

***AN OPPORTUNITIES AND CHALLENGES OF THE INDONESIAN FILM
INDUSTRY BASED ON DIGITAL PROMOTION TRANSFORMATION***

Retno Indriasari¹

K.P.Suharyono S.Hadiningrat²

Febri Pramudya Wardani³

1. Mahasiswa Program S2 Manajemen Institut Bisnis dan Multimedia ASMI Jakarta

2. Wakil Rektor Bidang Riset, Pengabdian Pada Masyarakat dan Kerjasama Institut
Bisnis dan Multimedia ASMI Jakarta

2. Institut Bisnis dan Multimedia ASMI Jakarta

ABSTRAK

The rapid advancement of Information and Communication Technology (ICT) has significantly reshaped various aspects of life, requiring swift mitigation, adaptation, and responsive action to avoid being left behind. In the film industry, this shift not only demands enhanced creative and futuristic performance but also the integration of digital technology-based innovation. Accelerating digital literacy is crucial to overcoming disruption by developing both human resources within the film ecosystem and delivering high-quality film products that satisfy audiences. In this regard, digital promotion has become essential for film companies to stay competitive and avoid the risk of decline due to an inability to adapt effectively. The film business is highly dynamic, with success largely influenced by the quality of films that can both entertain and meet audience expectations, making alignment between customer needs and film content a critical factor. This research employs a qualitative descriptive design using SWOT analysis to identify the industry's current position and determine suitable strategies for transitioning from traditional to digital promotion. The study aims to explore and describe the opportunities and challenges the film industry faces in transforming its promotional practices to increase customer engagement and satisfaction in the digital age. Findings show that digital promotion transformation has opened significant opportunities for

Received Maret 8;2025 Revised Maret 15;2025 Accepted April 02, 2025

* K.P. Suharyono S. Hadiningrat, haryshadiningrat@gmail.com



Indonesia's film industry, including global access through streaming platforms, real-time engagement with audiences via social media, and data-driven decision-making. Nevertheless, challenges such as increasing competition, technological dependency, copyright issues, and evolving consumer behavior remain. With its rich cultural narratives, the Indonesian film industry holds great potential to reach international markets if it can utilize digital technology effectively. Therefore, a deep understanding of market dynamics and adaptability is key to success. The SWOT analysis highlights strengths such as content creativity, government support, and improved internet access; weaknesses including limited resources, low digital literacy, and variable production quality; opportunities such as the growth of streaming services, influencer collaborations, and global content reach; and threats like global competition, piracy, and changing viewer preferences. Based on this, several recommendations are proposed, including strengthening digital marketing strategies, enhancing content quality, offering training and capacity development, promoting stakeholder collaboration, improving copyright protection, and adapting to shifting consumer behavior in order to ensure a sustainable and competitive film industry in the digital era.

Keywords : Film Industry, Digital Transformation, Digital Promotion

1. Introduction

The effort to protect the entire nation and the homeland of Indonesia, to educate the nation, to promote general welfare, and to participate in maintaining world order based on lasting peace and social justice—as stated in the Preamble of the 1945 Constitution—requires a strong national commitment between the government and all components of the nation, including the film industry. The challenges and opportunities faced by the film industry are highly dynamic and rapidly changing as a result of the advancements brought by the Fourth Industrial Revolution (Schwab in Hadiningrat, 2025).

In this regard, the advancement of Information and Communication Technology (ICT) has transformed human lifestyles—bringing many benefits on one hand, but also generating negative impacts on the other. One major consequence is disruption, which has led to the loss of many existing jobs, while also creating entirely new types of jobs that differ greatly from those in the past. For example, the emergence of GPS

applications enables people to navigate from one place to another easily and quickly; the development of unmanned or autonomous vehicles has resulted in unemployment among drivers; the widespread use of e-money has led to a decline in the need for bank tellers; and streaming platforms have allowed consumers to access entertainment content anytime and anywhere. In the film industry, this disruption is also evident, as consumer behavior has shifted dramatically—people now watch films easily from their smartphones wherever they are. This shift has directly impacted the industry, leading to a decline in revenue and, in some cases, the termination of employment for film industry workers.

