%, Linkedln 28%, BBM 26%, Pinterest 22%, and Wechat 21%.



Social Media with the Largest Active Users in Indonesia (TW III & IV 2016)

Source: <https://databoks.katadata.co.id/datapublish/2017/09/13>

/inilah-media-sosial-dengan-pengguna-aktif-terbesar-di-indonesia, 2017

According to data from Katadata.co.id (2017) the rapid development of social media in Indonesia is used by some publicists to attract movie viewers through new media called social media. The use of social media as a new media has made it easier for publicists to reach the target market to be targeted. Because of these film are remake, Warkop DKI Reborn Part 1: Jangkrik Boss! (2016) and Satan Slaves (2017) become interesting to know how publicists do various ways to promote these films. For this reason, the author would like to research online marketing strategies in remake films in Indonesia in the case of Warkop DKI Reborn Part 1: Jangkrik Boss! and Satan Slaves to find out the strategies of online marketing in both films.

THE MARKETING STAGES

Kotler and Armstrong (2008) state the marketing stages include marketing analysis, marketing planning, marketing implementation, and marketing control.

1. Marketing Analysis

In the market, the analysis phase requires SWOT (Strength, Weakness, Opportunities, and Threats) information of a film.

2. Marketing Planning

Marketing planning is the stage for planning every marketing process. Each division needs the team work marketing strategy to create good work together.

3. Marketing Implementation

In the marketing implementation phase, all plans that have been prepared in the marketing planning will be on the marketing implementation. A team will be required to have a cooperative attitude and have the same vision in the marketing implementation. This aims to create marketing by the first planning so that it can reach the customer that has been set. Who, where, when, and how are the answers to the marketing implementation execution. Marketing managers have an important role in the marketing implementation process because a marketing manager will work together to decide target customers, manage promotional budgets, issue promotional content, and collaborate with the media to publish the content marketing.

4. Marketing Control

The marketing control is overseeing every marketing implementation process to run according to with marketing planning. Marketing control is very necessary because it can control and improve things that are not according to marketing implementation.

Warkop DKI Reborn Part 1: Jangkrik Boss!

- Comedy genre
- Falcon Pictures Production House
- Release date: September 8, 2016
- Directed: Anggy Umbara
- Cast: Dono (Abimana Aryasatya), Casino (Vino G. Bastian) and Indro (Tora Sudiro)
- Executive producer: Indro Warkop
- Producer: H.B. Naveen and Frederica
- Number of viewers for 25 days 6,687,508 spectators
- 2 MURI records, the highest number of viewers and films with the fastest number of viewers.

Satan Slaves

- Horror genre
- Production: Rapi Films and CJ Entertainment
- Release date: September 28, 2017
- Director: Joko Anwar
- Cast: Tara Basro, Ayu Laksmi, Bront Palarae
- Executive producer: Sunil Samtani, Priya N.K., Tae-sung Jeong, Mike Im
- Producer: Gope T. Samtani September 28, 2017 in Indonesia.
- In 52 days it reached 4,206,103
- Film Servant Setan (2017) won seven Piala Citra from thirteen nominations at the Indonesia Film Festival.

COMPARATIVE ANALYSIS OF ONLINE MARKETING FOR WARKOP DKI REBORN PART 1: JANGKRIK BOSS! AND SATAN SLAVES

Promotion of Warkop DKI Reborn Part 1: Jangkrik Boss! using cohort marketing techniques while promotion of Satan Slaves films using viral marketing. Because the film has a different genre, they use the different way for promotion. Warkop DKI Reborn Part 1: Jangkrik Boss! segment addressed are baby boomer, x, y, and z generation who are the generation who have felt the presence of the DKI Warkop film. The feeling and value of togetherness while watch Warkop DKI can bring nostalgic moment. So, the production house, Falcon Pictures use the cohort marketing method to bring the value of togetherness on social media like Instagram, Youtube, and Twitter. Social media often used by Falcon Pictures to promote DKI Warkop Reborn Part 1: Jangkrik Boss! is Instagram and Youtube.

Warkop DKI Reborn Part 1: Jangkrik Boss! use Instagram, Twitter and Youtube in online promotion strategies. However, in the use of Warkop DKI Reborn Part 1: Jangkrik Boss! more often use social media like Instagram and Youtube because both social media are more interactive and involve a lot of visuals. Social media that contain visuals seems more interactive and has a greater effect to invite the target market to watch a film. The cast chosen to portray Warkop DKI movie Reborn Part 1: Jangkrik Boss! is Indonesia's proud actors who have a good image so they can represent the actors Dono, Kasino, and Indro who triumphed in his time. Those cast are Vino G. Bastian, Abimana Aryasatya, and Tora Sudiro. Therefore, the selection of Warkop DKI Reborn Part 1: Jangkrik Boss! cast are very important.

