

CHAPTER I INTRODUCTION

I.1 Problems Background

Movies are one of the most successful mass communication medium, especially as medium for entertainment for people who are already tired from working and doing their activities all day. McQuail (2005) states that media can also be the dominant source consumed by the public to obtain an image of social reality either individually or collectively, where the media presents normative values and judgments mixed with news and entertainment. As a medium of entertainment which viewed on the audiences' spare time, movies have to be entertaining, light, with attractive aesthetics, entertaining storylines, and topics that are adopted a lot from everyday life. Movies can also be used as educational tools that provide insight and experience that are very useful for the development of people's minds and ways of thinking, also as a media for delivering various kinds of messages carried in movies.

In Indonesia itself, movies and cinemas have become very popular. The influence of movies and cinemas are very strong as entertainment. Mahmood (2013, p. 77) explained that "Cinema is the most complex and powerful art form in the present world. It can help us to better understand our own lives, the lives of those around us and even how our society and culture operate". People are constantly searching for new released local and international movies in the cinema. Going to the cinema as a form of entertainment have become a habit of Indonesian citizen.

With the high popularity and demand, Many local movie production house are competing to release new movies to top one another.

With the development of movies in Indonesia and the increasing needs from audiences, the genres promoted by Indonesian films are also increasingly diverse. Local movies are increasingly presenting various genres and variations so that they are not monotonous and boring, from romance, action, horror to family issues are some of the most popular now. Kurniasih et al (2013) explained that the external factor of seeing a movie includes storyline, promotion, actors, and genres. *Visinema pictures* as one of Indonesian movie production company gained success with its diverse touching genres that suites Indonesians' audiences taste, with movies such as *Keluarga Cemara*, *Filosofi Kopi*, and the book adaptation of *Nanti Kita Cerita Tentang Hari Ini* in January 2020.

The film as a product must be promoted so that the public knows the film, and it is hoped that the film will be watched when it is aired. Good strategy and planning are the keys to successful promotion, it is needed to show consumers about the new product being released, by what kind of people, when and where. Promotion causes people who were not previously interested in the product to become interested and try the product. Khopipah (2019) stated Marketing public relations according to Philip Kotler (2009) was created to add value to the product through a unique ability to show the credibility of the product message. Such things are the same in the movie industry, the product being sold here are the new released movies, and movie production companies compete to promote their movies as the best and gain the most audiences.

An effective promotion strategy will smoothen the interaction and dissemination of information about the movie produced are needed to transform a movie into a medium that can touch its audiences. There are a lot of promotion strategies that a production house can use to promote its movies, therefore we need the right promotion strategy to do a marketing promotion (Giannini, 2010). There is no doubt that the achievement of the movie *Nanti Kita Cerita Tentang Hari Ini* is inseparable from the marketing strategy adopted by Visinema Pictures. Various ways are taken by *Visinema Pictures* such as utilizing the media, arranging events, commercial advertising and so on.

An approach in Public Relations and marketing are also used to further promote the movie. Public Relations itself is a management function that builds and maintains a good and beneficial relationship between an organization and the public that affects the success or failure of the organization (Cutlip, Center, & Broom, 2009). Based on the definition, it can be concluded that Public Relations is an activity to instill and gain understanding, good-will, and trust from the public. There is also an attempt to create a harmonious relationship between the company or organization and the public, an attempt to give or instill a pleasant impression, so that a favorable public opinion will emerge for the survival of the company or organization. An effective plan & strategy are needed to form a lasting relationship with the media and the public in order to gain the loyalty of fans and viewers to more upcoming movies being released by Visinema Pictures.

Nowadays, more companies form Public Relations that are more marketing-oriented to directly support promotions. According to Harris (1998, p.

21) Marketing Public Relations is “The uses of Public Relations strategies and techniques to achieve marketing objectives. The purpose of Marketing Public Relations is to gain awareness, stimulate sales, facilitate communication and build relationships between consumers and companies and brands”. Initially, Public Relations and marketing activities were separated. Where the center lies in the expected end result which is sales, the difference in Public Relations and marketing is increasingly disappearing. Agreeing with the importance of communication in marketing, Kottler (2002) includes Public Relations into 5 forms of the marketing communication mix. According to him, Public Relations is one form of communication activity from 5 forms of marketing communication mix (marketing communications mix / promotions mix) which are used to communicate the product or image of the company to the public. The other four elements are advertising, sales promotion, personal selling, and direct sales.

Media Relations as a scope in Public Relations is used in order to convey information from the organization to the public. Utilizing Media Relations in promoting *Nanti Kita Cerita Tentang Hari Ini* made the promotion of the movie gain more exposure both online and offline. The goal of Media Relations is to create “systematic, planned, purposeful and mutually beneficial relationships between journalists in the mass media and Public Relations practitioners” (Supa & Zoch, 2009, p. 2). The use of promotion through the media are very important to influence the public. With high rate of viewers, the information that are given to the media have high credibility in the eyes of audience. Those information are also capable of influencing the mind, emotion, and behavior of the audience. Thus why the media

are used as a platform to channel message, aspiration (including critics and opinions) from different parties. With this, the movie will be able to gather a large audience and generate the best outcome. One of the main point of Media Relations is partnership with online & offline media.

With this in mind, the author is interested to share about the promotion strategy of Visinema Pictures in choosing to use online & offline media to promote the movie Nanti Kita Cerita Tentang Hari Ini and other strategies used in promoting the movie. This paper will focus on the author job in using Media Relations as a tool of Marketing Public Relations at Visinema Pictures to Promote the Movie Nanti Kita Cerita Tentang Hari Ini (NKCTHI).

I.2 Purpose of Internship

The reasons for the author in doing an Internship in Visinema Pictures are;

To observe the Marketing Public Relations practice in general scope to promote a movie and to describe the practice of media relations as part of Marketing Public Relations in promoting an Indonesian media which titled Nanti Kita Cerita Tentang Hari Ini.

I.3 Scope and Limitation

Media Relations are placed under the Marketing Communication department that oversee and coordinate all activities from Media Relations, Social Media, Visual Designs, Video making and editing, and Events and Community.

The limitation was to help with Media Relations activities, being in charge with dealing with the media, from doing partnership and ensuring to convey the right message to the public regarding the movie being released with Visinema Pictures vision.

I.4 Period and Location of Internship

The internship will be done in five months or more than six hundred and forty hours; starting from first August two thousand and nineteen to thirty one December two thousand and nineteen. The official working time is nine hours: nine AM to six PM. From Monday until Friday. The author mostly did overtime until ten PM, or 2 AM a day before events, and also did work on weekends.

Visinema Pictures is located at Jalan Keramat No.3 A-C Cilandak Timur, Jakarta - Indonesia 12560.

