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The Marketing Communication Strategy of Indonesian Film A Study Case: *Laskar Pelangi* Film

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Abstract

The purpose of this study is to present the appropriate marketing communication strategy for a film based on the marketing mix and communication mix strategy. Promotion is considered to be the most important sector in film where it is also determined as the first stage to introduce the new release film to the audiences. Therefore, promotions are used by the home production as a tool to provide the film information that aimed to create the public awareness towards the film and decide to watch it in cinema without taking the risk of being unsatisfied. The study will be in the form of a study case taking the well-known Indonesian film “Laskar Pelangi” as the object research. The methods that used are a descriptive qualitative approach through research, observation, and interview with the publicist team of Laskar Pelangi film. The finding shows that PT Miles Films as the home production of Laskar Pelangi using the Integrated Marketing Communication (IMC) such as advertising, direct marketing, sponsorship marketing, exhibitions, point of sale and merchandising, and Word of Mouth (WOM) by considering its target consumer which is the family and Laskar Pelangi novel’s reader. Furthermore, the company use the Unique Selling Point (USP) in terms of casting, producer, director, and also the moral value of the film affecting to improve the interest and consumer’s desire to watch the film. The overall research documents that for the film industry to perform well, the company needs to define the marketing tools based on the target market.

Keywords: communication tools, creative industry, film, marketing strategy, promotion

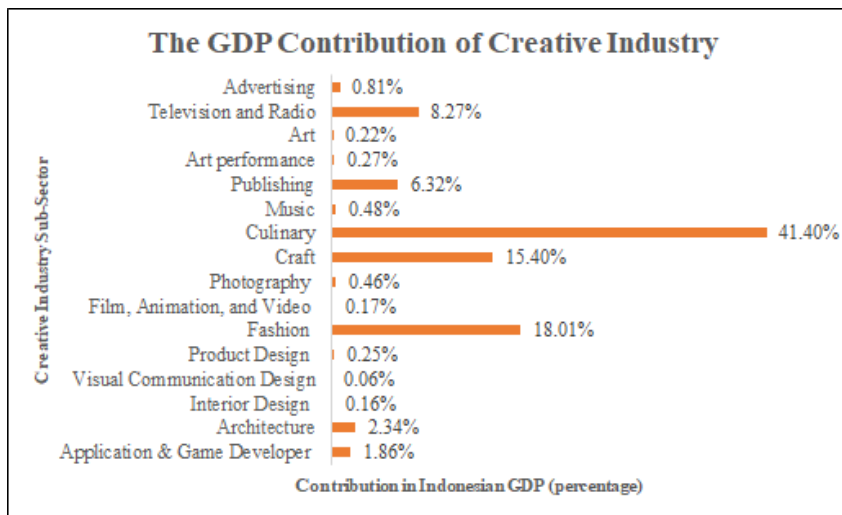
Introduction

Creative industry has become a familiar topic for people as it can be found anytime, anywhere, and in any other platform that people tend to use. According to Kontrimienė and Melnikas (2017), this particular sector industry is the result of the modern era of globalization development which formed the new concept and values in the life of society. In 2012, the creative industry experienced a significant development and people predict that the growth of the creative industry can soared three times greater than the previous years (Aisyah et al., 2013). Based on Martinaityte and Kregzdaitė (2015), the main focus of the creative industry are the individual creativity, talents, and skill for the input and the artistic and intellectual as an output which automatically develop both the social and individual skills. The emerge of globalization innovate that the creative industry played an important role in the modern economy (Badan Pusat Statistik and Badan Ekonomi Kreatif, 2020), this phenomenon can be seen in Indonesia where the creative industry being utilized and affect an increase for workfield opportunities that generates the high of prosperity. According to Opus Creative Economy Outlook 2020, it predicted that the creative industry of Indonesia will be contributed by IDR

1.100 trillion towards the country's GDP and this prediction also align with the statement of Minister of Tourism and Creative Economy, Wishnutama Kusubandio said that “Indonesia is the third largest country in the world after the US and South Korea, in terms of the contribution of the creative economy to the country's GDP and absorbs a large workforce of 17 million people.” (Alinea ID, 2020).

In terms of business, the individual's creativity and innovation aim to be the tools for product positioning to be attractive and gain customer's interest (Fila, 2020). Based on the UNESCO Report (2013), the creative industry impacts the considerable growth of the global economy including the people's income, workfield creation, and increasing exports. In addition, the creative industry exports (arts and crafts, audiovisuals, books, design works, film, music, new media, printed media, visual and performing arts and creative services) earned more than doubled between 2002 and 2008 for the revenue and reached the average of 14% for the growth rate (UNCTAD Creative Economy Report, 2010) giving the impact of more resilient employment for 2008 until 2011. Indonesia successfully increased the annual growth by around 7% and reached the peak of IDR 111.1 trillion of added value considered to be the highest contribution among other sector industries (Herawaty and Raharja, 2018). Based on the Department of Trade Republic of Indonesia, there were 16 sub-sectors of the creative industry. According to the report of Creative Industry Economy from 2014 to 2016, each of which contributed towards Indonesian GDP (Deltaningtyas et al., 2018).

