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PUBLICATION DISSEMINATION OF FILM RESEARCH RESULTS IN INDONESIA

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ABSTRACT

The interest of the younger generation in Indonesia to pursue the world of films began to show an increase. Universities responded to the high interest by opening study programs in the field of film. This positive condition expects to expand further and deepen knowledge in the field of film that can be generated by research in the field of film. Therefore we need a mapping of the distribution of film research topics in Indonesia. The purpose of this study is to examine trends in film research in Indonesia. The study underwent an analysis of several publications in indexing institutions. The method used is quantitative descriptive. The results obtained are research trends in the field of film in Indonesia, which have begun to increase quantitatively. However, research topics in the field of the film have not been able to fill the knowledge gap in the field of film, especially research related to the fields of Film Production, Film Distribution, Film Promotion, Film Technology, Film Viewers, Film Business, and Film Industry. Therefore, more research should be directed to these fields, because these fields are fields that graduated students from the film study program should master, to fill the job market in the field of film needed by users.

Keywords: Dissemination; Publication; Research; Films; Film Industry.

INTRODUCTION

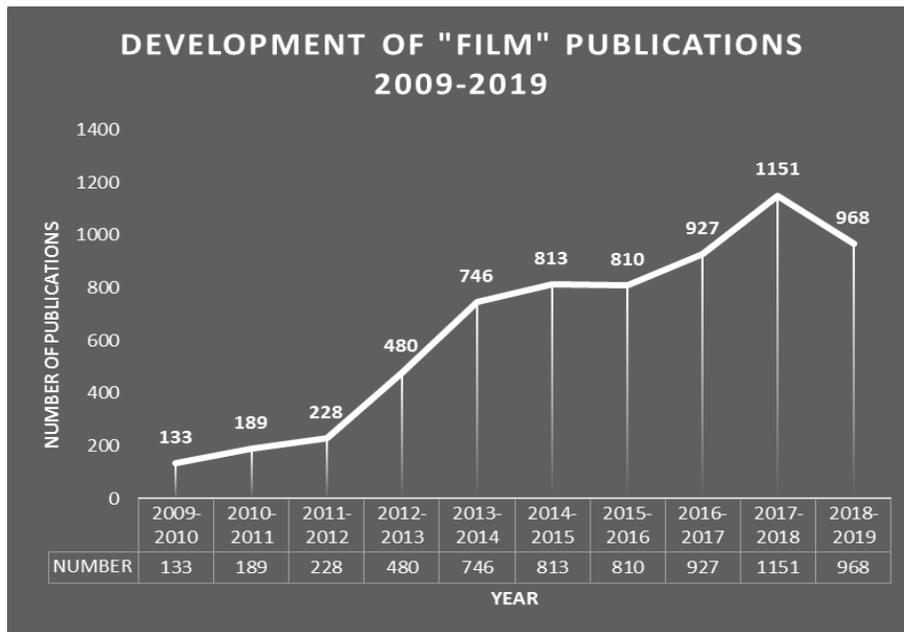
Film production and television are the most important part in the creative industry that develops dynamically (Sobocińska, 2017). While cinema has been one of the greatest influences in our modern life (Mahmood, 2013). It is not surprising that the interest of young people in various countries like in Indonesia to pursue the world of film and television has increased. More high school graduates are interested in attending education in film and television. The number of new study programs opened in universities that provide film and television science shows this high interest.

The development of communication technology, either in the production and business aspects, also supports this high interest of the young generation in persuing the film and television fields. Besides, the lifestyle nowadays has also influenced the culture of the community in viewing the film and television industries. For millennials, working in the film and television industry is considered to have its advantages. In addition to being considered a field of work that frees creativity, the field of film and television is also considered a job that does not require regular 9-5 working hours, and promises a substantial income and has the prestige of popularity.

Several universities began to look at the market share that showed an increase in the interest of prospective students to pursue an education in the fields of film and television. As a result, study programs have emerged that offer education that can equip graduates with knowledge and skills that can be absorbed by the film and television industry. These study programs have increasingly attracted the interest of prospective students who aspire to work in film and television companies.