In January and February 2025, layoffs in Indonesia reached over 18,000 people, according to data from the Ministry of Manpower. The highest number of layoffs occurred in Central Java, accounting for 57.27%, marking a sixfold increase compared to January 2025 alone, which recorded 3,325 layoffs (Kemnaker: 18,000 Workers Laid Off During January–February 2025). Globally, the wave of layoffs has continued into early 2025, extending the trend of the past two years, which has shaken various sectors such as technology, media, finance, manufacturing, retail, and energy. These workforce reductions are driven by multiple factors, one of the most prominent being cost efficiency in the face of rapid technological change. A recent survey by the World Economic Forum revealed that approximately 41% of companies worldwide expect to reduce their workforce within the next five years, largely due to the advancement of artificial intelligence (AI). Several major companies planning layoffs include:

- a) **Starbucks**, the global coffee chain, which announced layoff plans for March 2025;
- b) **Meta**, which intends to terminate underperforming employees as part of a performance management strategy—this follows previous layoffs of more than 21,000 workers since 2022;
- c) **Microsoft**, which is preparing to implement further layoffs to enhance company performance and focus on high-performing talent; and
- d) **Boeing**, which announced on February 8 that it would cut 400 positions from its lunar rocket program due to delays and rising costs associated with NASA’s moon exploration mission.

(Source: <https://www.viva.co.id/bisnis/1797196-5-perusahaan-raksasa-lakukan-phk-massal-di-awal-2025-ada-microsoft-hingga-meta>)

These challenges are further exacerbated by the widening impact of global geopolitical fragmentation and the intensifying trade rivalry between the United States and China. In addition, ongoing issues such as Israel's invasion of Palestine, escalating conflicts in the Middle East, the Russia-Ukraine war, and the global energy and food crises continue to create uncertainty and economic pressure across industries worldwide.

This critical situation, which poses a serious threat to global, regional, and national stability, requires the swift presence and intervention of the state to address it effectively. The government must ensure that affected individuals are able to return to work or are provided with support and access to entrepreneurship opportunities so that they can earn income to meet their daily needs and support their families. The disruption caused by digital advancements in Indonesia's film industry represents not only a threat and challenge but also a new opportunity—provided that transformation is carried out promptly and accurately, especially in the utilization of digital technology. Leaders at the national level, across ministries/agencies, companies, and organizations, must be able to make quick and thoughtful decisions to effectively address these disruptions. The **Trifecta Pancasila Leadership Model**, as proposed by Hadiningrat (2025a), offers an adaptive and appropriate solution to guide this transformation. For employees and human resources affected by digital disruption or the broader impacts of the Fourth Industrial Revolution, it is essential to implement **skilling, upskilling, and reskilling** programs, depending on the severity of the impact.

Accelerating and strengthening digital transformation requires enhancing the quality and capacity of human resources, improving production, and expanding access to opportunities and markets. These steps are necessary to maintain the industry's existence and ensure its long-term sustainability. When comparing Indonesia's film industry with Hollywood in the United States and Bollywood in India, it is evident that both have successfully adapted to change by quickly embracing and applying digital technologies—proving this to be the key to overcoming disruption. Therefore, the Indonesian film industry must also adapt rapidly by leveraging digital technologies and implementing competitive innovations that focus on production quality and excellent service to meet market and consumer demands.

Given the current condition, where the use of digital technology among Indonesian film industry players still faces significant challenges, and in light of the future expectation that the industry must remain sustainable, this research is necessary to obtain empirical data and identify actionable solutions to strengthen the Indonesian film industry to be of high quality and globally competitive. In this context, **digital promotion** within the Indonesian film industry is not just an option but a necessity to ensure the sustainability of the industry. Strengthening digital literacy and carrying out transformation efforts swiftly and precisely is crucial in order not to be left behind by rapidly evolving and unpredictable technological changes.

2. Theoretical Review

2.1 Film Industry

Entertainment is considered the third level in Maslow's Hierarchy of Needs, categorized as a social need. In this context, entertainment serves as a spiritual or emotional need for individuals. It is often associated not only with fulfilling social needs but also with esteem needs. For instance, watching films or listening to music can provide a source of entertainment that satisfies the desire for social interaction (such as a sense of togetherness and socializing) as well as esteem (feelings of joy, happiness, and self-worth). According to **Maslow's Hierarchy of Needs**, human needs are structured in a hierarchical order, ranging from the most basic to higher-level needs. These include:

- a) **Physiological Needs** (such as food and water),
- b) **Safety Needs** (security and protection),
- c) **Social Needs** (belongingness and love),
- d) **Esteem Needs** (recognition, respect, and achievement), and
- e) **Self-Actualization Needs** (personal growth and fulfillment).