Figure 1: The Creative Industry's Contribution towards Indonesian GDP



It is shown in Figure 1 the percentage contribution of the sub sectors towards Indonesian GDP and it stated that Film, Animation, and Video sub-sector contribute less with 0.17%, yet this sub-sector considered as the strongest due to the easier and reachable accessibility regardless the ages, where this benefit has been utilized by the education institutions and professional group (Muhammad, 2017). In the same study, it was said that the Film, Animation, and Video sub-sector being the fastest message of delivery tools, as it applied by the Province of Daerah Istimewa Yogyakarta, in order to increase people's economic welfare.

The film industry of Indonesia experienced a fluctuating development, starting in 1900, the first film screening in Batavia creating the assumption that film was the most popular entertainment form. Under European politics, Indonesia was supported for its art and performance by the increase of the amount of the cinema, the Gabungan Bioskop Seluruh Indonesia (GABSI) established in 1955 (Tjasmadi, 2008). In the next decade, there was a boycott and the diplomatic interest towards the US impacted the cinema to be decreased from 800 to 350 according to the Surat Dewan Film Indonesia. In 1970 era, Indonesian film industry come to its victorious with 618 local film production such *Pengantin Remadja* (1971), *Si Doel Anak Betawi* (1973), *Cinta Pertama* (1973), *Cintaku di Kampus Biru* (1976), *Badai Pasti Berlalu* (1977), *Inem Pelayan Sexy* (1977), *Gita Cinta dari SMA* (1979), *Mana Tahan by Warkop DKI* (1979). However, there was a decrease for the Indonesian film whether from the viewers or the film production where only 10 films were produced in 3 years (Idola et al.,

2017). The development of the Indonesian film industry was getting weaker due to the unequal distribution and ownership monopoly of film business import, with some requirements from the personal distributor, it positioned the Indonesian cinema to be at the edge of its success (Hukum Online, 2002). This cinema development caused a concern for the Indonesian filmmaker as the distribution process only focused on big cities especially Javanese islands. The Indonesian producer, Sheila Timothy said that this is considered as the crucial problem for national film in terms of competing the Hollywood or non-Hollywood film (Bisnis Indonesia, 2013). Ichwan Persada, the Director of FreeHand Communications which is the Indonesian company of Distribution, Exhibition, and Film Promotion giving some statements in his article titled *Why Indonesian Film (going to) Flop Again?* After doing some research by spreading the questioners to hundreds of people through email, it resulted that Indonesian people consider Indonesian films at the edge of success due to the monoton topic and not out-of-the-box marketing strategy. It also found that all Indonesian film's promotion generalized even though it had different content. For instance, promotion strategies that do not fit the target market of the film (layarperak.com, 2006).

According to Vany and Walls (1999), "*no one knows they like a movie until they see it*", film is an abstract concept which is hard for the audiences to decide whether they like the film or not before watching it. Therefore, through the marketing tools, the company will provide the film information itself. In the film industry, marketing plays a major role in determining the film success (Thurau et al., 2006) by defining the methods of how to promote the film to potential customers (Ade et al., 2017). Based on Panwar et al., (2016), promotion is one of the effective marketing communication tools in terms of building awareness and attracting the target market (Eastman and Billings, 2000) which will result in the increase in viewers. There were various tools of marketing communication such pre-release media, interviews actors, advertising and headlines, rating, social media and purchasement services (Panwar et al., 2016). As marketing communication is considered to be a significant factor, the company needs to define the media for the desired market that aims for the fluency of film information delivery. In terms of film competition, the company needs to determine how to distinguish the film among the others by having the Unique Selling Point (USP). All the activities can be implemented by using the approaches of Integrated Marketing Communication (IMC).

Understanding of the necessity of Integrated Marketing Communication (IMC) among Indonesian film companies remains low. Nevertheless, PT Miles Films is one of the local companies that success in forming the film promotion towards the public where the *Laskar Pelangi* film achieved 139 billion rupiah occupy the first position of Indonesian films highest income, had the largest audience of 4.7 million people in 2008 (BookMyShow Indonesia, 2016) and the novel gained sales of 600.000 copies (tirto.id, 2019). Moreover, the film was also selected for Berlin International Film, the most prestigious international film festivals in the world (satpolpp, 2016). In conclusion, the appropriate marketing communication strategy is considered to be important for the film industry and the promotion that has been done by PT Miles Films on *Laskar Pelangi* film proved that the positive impact of the large audience and sales in cinema. This research will help the other film home production companies, especially the beginners one, to understand on how to use the IMC method to reach the desired target market that will reach the company's success.

Literature Review

Film

The variety of technology communication brings up the easier way for people in terms of information accessibility (Ahmad, 2016). In the same study, it is stated that this phenomenon creates an individual's openness that leads to the increase in prioritizing the media and entertainment. Based on Roby (2018), media is divided into 3 types such as radio, television, and newspaper where each has its different use. Nowadays, the audio-visual media were implemented by the majority of people, for instance, the television programs where film included (Ahmad, 2016). Film is the combination of music, arts, drama, literature, and photography which makes it as the complex arts (Pamusuk, 1991) and individual creativity (Marselli, 1996). It stated by Alex (2004) that film is considered to be the

well-known audio-visual communication and the most practical tools that can be utilized by anyone regardless of their ages and social backgrounds. Due to its persuasive ability, it turns out that the film's consumption becomes as society's needs and lifestyle. As an example, people can easily receive the messages and moral value of a film where audio visuals play a major role (Ahmad, 2016). Aligned with the potential to reach wider society, it is believed that film is able to impact the people's decision (Alex, 2004).