There are a film and television study program at universities in Indonesia, which sets out some of the competency profiles of graduates. Among these can produce graduates to fill the needs of the television and film industry with professions: Line Producer, Creative, and Media Analyst. In film studies, educational material is introduced, which includes the line producer and media analyst categories. In the producer line category, there are some units introduced to students, including Film Production, Film Distribution, Film Promotion. While in the media analyst category, they include Film Technology, Film Viewers, Film Business, Film Industry. The television field also discusses creative categories.

Based on this, research relating to film and television is increasingly being carried out by prospective scholars. In Indonesia, students need to research in the form of a thesis or final project report based on the field of study as one of the requirements to graduate. In this regard, there are several studies related to films that have been conducted by researchers in Indonesia and published in several national publications and indexed in a national-owned indexing machine, *Garuda*. At the *Garuda* indexing agency, there are research trends related to the topic of the film industry. Figure 1 shows the development of film publications from 2009 to 2019.



Source: <http://Garuda.ristekdikti.go.id/>

Figure 1. Development of “Film” Publications 2009-2019

Based on the results of searches via *Garuda (Garba Rujukan Digital)* made by the Ministry of Research and Higher Education in Indonesia, known in the period since 2010-2019, indexing institutions indexed 6445 titles of articles published through various media publications in Indonesia. This number is quite high, considering the number of film study programs at

tertiary institutions in Indonesia, not as many as other study programs within the humanities family. The majority of film studies are about text analysis or study of film content, such as studies of the hegemony practices of a historical film (Haryono, 2017), or about the study of factual and digital reality in a film (Kristiyono & Sirikit, 2019).

The data then leads researchers to study, how much film research have Indonesian researches produce and publish, can fill the void of knowledge related to the categories and unit units studied in a study program in tertiary institutions. So this study intends to examine the research trends in the field of film in Indonesia, which includes the category of producer lines and media analysts, along with their units.

METHOD

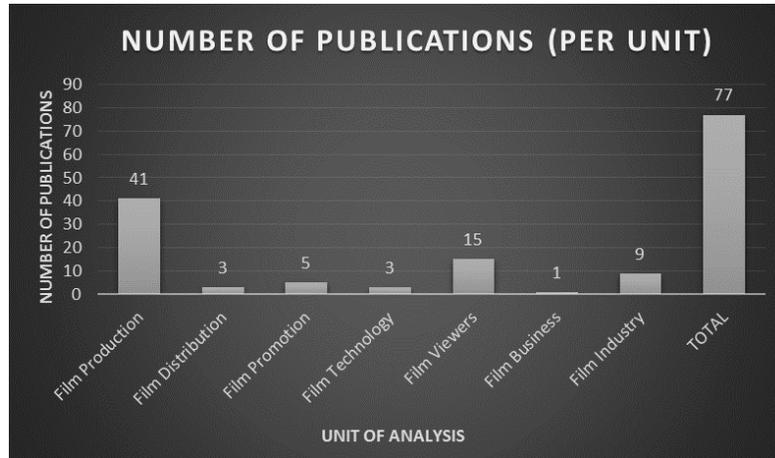
This research used data collection techniques by taking secondary data from *Garuda* (Digital Reference Garba) which is a publication media indexing agency managed by the ministry of technology research and universities in Indonesia, through the website <http://Garuda.ristekdikti.go.id/>. The method used is descriptive quantitative by analyzing the amount of published data relating to categories and units that refer to the competencies of graduates from a film and television study program. Next, the amount is analyzed, compared and interpreted for the conclusion material.

The determination of the period of data taken is ten years, concerning the growth trend of film study programs in Indonesia. The search is carried out using keywords in the title of the published article. The results obtained are expected to consider decision-makers in universities who manage film study programs to direct research topics that can fill the void of studies in the field of film in Indonesia.

Besides, this research can encourage researchers to study a case that can contribute to practical thinking in solving problems that exist in the world of cinema. Like research on the film industry that is in crisis (Coulon, 2011), and reseach about the trend and pattern of video-film piracy (Ridwan et al., 2013). This kind of research is expected to be carried out by film field researchers in Indonesia and contributes to the development of national cinema.

RESULT AND DISCUSSION

Researchers in Indonesia have been publishing several articles in various scientific journals, proceedings, and other scientific publication media, as well as indexed in *Garuda* indexing institutions. The number of articles that have been published and related to the study unit of Film Production, Film Distribution, Film Promotion, Film Technology, Film Viewers, Film Business, and Film Industry, can be seen in Figure 2.