Sumber : <https://www.bkn.go.id/hierarchy-of-needs-theory>.

Figure 01: Maslow's Hierarchy of Needs

In the digital era, the entertainment industry—including film—has experienced rapid growth, allowing people to access entertainment easily through their smartphones wherever they are. No longer do individuals have to make the effort to visit theaters or performance venues to seek entertainment. These conveniences, brought about by advances in digital technology, pose both a challenge and an opportunity for entertainment and film industry players. They must continuously adapt and innovate to remain relevant and thrive in line with the dynamic developments of the digital landscape.

2.2. Digital Promotion

Promotion theory explains that the strategies and methods used significantly influence product sales levels as well as customer acquisition and satisfaction. Promotion can be carried out through various channels, including advertising, sales promotions, public relations, and direct marketing. Excellent service and effective promotion must go hand in hand to raise awareness, generate interest, and drive the sale of products or services. In the context of marketing, promotion aims to:

- a) **Create Awareness** – informing the audience about the products or services being offered;
- b) **Increase Interest** – stimulating consumer curiosity to learn more about the product; and
- c) **Encourage Action** – motivating consumers to make a purchase or take other desired actions.

The **effectiveness of promotional media** is a key factor in attracting customers and ultimately supports a company's performance in delivering high-quality service that

satisfies its clients. There are three main factors that determine promotional media effectiveness: **frequency of use**, **information quality**, and **visual appeal**. Consistent frequency of use enhances the spread of information and strengthens product recognition, thereby increasing customer interest (Belch & Belch, 2017). Accurate and relevant information quality is crucial in building trust and influencing customer decision-making (Setiadi, 2014). Likewise, strong visual appeal in promotions plays a vital role in capturing attention and increasing customer engagement, which ultimately boosts the likelihood of customers choosing the promoted service (Belch & Belch, 2017).

According to **Rowi, Armien S. (2024)** in his thesis, the development model for promotional media—designed by considering frequency of use, visual appeal, and information quality—can significantly increase customer interest at the Bogor City Regional Public Hospital (RSUD) through social media, specifically Instagram. The implementation of this model is expected to assist hospitals in designing more effective and efficient promotional strategies. This research not only contributes to the development of promotional strategies in the healthcare sector, but also offers a new perspective on how **digital promotional media** can be effectively utilized. Practically, the study is expected to provide useful recommendations for public hospitals in increasing customer interest and loyalty.

Media Promosi	Tujuan
Leaflet	Informasi kesehatan langsung, meningkatkan kesadaran.
Brosur	Info lengkap layanan dan fasilitas.
Poster	Visual menarik, pesan singkat.
Website	Info layanan, jadwal dokter, fasilitas, berita.
Instagram	Promosi di media media sosial.
YouTube	Video kegiatan, info, tips kesehatan.

Sumber : Rowi, Armien Sjuhary.2024

In today's digital era, Indonesia's film industry faces both significant opportunities and challenges due to the rapid development of digital promotion technologies. This transformation impacts not only the ways films are produced and distributed but also how they are marketed and promoted to audiences or customers. Digital promotion involves the use of internet-based digital platforms to market products and services to the public, including:

- a) **Social Media** – utilizing platforms such as Instagram, Facebook, and Twitter to engage with audiences and promote films;
- b) **Digital Advertising** – leveraging paid ads on search engines and websites to reach broader audiences;
- c) **Email Marketing** – delivering information and offers directly to consumers via email; and
- d) **Interactive Content** – creating engaging materials such as teaser videos, quizzes, and blog articles.

This is particularly important as digital promotion allows companies to reach their audience more efficiently and measurably, while also providing analytics that support data-driven decision-making. Promotion is one of the key components of the **7P Marketing Mix** strategy, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence (Booms & Bitner, 1982). By applying the marketing mix, companies can better fulfill customer needs and promote their products and services clearly and effectively, leading to greater customer satisfaction and loyalty. The marketing mix helps businesses to:

- a) thoroughly understand customer needs,
- b) design targeted and effective marketing strategies,
- c) align marketing elements to operate smoothly and in harmony, and
- d) enhance the competitiveness of products and services to achieve customer satisfaction.