Laskar Pelangi Film

In the end of 2008, PT Miles Films released *Laskar Pelangi* after its best-seller novel written by Andrea Hirata who wrote the motivation of Indonesian people who strive for education, categorized as a rare topic among other Indonesian films (Ahmad, 2016). Based on KapanLagi.com, the film reached 4.7 million viewers, 4 achievements in Indonesian Movie Award (IMA) in 2009, and expanded its audience to Asia, aired in Asia's theatre. The success continued to grow internationally where in the 59th of Film Festival Berlinale that held on 5-15 February 2009 Berlin, Jerman, the *Laskar Pelangi* film was shown receiving the happily welcome and surprisingly exceeding the cinema capacity. Moreover, in order to improve the Asian films, the *Laskar Pelangi* was the cover of the Berlinale 2009 book program. The *Laskar Pelangi* attended the event, seizing the popular writers Kathleen Anderson's attention who attempted to make both *Laskar Pelangi* film and novel go international (OkeZone, 2012). There are various measurements to define the success of a film where the number of viewers is one of them (Bisnis.com, 2016). As said by Andrea Hirata, "no matter what you want to write or who is the target audience, the most important thing is to do the research as much as possible. Therefore, if the research is already done, no matter what you want to write and in any kind of genre, the result will be good" (Berita Senggang, 2012). Based on filmindonesia.or.id, *Laskar Pelangi* film positioned at the 1st place for the greatest number of viewers which can be seen in Table 1:

Table 1: Viewers of Indonesian Film (2008)

No.	Title	Viewers
1	Laskar Pelangi	4.719.453
2	Ayat-Ayat Cinta	3.676.210
3	Tali Pocong Perawan	1.082.081
4	XL: Extra Large	1.032.160
5	The Tarix Jabrix	966.996
6	Kawin Kontrak	872.015
7	Hantu Ambulance	862.913
8	D.O. (Drop Out)	781.093
9	Kutunggu Jandamu	756.365
10	Cinlok	672.663
11	Kereta Hantu Menggarai	652.528
12	Tiren: Mati Kemaren	633.691
13	40 Hari Bangkitnya Pocong	591.467
14	Tri Mas Getir	576.067
15	Namaku Dick	566.931

Integrated Marketing Communication (IMC)

According to Sutisna (2002), with the exact target market, the communication will be processed effectively and efficiently as a company will contribute the consumers for the brand equity, brand recognition, and improving the sales that can affect the firm's stock value (Kotler and Keller, 2009). Marketing communication is the exchange information that been done by 2 parties which is the buyer and the seller leads to the satisfied decision making in marketing sector (Swastha and Irawan, 2001) that will be divided into 3 important part which is the communicator (sender), receiver, and channels or the tools to deliver the messages (Yoeti, 1990). The increase of innovation in communication, messages, and people encourage a company to take the opportunity of using the Integrated Marketing

Communications (IMC). IMC is a tool to manage the elements of promotional mix in order to provide and deliver the message to the targeted customers or in other words, IMC is the communication tools to provide the information for the customers using the elements of advertising, personal selling, public relations, publicity, direct marketing, and sales promotion (Yamin, 2018). Furthermore, IMC has also been determined as the plan for the firm's marketing as it helps to set and track the marketing strategy that captures the customer's information and ensures that all forms of communications are integrated together to achieve the goals.

The summary of the definitions is that IMC define as the promotional tools combinations in order to reach the coherence, stable, and directed communication (Schultz and Schultz, 2003) to support and improve each other ability to promote the understanding in potential communication (Duncan and Everett, 1993) which can help the firm in developing the communication skills and further strategic implementations Duncan (2002) where it can maximize the impact on customers at minimal cost (Yamin, 2018). According to Albesa (2007), as the technology continues to advance, it provides new and developed communication for a firm which will allow the marketers to build the relationship with the customers in the form of digital media where the communication model will be determined as one-to-many (Chaffey et al., 2003). Based on Tjiptono (2011), there are 8 main steps to process the IMC which are:

- i. Identify the target audience
- ii. Determine the purpose of the communication
- iii. Designing messages
- iv. Selecting the communication channel
- v. Prepare the total of IMC budget
- vi. Define the IMC
- vii. Implementing the IMC
- viii. Collect the feedbacks

Segmentation, Targeting, and Positioning (STP)

Before implementing the marketing activity, the company's needs to identify the customer value by using the concept of Segmentation, Targeting, and (STP). This concept is considered to be important where the company will define and set the plan on how to enter the desired market.