Source: <http://Garuda.ristekdikti.go.id/>

Figure 2. Number of Articles Data based on the Unit of Analysis

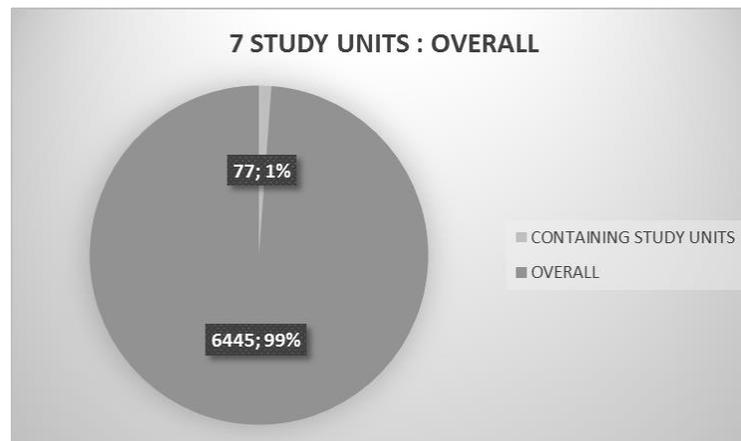
Based on Figure 2 it can be seen that the number of articles originating from research conducted by various researchers in Indonesia, as well as related to 7 units of analysis that fall into the category of competencies expected of graduates of a study program in Indonesia, is still limited. The limitation of this number comparing the number of articles related to the analysis unit amounted only to 77 articles published in research and indexed in *Garuda* for ten years. That is, research related to the seven-film study units still requires the development and deepening, both in quantity and quality.

Therefore, film study programs can direct the research topics of prospective graduates to explore the fields of Film Production, Film Distribution, Film Promotion, Film Technology, Film Audience, Film Business, and Film Industry. Therefore research studies conducted by prospective film scholars can fill the knowledge gap in the 7 study units. So that graduate competencies that can be generated by a study program can be achieved well. The suitability of prospective graduates' research studies with determined graduate competencies, of course, has a close relationship with the level of absorption of graduates by employment. Therefore, the study program has discussed with users in determining the competence of graduates.

There are already several types of research originating from within the country that study film production, such as the transformation of play scripts into films (Agustina, 2016), visual effects in short films and their relation to respondents' interests (Setiono & Riwinoto, 2015). Likewise with studies relating to aspects of film distribution and promotion, such as marketing strategies using the public relations approach carried out by the production house in marketing a film (Permana & Puspitasari, 2015), marketing communication strategies in children's films (Andriani, 2001), the film promotion strategy that began in the pre-production stage of the film (Permana, Puspitasari, & Indriani, 2019), also film reception analysis (Fathurizki & Malau, 2018). However, there is still a need for direction, so that research related to media analysts, especially those discussing the film business, can be done even more.

Directing students to select research topics needs to be done early, bearing in mind the possibility of research topics that are of interest and chosen by students not included in the expected unit of study. So it is not surprising that the data obtained is based on a search of comparative data published results included in the seven units referred to only 1% compared to

the entire article about the film in the last ten years in the *Garuda* indexer, as illustrated in figure 3.