Digital marketing is an approach that integrates digital technologies into marketing strategies. According to Kotler and Keller (2016), digital marketing involves the use of online platforms to interact with consumers and promote products. In the film

industry, this includes leveraging social media, websites, and mobile applications to reach a wider audience. In response to advancements in information and communication technology (ICT), digital transformation has become a necessary process involving the adoption of digital technologies across all areas of business operations. As highlighted in a study by Westerman et al. (2014), digital transformation can improve operational efficiency and create new value. For the Indonesian film industry, this entails innovating how films are promoted and sold. The application of ICT and digital technologies enables the use of data analytics to better understand audience preferences. With the help of analytical tools, filmmakers can design more effective and targeted marketing campaigns (Chaffey, 2021).

3. Research Method

The data collected in this study are secondary data obtained through documentation methods from credible online publications. The data were then analyzed using the **SWOT Analysis** method, which examines internal factors—**Strengths (S)** and **Weaknesses (W)**—as well as external factors—**Opportunities (O)** and **Threats (T)**. This framework serves as a reference for determining specific strategies to achieve targeted objectives. The SWOT Analysis method was first introduced by **Albert Humphrey**.

4. Result and Discussion

4.1 Current Condition of the Film Industry

The current state of the film industry, both in Indonesia and internationally, is heavily influenced by the rapid and unpredictable advancements in Information and Communication Technology (ICT). These fast-paced changes require careful mitigation strategies to ensure the industry can adapt effectively and take extraordinary action when necessary. On the other hand, Indonesia's film industry has shown significant growth in recent years, marked by an increase in local film production and a growing interest from the public. Digital marketing has become a crucial tool for promoting films and reaching wider audiences. The revitalization of Indonesia's film industry began in the early 2000s, driven by improvements in production quality, government support, and increased audience interest in local content. Films such as *Laskar Pelangi* and *Pengabdi Setan* have

demonstrated the strong potential of Indonesian cinema in both domestic and international markets.

To adapt to digital advancements, the industry must strengthen its digital marketing strategies, which involve the use of digital platforms to promote products and services. This includes:

- a) **Social Media** – platforms such as Instagram, Facebook, and Twitter are used to generate buzz before a film's release;
- b) **Streaming Platforms** – services like Netflix and Disney+ are leveraged for film distribution and reaching global audiences;
- c) **Influencer Campaigns** – collaborating with influencers to engage younger demographics and enhance film visibility.

Competition in the film industry occurs not only domestically but also globally, which necessitates extraordinary efforts to remain competitive. Several benchmarks can be observed from international film industries. In the **United States**, for example, digital marketing strategies include:

- **Data Analytics** – using big data to understand audience preferences and tailor marketing strategies accordingly;
- **Viral Campaigns** – creating shareable content on social media to generate public interest.

In **India**, the **Bollywood** industry has embraced digital marketing through:

- **Video Content** – leveraging YouTube for trailers and exclusive content, which has proven effective in attracting viewer attention;
- **Community-Based Campaigns** – using social media to build loyal fan communities.

In **South Korea**, the entertainment industry—especially K-pop—has seen rapid growth through sophisticated digital strategies, a trend that is also evident in other developed nations. These international examples highlight the importance of digital transformation and innovation for the Indonesian film industry to remain relevant and globally competitive.

4.2 Opportunities and Challenges of the Indonesian Film Industry Based on Digital Promotion Transformation

Digital promotion has become a necessity for companies aiming to market their products and services rapidly through digital platforms integrated with internet networks. Thus, internet infrastructure and access are essential prerequisites for conducting effective digital promotional activities.