Segmentation

Based on Tjiptono (2014), market segmentation is the process of grouping the heterogeneous market into groups or segments based on the similarities on needs, wants, and behavior towards specific marketing programs and also enable to identify the classes in society that having different needs for the products where the heterogen markets can be divided into several homogeneous market segments. Based on Swastha (2008), there is the basic in segmenting the market which are:

- i. Demographic factors: age, population density, gender, religion, ethnicity, education
- ii. Sociological factors: cultural groups, social classes
- iii. Psychological/Psychographic factors: attitude, personality, desired product benefits
- iv. Geographical factors: cool areas, beaches, urban areas, rural areas
- v. Income level

Targeting

Target market is the set of targeted customers who have the same characteristics on needs that will be served with a particular marketing program. The targeting itself is the activity to select and assess one or more marketing segments to enter in order to satisfy the customers which will increase the demands and lead to the company's profit (Tjiptono, 2014). According to Kasali (1999), in order to reach the optimal target market, there was some characteristics that need to be considered such:

- i. Large segment: has the potential to ensure the production continuity regarding the price that consumers are willing to pay and be able to provide sufficient sales, the larger the market will generate the higher value.

- ii. Purchasing power: the segment required to have the purchasing power and willingness to pay for the product.
- iii. Distinguishable: distinct among the other segment
- iv. Have been touch by other competitors: the segment has not been dominated by the competitors
- v. Media reachable: the segment is accessible physically (distribution) and non-physically (promotion) where it can reach optimally by defining the exact media according to its selected segment
- vi. Adequate resources: needs to be compatible with resources and company's ability

Positioning

Designing the product in order to create a unique impression and image inside the market's mind that is perceived as the superior factor to the competitors (Arif, 2012). There was 4 determination positioning strategy:

- i. Positioning based on benefit: positioning the product as a leader for particular benefit (symbolic, functional, and experiential). The successful positioning required the communication strategy that was able to attract customer's needs.
- ii. Positioning based on category: grouped into beverage and food categories, household products, medicine categories, personal care categories, personal equipment categories, home appliances categories, communication and information technology categories, automotive categories, banking and finance categories.
- iii. Positioning based on attribute: positioning the product based on the attributes or properties (symbols, size, color, presence, position).
- iv. Positioning based on value: an action to design the company's image and the value offered towards the segmented customers so they can understand and appreciate the relation between the company's position and the products. Targeting the market also determines the company's competitor. The company needs to do the research for their competitor's position and decide which one is the best.

SWOT Analysis

After the company determines the Segmentation, Targeting and Positioning (STP), the next step is to define the SWOT Analysis. Based on Johnson et al. (1989), SWOT Analysis is a tool to designed the initial step for the decision-making process which also known as the strategic planning in various implementation that provide an organized basis from in-depth information for the discussion's topic that can improve the quality and the company's decision (Robinson, 2007).

- i. Strengths: the capability that can be controlled by the company and also categorized as the resource that makes the company superior to its competitors in terms of dominating the market.
- ii. Weaknesses: the limitations or deficiencies in one or more company's resources that are defined as obstacles in completing the customer's needs.
- iii. Opportunities: the favorable situation for a company's external environment that can occur in political and economic perspective (government regulations and inflation rates) or the socio-cultural perspective (lifestyle and trends).
- iv. Threats: the opposite of opportunities and the unfavorable situations for the external environment which can not be controlled by the company. The threats can take many forms which make the firms must identify it carefully.

Marketing Mix

Marketing mix is a strategy that determines the master plan, knowing, and producing the satisfactory product services for the targeted market of particular products in order to attract the customers for purchasing activity (Hermawan, 2015) where the strategy is divided into 4 components which is:

- i. Product: product (good or services) is a form of what company's offer that aims to achieve the goal through satisfying the customer's needs and wants while at the same time increasing the long-term profits through improving the sales (Tjiptono, 2014)
- ii. Price: price is the only revenue element in the marketing mix which also determines the amount of value exchanged for a product that is always calculated as price or in other words, the amount of money that is needed to get a number of combinations of the product and services (Arif, 2012)
- iii. Place: distribution is the process of how the marketed product reaches the customers (Wahjono, 2010), where the distribution's decision includes the practical services access for the potential customers
- iv. Promotion: promotion is the tool to communicate the product's advantages (Simamora, 2001) and used to persuade the consumers in terms of products buying. Promotion is considered as the priority component in marketing activities where the consumers will know if the company is launching the new products which will increase the interest and carry out the purchasing activities. The greater the funds then the product also will be more well promoted.

Promotion Mix (Communication Tools)

The promotion element in marketing mix also known as the promotion mix where it includes the various methods of communication towards the target market (Shimp, 1997).

Advertising

The persuasive communication tools that use the mass in order to reach the target market (Wells et al., 2006) and having its own structured strategy to inform the product offerings where the organization will pay for the activity (Arens et al, 2011). Based on Assauri (2007), there are some considerations before selecting the type of media for advertising such:

- i. Intended consumer's character: the company needs to chose the most efficient media
- ii. Product: each type of media has different advantages where the company have to define the media which profitable for the product
- iii. Message: different type of use and how provide the information
- iv. Budget: calculate the budget per thousand expoures

From the same study, it stated that there are various kind of media for communicate the information to the receiver which include *print advertising* (advertising news, magazine), *electronic advertising* (radio show, TV), *outdoor advertising* (billboard, poster), *specialty advertising* (prize, free gift), *transit advertising* (bulletin, poster, signature, sticker in public).