In the Satan Slaves film, the intended segment is teenagers and adults so the promotion technique is viral marketing. Through viral marketing, Rapi Films uses a lot of Instagram, Twitter, and Youtube social media. Various promotional content has been posted on several social media to attract the target market. One of the promotional content is giving words that can be buzz through Instagram and Twitter and using the buzzer Raditya Dika and Najwa Shihab for the film Satan Slaves. In Satan Slaves movie, the social media that widely used are Twitter and Instagram. Promoting the film Satan Slaves uses Twitter to create a buzz by sending memes and words that can be used as games are effective on social media Twitter. Social media can connect publicists and target markets in a short time. Therefore, social media is an effective medium to use in film marketing.

CONCLUSION

The process of marketing a film requires media to help the process of delivering information. The social media has been used by film production houses for film marketing in several years. Falcon Pictures and Rapi Films are two production houses that produce remake films and do marketing films using social media. Based on the things above, the conclusions are:

1. Warkop DKI Reborn Part 1: Jangkrik Boss! use cohort marketing techniques and Satan Slaves films use viral marketing techniques.
2. The social media of Satan Slaves movie explains the background of the film. And the Warkop DKI Reborn Part 1: Jangkrik Boss! more emphasizing the quality of the cast of Warkop DKI Reborn Part 1: Jangkrik Boss!
3. Through these three social media, Instagram, Twitter, and Youtube both films get engagement with different target markets. On Warkop DKI Reborn Part 1: Jangkrik Boss! the target market on Instagram social media tends to get fewer comments than the Satan Slaves movie.
4. The cast of Warkop DKI is a famous Indonesian actor, Vino G. Bastian, Abimana Aryasatya, and Tora Sudiro, while the film Pengabdian Setan favored actors from the creative team who are famous Indonesian directors who won a number of awards at the Film Festival Indonesia, Joko Anwar.

BIBLIOGRAPHY

Kerrigan, F. (2010). *Film Marketing*. USA: Elsevier.

Kotler, P. (2005). *According to Kotler*. Jakarta: BIP.

Kotler, P., Armstrong, G., Ang, S. H., Leong, S. M., Tan, C. T., & Hon-Ming, O. Y. (2009). *Principles of Marketing a Global Perspective*. Singapore: Pearson.

Data Penonton. Diakses pada 6 Juni 2018. Didapat dari <http://filmindonesia.or.id/movie/viewer/2007-2018#.Wrmejy5ubIU>

- Data Penonton. Diakses pada 6 Juni 2018. Didapat dari <http://filmindonesia.or.id/movie/viewer/2016#.W7j4RXszbIU>
- Data Penonton. Diakses pada 6 Juni 2018. Didapat dari <http://filmindonesia.or.id/movie/viewer/2017#.W7j4y3szbIU>
- Falcon Pictures. Diakses pada 15 November 2018. Didapat dari http://filmindonesia.or.id/movie/name/nmo4c908a16b4fda_falconpictures#.W_j2CdszbIV
- Gairah Perfilman Indonesia. Diakses pada 12 November 2018. Didapat dari <https://beritagar.id/artikel/laporan-khas/perfilman-indonesia-menuju-50-juta-penonton>
- Hebohnya Menonton Film di Bioskop Tempo Doeloe, dari Rebutan Kertas Iklan hingga Kacang Arab. Diakses pada 23 Oktober 2018. Didapat dari <http://bangka.tribunnews.com/2017/10/18/hebohnya-menonton-film-di-bioskop-tempo-doeloe-dari-rebutan-kertas-iklan-hingga-kacang-arab?page=all>.
- Katadata 9 kegiatan masyarakat Indonesia ketika mendapat akses internet. Diakses pada 21 Oktober 2018. Didapat dari <https://databoks.katadata.co.id/datapublish/2018/07/23/9-kegiatan-masyarakat-indonesia-ketika-mendapat-akses-internet>
- Kaleidoskop 2017: Mengukur Detak Jantung Industri Film Indonesia. Diakses pada 15 September 2018. Didapat dari <http://filmindonesia.or.id/article/kaleidoskop-2017-mengukur-detak-jantung-industri-film-indonesia#.W7jLm3szbIV>
- Rapi Films Pengabdi Setan. Diakses pada 15 November 2018. Didapat dari <http://rapifilms.com/page/detail/116/pengabdi-setan>
- Peminat Film Indonesia Terus Meningkat. Diakses pada 21 November 2018. Didapat dari <http://mediaindonesia.com/read/detail/130946-peminat-film-indonesia-terus-meningkat>.