Based on secondary data collected from credible publications, several key players in the Indonesian film industry can be identified, including:

- a. **Sinemart** – One of the largest film production companies in Indonesia, well known for producing box office hits and popular TV dramas. Some of its works, such as *Laskar Pelangi*, have achieved international success.
 - b. **MNC Pictures** – A subsidiary of the MNC Group, MNC Pictures has produced many successful films in Indonesia and also engages in film distribution, including participation in international film festivals.
 - c. **Starvision** – Renowned for high-quality film production, Starvision has produced commercially successful films. Its movie *Pengabdi Setan* gained significant attention at international film festivals.
 - d. **Rapi Films** – A producer of quality films, especially in the drama and horror genres, Rapi Films has also attempted to penetrate international markets by screening films at overseas festivals.
 - e. **Visinema** – A company focusing on strong-themed, high-quality films. Movies such as *Keluarga Cemara* and *Nanti Kita Cerita tentang Hari Ini* have received recognition at international film festivals.
 - f. **Joko Anwar Films** – Known for innovative and creative works, Joko Anwar has produced successful films both domestically and internationally, including *Pengabdi Setan* and *Gundala*. He is also active in promoting Indonesian cinema on the global stage.
 - g. **Palari Films** – Recognized for films with strong narratives and high production values, this company is committed to bringing Indonesian stories to global audiences.
- These companies are not only focused on domestic film production but are also striving to participate in international film festivals and reach global audiences. However, in general, the Indonesian film industry is currently at a critical juncture, where the

development of digital technology has significantly transformed how films are produced, marketed, and distributed. Although Indonesia has rich and diverse storytelling potential, several key challenges remain, including limited funding, restricted distribution channels, strong competition from foreign films, and unequal internet infrastructure across regions of the country.

The current state of the industry was further analyzed using the **SWOT Analysis** method, yielding the following results:

4.2.1 Opportunities in the Indonesian Film Industry Based on Digital Promotion Transformation

Although Indonesia's film industry shows great potential, it still faces several challenges, including:

- a) **Unequal Digital Infrastructure** – While internet penetration continues to grow, some regions still have limited access, restricting the reach of digital marketing initiatives.
- b) **Domestic Industry Competition** – The growing number of local film production companies intensifies the need for innovative and effective marketing strategies.
- c) **Global Competition** – With an increasing number of foreign films entering the Indonesian market, local films must compete not only in content quality but also in promotional effectiveness.

Despite these challenges, Indonesia's film industry is on a positive growth trajectory, supported by innovative digital marketing practices. To enhance competitiveness, it is essential for stakeholders in the industry to adopt more integrated marketing strategies and better leverage digital technologies.

Key opportunities that can be utilized include:

a) Rising Use of Streaming Platforms

With the increasing penetration of the internet, more viewers are shifting toward streaming platforms to watch films. This creates a significant opportunity for Indonesian films to reach wider audiences both domestically and internationally. According to APJII (2022), approximately 77% of Indonesia's population has internet access, indicating strong potential for digital film distribution.

b) Competition with Foreign Films

Foreign films—especially from Hollywood and Bollywood—are increasingly dominating the market. As a result, Indonesian films must compete not only in terms of content quality but also through strategic promotional efforts. Many viewers tend to prefer content that is already globally recognized.

c) The Impact of Digital Technology

Digital transformation has significantly altered the landscape of film marketing. The use of digital technologies not only simplifies distribution but also enables better interaction with audiences, allowing for more targeted and personalized campaigns.

d) Accurate and Effective Digital Promotion

Digital promotion involves utilizing online marketing strategies, including social media, paid advertising, and interactive content, to boost visibility and engagement.

Several **digital promotion strategies** applicable to the Indonesian film industry include:

- **Social Media** – Utilizing platforms like Instagram and TikTok to promote films through engaging content such as teasers, behind-the-scenes footage, and direct interaction with fans.
- **Paid Advertising** – Leveraging platforms such as Google Ads and Facebook Ads to reach specific audience segments with targeted messages.
- **Influencer Campaigns** – Collaborating with local influencers who have large followings to enhance film visibility and appeal, especially among younger demographics.
- **Interactive and Viral Content** – Creating shareable content, such as challenges or quizzes, to attract audience attention and increase engagement.

These opportunities, if properly harnessed, can significantly strengthen the Indonesian film industry's ability to compete in a fast-evolving digital landscape and expand its reach both locally and globally.