Direct Marketing

Based on Arens et al. (2011) and Ouwersloot and Duncan (2008), direct marketing defines as an interactive marketing strategy by using various media such as direct mail, telephone, broadcast, printed media, and internet towards its potential customers which will lead to the sale, buying, and distribution activity. The direct marketing also provides the accountability advertisement that can help the potential customers to be aware of the product which will lead to the buying decision, moreover, it enables the two-way communication between the consumer and the organization (O'Guinn et al., 2009).

Sponsorship Marketing

The activity when it makes the marketer have the same conditions as the consumer, it happens that an event is financially supported by an organization (sponsor) and it gives an opportunity for the sponsor to connect themselves with the event which will lead to the sponsor publicity (Shimp, 2010). Koekemoer (2004) stated that the benefits of sponsorship marketing are niche marketing, managed

media cost, and strengthening the equity of the brand. Moreover, in order to achieve effective communication, the sponsorship needs to be combined with other company's promotions.

Exhibitions

The simple explanation of putting a show to the audiences (Morrow, 2002) where it merely the items gathered for the specific time and places by the exhibitors in order to achieve particular goals throughout the communication (Luckhurst, 1951).

Point of Sale and Merchandising

The communication tools that advantages the commercial actions in order to motivate the consumers to purchase the product as soon as they enter the the store (Buttle, 1984) and plays a huge impact on the early stage of consumer's buying decision such as creating the understanding and the perception (Evan et al., 2006; Armstrong and Kotler, 2007) gives the opportunity for the product to be considered to buy. Furthermore, AC Nielsen (2013) defines that the merchandising is also used to improve the brand attractiveness and visibility.

Word of Mouth (WOM)

The interchange on the marketing information among consumers that create and shape new views towards the products and services (Katz and Lazarsfeld, 1966). According to Daugherty and Hoffman (2014), the WOM is the most influential source for consumers to decide the purchasing activity (Litvin et al., 2008; Jalilvand and Samiei, 2012). It was proven by Lau and Ng (2001) that this tool is more effective than the traditional marketing media such as television, print advertisements, radio as the consumers assume the independent-market consumers are more reliable and trusted than the sellers (Nieto et al., 2014).

AIDA Model

Marketing strategy is the logic of a market where the business units desire to produce value and gain profit based on the relationship with the customers (Kotler and Armstrong, 2008). According to Jiayu and Haibo, (2013), the purpose of the AIDA Model is to attract potential customer's attention by raising their interest and desire which lead them to the action of the product purchasing. In film industry, the marketing strategy is the activity of selling and advertising that has been done by the producer and director in order to increase the customer's awareness towards the film such as teaser trailer, official trailer, selling pervious creation, product selling, soundtrack and many more (Kotler and Armstrong, 2003).

Awareness

Awareness considered as the introduction step of AIDA Model where the customers conscious towards product existences (Rowley, 1998). Based on Baca et al. (2005), the purpose of the stage is to create the awareness of product's benefits and characteristics that leads to build identity and visibility (Rowley, 2002). The company will direct the customer trough product and service temporary trial that has been advertised (Lancaster and Massingham, 2013). In film industry, the awareness formed using social media, website, or trailer (Crazyegg, 2019) and advertising (Jefkins, 1996).

Interest

The stage where the marketers playing the role as the customer and raise the public awareness by more focus on demonstrate the product advantage and benefits (Jiayu and Haibo, 2013). In addition, the update information provided that may be used to forecast and organize changes in customer behaviour (Meyrick, 2006). Finally, the customer's interest will manifest itself when the awareness already created towards particular product (Ghirvu, 2013). According to Campaign Creators (2018), trailers

are used in the film industry to pique consumers' curiosity and encourage them to watch the film when it is released.

Desire

Desire is the third step of AIDA Model where the customer's motivation appears and feeling compels to lead an action (Ghirvu, 2013). In order to reach the customer's satisfaction, the marketers add the relevant feature and benefits explanation which also being the problem solving (Richardson, 2013). Based on Wknd (2017), the film sequel needs which is the form of maintaining the customer's interest since they will have enjoyed the original film's plot and characters (Wknd, 2017).

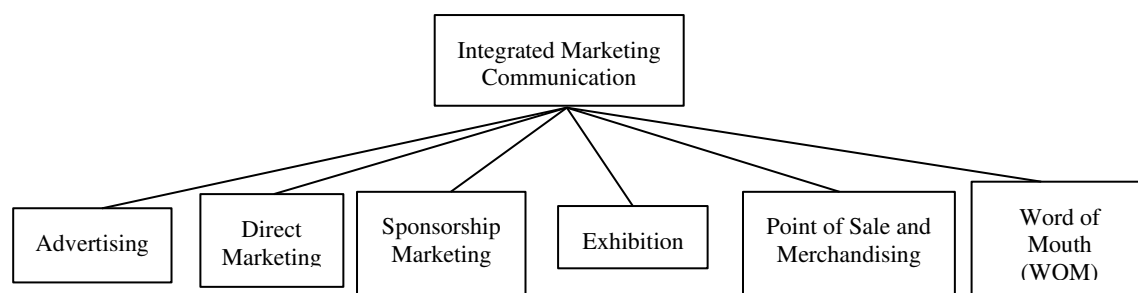
Action

The stage where the customer's emotions are effective to buy the product and leads to the real purchasing decision (Rowley, 1998). Based on Rawal (2013), in order to attract the customers, the marketers required communicate the product's advantages. By using the appealing *headline*, it will lead people to watch the films and purchase the ticket cinema (Jefkins, 1996).