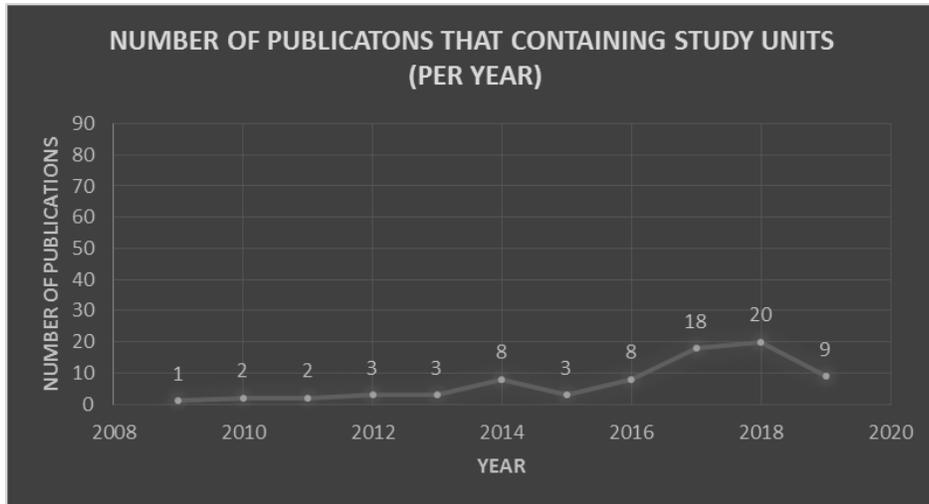


Source: <http://Garuda.ristekdikti.go.id/>

Figure 3. Comparative data on the number of articles publications that containing study units with those exclude the scope of the analysis unit

Comparisons of research related to the fields of Film Production, Film Distribution, Film Promotion, Film Technology, Film Audience, Film Business, and Film Industry, which are produced by researchers in Indonesia are still limited. Though now researchers have begun acknowledging these fields from various countries, for example in the fields of production, industry, and marketing, there have been studies of the strategic models of independent film production companies (Vitkauskait, 2017), the ecosystem in the global film industry (Altman et al., 2006), and economic organizations in the globalization of the film industry (Lorenzen, 2008). Also, research relating to digital developments in the world of cinema, such as digital marketing strategies for film distribution (Araujo, 2018), and the impact of digital technology on independent film distribution models (Kehoe & Mateer, 2015). Research like this is more strategic and suitable to be developed in film study programs.

Conformity between research related to 7 study units, is expected to be developed by the study program. Therefore, graduates can master the fields needed by the user. Indeed, there has been a trend of an increasing number of publications examining topics related to these seven units. The increasing trend occurred in 2017 and 2018. As shown in Figure 4:



Source: <http://Garuda.ristekdikti.go.id/>

Figure 4. Data on the number of article publications that containing study units in the past ten years

The expectation of this upward trend should increase in order to fill the knowledge gap from the results of research studies. Increasing the number and quality of research related to the 7 study units can be done by researchers in the field of film, both academics and practitioners.

The film study program graduates need to master special skills. These skills are being able to design film funding strategies, designing and managing film production processes, choosing the right film distribution channels, conducting audience and doing research in film identifying, analyzing current strategic issues, and developing alternative solutions in the field of film. The line producers competencies are; (1) implementing professional health, safety and security procedures, (2) applying etiquette ethics and professional responsibilities. The supporting line producer competencies include designing scenario recommendations, location licensing, production and post-production schedules, budgets production and post-production, operational production facilities, promotion strategies, distribution strategies, and applying scenarios to production needs (breakdown scenarios). So that research on the structure and growth of the film and television industry (Foster et al., 2010), or research on film marketing entertainment and industrial media (Foutz, 2017), and the like are essential to be done by researchers in the field of film in Indonesia.

In addition to the main competencies of the producer line, there are the main competencies of media analysts, which include: the ability to apply research ethics; able to give priority to the benefit of society. These competencies include; (1) the ability to appreciate, analyze, criticize, and evaluate film products and media; (2) analyzing texts, audiences, institutions and regulations; (3) conducting original research for film development; (4) conducting film program evaluation research; designing research methods related to film field studies. So that research can lead to the content of shows, for example, research conducted by several researchers, such as discourse in animated films for children (Rahayu, 2016), film and its relation to gender (Yusriana & Zulfiningrum, 2016), or related on production technology and trends in movie content (Ji & Waterman, 2011).

CONCLUSION

Research trends in the field of film in Indonesia have begun to increase. This increase was driven by the increasing number of universities opening film study programs so that more and more prospective scholars are researching the field of film in order to complete their studies. However, research topics in the film field have not been able to fill the knowledge gap in the field of film. Graduates of the study film program need to master research related to Film Production, Film Distribution, Film Promotion, Film Technology, Film Viewers, Film Business, and Film Industry.

Therefore, the tertiary institution will be able to direct the research topics of prospective graduates to be able to deepen further and study film fields which are currently deficient in scientific research. This effort is intended so that research produced by film scholars can contribute optimally in developing film fields both academically and practically.

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