4.2.2 Challenges in the Indonesian Film Industry Based on Digital Promotion Transformation

The fast-paced and unpredictable nature of digital technological advancement presents increasingly complex challenges for the film industry. Among the key challenges are:

a) **Dependence on Technology** – Heavy reliance on digital platforms can lead to technical issues that disrupt promotional and distribution plans. Klaus (2019) notes that 65% of companies encounter difficulties in implementing their digital strategies effectively.

b) **Intensified Competition** – The increasing number of films released digitally has led to heightened competition. Indonesian films must compete not only with local productions but also with a large volume of foreign content. According to Nielsen (2021), more than 50% of newly released films on streaming platforms originate from international sources.

c) **Copyright Protection** – The ease of digital distribution also increases the risk of copyright infringement, which threatens the revenue and intellectual property rights of filmmakers. The World Intellectual Property Organization (WIPO, 2021) reports a rise in copyright violations within the film sector.

d) **Shifting Consumer Behavior** – Audience viewing behavior is changing rapidly, directly impacting marketing strategies. Film producers must adapt quickly to these evolving preferences to remain relevant and competitive.

While the Indonesian film industry holds significant potential to grow through digital promotion transformation, it must also confront these complex challenges. A well-informed understanding of both opportunities and obstacles enables industry players to formulate effective strategies to harness the available market potential.

The **benefits** that can be gained through overcoming these challenges and leveraging digital promotion include:

a) **Expanding Market Reach**

b) **Improving Marketing Quality**

c) **Building Loyal Fan Communities**

d) **Innovating with Distinct and Engaging Content**

By navigating these challenges strategically, the Indonesian film industry can strengthen its global presence and sustain long-term growth.

4.3 Benchmarking with Other Countries

Countries with advanced film industries have successfully implemented various digital promotion techniques to expand audience reach and enhance engagement. Observing best

practices from these countries can offer valuable insights for the Indonesian film industry. The following examples highlight how major film-producing nations have leveraged digital technology in their promotional strategies:

- a) **United States (Hollywood)** – Utilizes social media strategies, paid advertisements, and targeted ads to reach segmented audiences effectively.
- b) **India (Bollywood)** – Incorporates film stars as influencers through their personal social media platforms and leverages streaming platforms for wider distribution.
- c) **South Korea** – Employs compelling teaser and trailer strategies, integrates social media with offline events to create immersive promotional experiences.
- d) **United Kingdom** – Uses augmented reality (AR) and virtual reality (VR) technologies as part of film promotion campaigns, offering unique, interactive experiences to audiences, along with storytelling-based campaigns.

From these global practices, several key lessons can be drawn for Indonesia:

- a) **Utilizing Social Media** – Building a strong social media presence and involving film stars in promotional efforts to generate buzz;
- b) **Strategic Paid Advertising** – Using targeted paid ads to reach specific audience segments;
- c) **Interactive Campaigns** – Creating shareable, interactive content to increase audience engagement;
- d) **Online-Offline Integration** – Organizing offline events that are integrated with online campaigns to offer a deeper and more engaging promotional experience;
- e) **Content Innovation** – Adopting new technologies such as AR and VR to attract audience attention in unique and immersive ways.

Based on data collected from credible sources and analyzed using **SWOT Analysis**, the following findings were identified:

a. Strengths:

1. **Creativity and Content Quality** – Indonesia is home to a wealth of creative talent in screenwriting, directing, and acting, resulting in the production of high-quality films.
2. **Government Support** – There are government initiatives supporting the film industry, including incentives for production and distribution.

3. **Improved Internet Access** – The increasing availability of internet access allows broader audience reach through digital platforms.

b. Weaknesses:

1. **Limited Resources** – Many film companies still face financial and technical constraints that hinder the optimization of digital marketing.
2. **Lack of Digital Marketing Knowledge** – Some industry players lack a strong understanding of effective digital marketing strategies, such as data analytics and social media utilization.
3. **Inconsistent Production Quality** – While many films are well-produced, others fall short of professional standards, potentially harming the industry's overall image.

c. Opportunities:

1. **Growth of Streaming Platforms** – The rising popularity of platforms such as Netflix and Disney+ opens up new opportunities for Indonesian films to reach global audiences.
2. **Collaboration with Influencers** – Engaging social media influencers in film promotion can increase visibility and attract new viewers, particularly among younger demographics.
3. **Content Globalization** – Growing demand for diverse content in international markets provides Indonesian films the chance to gain recognition on the world stage.

d. Threats:

1. **Global Competition** – High-budget, high-quality foreign films pose a significant threat to local productions.
2. **Piracy and Copyright Infringement** – Illegal distribution and piracy continue to undermine revenues and the visibility of Indonesian films.
3. **Shifting Audience Preferences** – Rapid changes in viewer preferences and trends require the industry to constantly adapt in order to stay relevant.