Conceptual Framework

The conceptual framework was derived from Shimp (1997) about the Integrated Marketing Communication that used for delivering the message and film information to the consumers that aimed to raising the awareness towards the film using the tools that can be seen in Figure 2:

Figure 2: Conceptual Framework



In the film industry, the promotion needs to be implemented using various kinds of advertising tools such as advertising, direct marketing, sponsorship marketing, exhibitions, point of sale and merchandising, Word of Mouth (WOM) in terms of *Laskar Pelangi* marketing communication. Each plays a significant role in film promotion which is announcing the project, introducing the film, and calling for action to watch the film in cinema. Moreover, the promotion will be done gradually through early, middle, pre-last, and last stage means that these tools interrelate and impact one another.

Methodology

Data Collection Method

The researcher will assess the appropriate marketing communication strategy in order to distribute a Drama genre film based on Indonesian films that are already considered to be success. The object of the research is the material that relates with the promotion of *Laskar Pelangi* film (offline or online). The researcher uses the primary data that gathered directly from the object research, using the structured-interview contains the set of specific questions and the researcher that worked systematically and the responses directly comparable (The Centre of Local Economic Strategy, 2016). The aim of the interview is to gain the insights of the marketing communication strategy in the film industry to create the research objectives. The informants will be the Head Publicist PT Miles Films and the third-party publicist team for *Laskar Pelangi* film where the interview starts from July until

August 2021. The questions are divided into 3 sections and each have different information focused which can be seen in Table 2:

Table 2: Interview Section

Section	Description	Object
Section I	Deepen the knowledge and understanding towards the company who the main objective of the research	PT Miles Films
Section II	Product analysis	<i>Laskar Pelangi</i> film
Section III	The implementation of marketing strategy (product promotion)	Integrated Marketing Communication (IMC)

The secondary data obtained from literatures, books related to marketing communication and promotion strategy, Report of Badan Pusat Statistik and Badan Ekonomi Kreatif, websites, news, previous study, and other articles. The data will be gathered through the online platform and also focus on the marketing communication strategy of *Laskar Pelangi* film such poster, trailer, documentation (*behind the scene*, billboard, magazine).

Data Analysis

The data analysis technique used in order to adjusting the theory listed in the literature review with the promotional techniques carried out by the *Laskar Pelangi* film promotion team to define the suitability of expected target market and the result in the reality. The data will analyze using AIDA Model afterwards in order to measure the marketing strategy of PT Miles Films. . The data will analyze using AIDA Model afterwards in order to measure the marketing strategy of PT Miles Films. The result of the data will provided using:

Data Reduction

Based on Pujileksono (2015), the data reduction is the analysis process that contain the selecting, determine the focused data through simplification, abstraction, and transforms the raw data that obtained from the fields. The methods will be implemented after the data gathered from the interview, observation, and documentation which will be elected based on relevancy towards the research and the data will be described on discussion page.

Data Display

Regarding of the qualitative research, the data considered to be narrative. The observation towards media promotion of *Laskar Pelangi* and the interview result will be provided in the form of short description, chart, and the relationship between category. Furthermore, the evidence of media promotion and transcript interview result will be provided in the appendix.

Data Validity

According to Hikmat (2011), in order to reach the reliable and useful data, the evidence of the research needs to be provided that aimed strengthen the truth for the description, conclusion, and the interpretation of the observation (Alwasilah, 2003). There was 4 type of validity in qualitative research such as (Maxwell, 1996):

- i. Description: the observation facts that includes the researcher interpretation
- ii. Interpretation: reveal the interviewee answer from the interview
- iii. Theory: the result of interpretation that will be develop into theory which required to fulfill the empirical situation, function the prediction and explanation (Glaser and Strauss on Hikmat 2011)

- iv. Generalization: sample and population selection
- v. In terms of description, the researcher will be doing the observation of promotion *Laskar Pelangi* film through social media where the data gathered will be classified based on the promotion strategy instrument. While in the interpretation, the researcher includes the interview with Head Publicist PT Miles Films and the third-party publicist team for *Laskar Pelangi* film through online platform such as email or zoom meeting where the data will be consulted with the supervisor to strengthen the research. The generalization not used in the research.

Result

Research Object Description

History

PT Miles Films founded in 1995 by Mira Lesmana. The office is located in Jl. RC Veteran Raya 555 Unit F and G, Bintaro Pesanggrahan, Jakarta. PT Miles Film is a home production company specifically in film production such as documentary, fiction, music video, etc. Currently, with the amount of 20 permanent employees and several temporary employees, the company has reached success from an early age.

Project

In 26 years, PT Miles Films have done several projects making serial, long, or even short films. The first production of the company is the documentary series of "Anak Seribu Pulau" that consists of 9 episodes. Since then, the company has produced 14 film documentaries, 19 movies, 14 short films and television, 48 music videos. In terms of making project films, PT Miles Films will have a partnership with a third party that is responsible for the marketing and promotion of newly released films, called project partnership.

Structure Organization

PT Miles Films having 3 chief that leading in major fields such Mira Lesmana as the Founder of PT Miles Films and the Chief Executive Officer, Riri Reza as the Creative Director, Toto Prasetyanto as the Chief Operational (Managing Director). The three Board of Directors concurrently lead the Head of Development, Head of Marketing, Promotion and Distribution, Head of Finance, and Office Manager. In doing the job, each was assisted by one assistant.

Background of Laskar Pelangi film

The Laskar Pelangi film

The *Laskar Pelangi* film was inspired by the ravishment of Mira Lesmana (film producer) and Riri Riza (film director) towards the *Laskar Pelangi* novel written by Andrea Hirata that was published earlier in 2004. "The book is able to make us proud to be Indonesian and raise our national optimism by the presence of the *Laskar Pelangi* children, Ms. Muslimah and Mr. Farhan", said Mira Lesmana. Riri Riza also added that "*Laskar Pelangi* has a unique and dynamic story with the preference of 10 students that have strong characters and the ambitious teacher who has big and lofty goals". The writer Andrea Hirata trusts Mira Lesmana and Riri Reza to adapt the novel into a film because for a filmmaker (sineas) both have the integrity and are able to make an artwork instead of only focusing on satisfying the market. Through the film making, Mira Lesmana and Riri Riza worked in PT Miles Films and Mizan Productions

The *Laskar Pelangi* film is a Drama film genre and targeted families (every age and segment) as the audiences. The film is telling the story about the peripheries such teachers and 10 students that are fighting for education, life, and dreams with the magnificence of friendship that is able to save a human's life. The story of *Laskar Pelangi* describes the current condition of the country and desires to deliver the moral value of "Indonesian expected to have a strong determination and creativity to free themselves from poverty and fight for proper education". According to its novel, PT Miles Films chose Pulau Belitung, one of the wealthiest islands in Indonesia, as the shooting venue and selected the local people who will play the role of 10 students. Mira Lesmana and Riri Reza aimed to build the chemistry between the story and the film character in a natural way, "even though the children have no experience in acting, they are talented, brave, willing to try and they are able to perform their figure well". This also applied for selecting the other actor where the main consideration is the ability of the actors and the chemistry in representing the characters in the story.

Film Utilization (how the audience able to utilize the product)

In this part, the researcher will provide the data of how PT Miles Films provided film (as a product), therefore the targeted audience can utilize it. The *Laskar Pelangi* film was distributed into 11 cities in Indonesia which are Jakarta, Bekasi, Bogor, Bandung, Semarang, Yogyakarta, Surabaya, Palembang, Medan, Makassar, Bangka Belitung. Using cinema as its distribution channel, PT Miles Films has its target 4.6 people to watch the *Laskar Pelangi* film. For Jabodetabek, the average entrance ticket was 15.000 rupiah for weekdays and 25.000 rupiah for weekends. Moreover, PT Miles Films set the owner's estimated gross income about 3 to 4 of the nominal production cost rupiah. While the production budget is 9 billion rupiah. In order to balance the expense, PT Miles Company implemented a marketing strategy that aimed to promote the *Laskar Pelangi* film for the company's capital redemption.

Regarding the promotion, PT Miles Films will create a corporation relationship with a third party for the newly released film or it is called as "project partnership". For *Laskar Pelangi* film, PT Miles Films support funding comes from Miles Films, Mizan Productions, Pertamina Foundation, Mr. Bakhtiar Rahman. The selection process of the parties was based on the same vision and values that contained in the *Laskar Pelangi* film.

The Implementation of Laskar Pelangi Marketing Communication Strategy

In order to determine the appropriate marketing communication strategy (promotion tools) for *Laskar Pelangi* film, PT Miles Films applied the following analysis such as Segmentation, Targeting, Positioning (STP), Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis, and Marketing Mix beforehand. In order to determine the appropriate marketing communication strategy (promotion tools) for *Laskar Pelangi* film, PT Miles Films applied the following analysis such as Segmentation, Targeting, Positioning (STP), Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis, and Marketing Mix beforehand.

Segmenting, Targeting, Positioning

Segmenting

There is no limited target market segment for *Laskar Pelangi* film, it is suitable for every age and segment regardless of the economy level. PT Miles Films only sets family as their target segmentation which will be specified in:

- i. Families that love to go to the cinema
- ii. Families that watch the cinema as tools for entertainment
- iii. Families that consider entertainment can be the medium of education

Targeting

Following the identification of the market segmentation prospects, PT Miles Films will examine the various categories and choose which one would be the target market for the *Laskar Pelangi* films. Based on the several characteristics of purchasing power, affordable price, the audience's responsiveness, and profitability, the company selected the families (with no limit of age and segments) and the reader of *Laskar Pelangi* novel.