5. Conclusion and Recommendation

The transformation toward digital promotion has created significant opportunities for the Indonesian film industry. With global access via streaming platforms, direct interaction

with audiences through social media, and the use of data analytics, filmmakers now have the tools to expand their reach and increase audience engagement. However, challenges such as intensified competition, technological dependency, copyright protection, and shifting consumer behavior must be addressed with appropriate and strategic responses. The Indonesian film industry—rich in culture and storytelling—holds the potential to penetrate international markets, provided it can effectively utilize digital technologies. Therefore, a deep understanding of market dynamics and the ability to adapt to change are key to achieving long-term success.

Based on the SWOT Analysis, the following insights were identified:

a. Strengths:

1. Creativity and high-quality content
2. Government support
3. Increasing internet access

b. Weaknesses:

1. Limited resources
2. Lack of digital marketing knowledge
3. Inconsistent production quality

c. Opportunities:

1. Growth of streaming platforms
2. Collaboration with social media influencers
3. Globalization of content

d. Threats:

1. Global competition
2. Piracy and illegal distribution
3. Rapid shifts in audience preferences

Recommendations for stakeholders in the industry include:

- a) Strengthening digital marketing strategies
- b) Enhancing content quality
- c) Providing training and capacity building
- d) Fostering collaboration among stakeholders

e) Improving copyright protection mechanisms

f) Adapting to evolving consumer behavior

By implementing these strategic recommendations, the Indonesian film industry can not only survive but thrive in an increasingly digital and competitive global landscape.

References

Badan Pusat Stataistik (2025)

Kemnaker (2025)

Hadiningrat, Suharyono S.; Djonisujoko, Trismawan dan Yuwono, Teguh. 2025. *Manajemen Sumber Daya Manusia Kontemporer : Transformasi Ketenagakerjaan Indonesia menuju Era Revolusi Industri 4.0 Perspektif Ketahanan Nasional*. Deeplublish. Yogyakarta.

Hadiningrat, Suharyono S.,dkk. 2025. *Riset Kualitatif Jilid 1*, CV.Feniks Muda Sejahtera, Palu.

Hadiningrat, Suharyono S.dkk. 2025. *Makan Bergizi Gratis Program Akselerasi Menuju Generasi Indonesia Emas 2045*. CV Feniks Mjuda Sejahtera, Palu.

Charviandi, Andrie dan Noviany, Henny Manajemen Pemasaran Persepektif Digital marketing. Manajemen Pemasaran (Perspektif Digital Marketing) (Adrie Charviandi, S.E., M.M., Henny Noviany Etc.) | PDF | Karier & Perkembangan | Bisnis

Rowi, Armien Sjuhary. 2024.Model Pengembangan Media Promosi untuk Meningkatkan MInat Pelanggan : Studi Kasus Rumah Sakit Umum Daerah Kota Bogor. *Tesis*. Institut Bisnis dan Multi Media Asmi. Jakarta.

Internet :

<https://www.bkn.go.id/hierarchy-of-needs-theory>.

[Kemnaker: 18.000 Pekerja Kena PHK selama Januari-Februari 2025](#)

<https://www.viva.co.id/bisnis/1797196-5-perusahaan-raksasa-lakukan-phk-massal-di-awal-2025-ada-microsoft-hingga-meta>

<https://ji.unbari.ac.id/index.php/ilmiah/article/download/5678/2375>

<https://ejurnal.ung.ac.id/index.php/ONM/article/download/20322/6766>

https://www.researchgate.net/publication/377638698_PEMASARAN_DIGI
[TAL Teori dan Implementasi](#)

<https://www.nielsen.com/id/insights/2022/streaming-grew-its-audience-in-2021-drama-reality-and-kids-programming-lead-the-content-wars/>

<https://journal.pubmedia.id/index.php/lawstudies/article/download/2261/2477/40>

[32](#)

https://berkas.dpr.go.id/pusaka/files/buku_tim/buku-tim-public-114.pdf