Positioning

In order to support the company's success, PT Miles Films desired to create a unique impression towards the *Laskar Pelangi* film inside the targeted market's mind where it also made the film to be superior among the competitors. PT Miles Films introduced the *Laskar Pelangi* film as the film that adapted from the best seller novel, the strategy is aimed to attract the awareness of the largest potential consumers. Then, in order to maintain the consumer's awareness, the *Laskar Pelangi* film was shown as the best production quality film by featuring the well-known producers, directors, and top professional actors. Other than that, from the consumer's perspective, they also assume that the film was adapted from the best seller novel of *Laskar Pelangi* written by Andrea Hirata which is considered as one of strengths. It means that the audience is already aware of the film's existence even though it is not officially released.

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

Strengths

The strength of *Laskar Pelangi* film comes from the novel of Andrea Hirata that already has a large number of readers and has gained people's enthusiasm. In addition, the *Original Soundtrack* (OST) which titled *Laskar Pelangi* being one of the movie's attractiveness as the lyrics is easy to memorize and performed by Nidji band that was popular at that time. The lyrics contain the messages of do not lose hope to living the dream that are strongly related with the moral value of the film. In terms of promotion, PT Miles Films communicated the *Laskar Pelangi* film gradually and continuously from the production, distribution, and exhibition stage. The funding will be allocated into:

- i. Spread the *Press Release* in several preparation stage
- ii. Partnership with media partner
- iii. Held the *Press Conference* and *Press Screening*
- iv. Held the Gala Premiere and road show in several cities

Weaknesses

From the interview, the interviewee found it was difficult to answer the weakness of Indonesian film because of the fact that there are various factors that determine the success of a film. However, the *Laskar Pelangi* has weaknesses in terms of consumer's capability. Some people did not have the access to the cinema which made them unable to utilize the film.

Opportunities

Along with the strength of the *Laskar Pelangi* bestseller novel which resulted in a large number of fans and readers, it gives the opportunity of the adapted film to gain more interest. PT Miles Films created the *Original Soundtrack* (OST) with easy-remembered lyrics and selected the popular band as the singer. Other than that, the company also chose the families as the target market of the film with the high potential habit of going to the cinema. The other opportunities of *Laskar Pelangi* film also considered in:

- i. The reputation of PT Miles Films as the well-known production house with the high quality of works
- ii. The *Laskar Pelangi* film played by the top professional actor

- iii. The education value of the story can be acceptable every age and segment

Threats

One of the big challenges for PT Miles Films is the process of adapting a 529 pages novel into the film where it required 1 years to develop the scenario of the *Laskar Pelangi* film, written by Salman Aristo with Mira Lesmana and Riri Reza as the co-writers. The other threats also came from the casting stage and selecting the local people of Belitung that will play the role of 10 *Laskar Pelangi* students and 2 supporting characters (Flo and A Ling). Even though the *Laskar Pelangi* film is considered to have fewer competitors as most of the other films do not have a high budget, PT Miles Films maintained the promotion strategy consistently and emphasized the strength and superiority of the film.

Marketing Mix

Product

PT Miles Films assesses some product development for *Laskar Pelangi* film in order to build and improving the consumer's awareness towards the film which is DVD, VCD + packet (booklet and bookmark), economics VCD produced by the Jive Collection and the CD Soundtrack produced by Trinity Optima Production.

Price

In terms of price, the researcher does not get enough information because most of the determination is according to the distributor (cinema) and PT Miles Films did not do any riset regarding the movie-goers. There is a different price for the cinema ticket entrance of cinema between the cities and regions, also in terms of weekday and weekend tickets which are 15.000 rupiah and 25.000 rupiah respectively. Furthermore, the distributor also determined the royalti allocation of cinema tickets is 50:50 after tax.

Place

PT Miles Films used Jaringan Bioskop XXI and Blitzmegaplex as the distribution channel where both of cinema also taking charge of providing the *Laskar Pelangi* film in the cinema, that located in several cities of Jakarta, Bekasi, Bogor, Bandung, Semarang, Yogyakarta, Surabaya, Palembang, Medan, Makassar, and Bangka Belitung. The *Laskar Pelangi* film was played simultaneously regardless if the cinema counted as first, second, or third class cinema.

Promotion

Promotion played a significant role in the film industry and was considered as one of the tools to create people's awareness and interest towards the unreleased film. The amount of audiences will impact the period of time for a film to be shown in theater. The longer it airs, the more opportunity for PT Miles Films to have the investment returned. In order to persuade the target audience to watch the *Laskar Pelangi* film in cinema, PT Miles Films have a partnership with various parties that operate in publications and promotion. By using media channel and conduct some product development which required the company to have a cooperation with other distributors such:

- i. TV (SCTV)
- ii. Magazine (Femina, Majalah Dewi, Gadis, Cita Cinta, Cleo, Seventeen, Ayah Bunda, Parenting, Reader's Digest, Hai)
- iii. Radio (Prambors Radio, Female Radio, Delta FM Radio, Ardan Radio, U FM Radio, Geromino Radio, Kiss FM Radio, Prambors Radio, Memora Radio)
- iv. Product development: DVD, VCD + packet (booklet and bookmark), economist VCD (Jive Collection); CD Soundtrack (Trinity Optima Production)

Promotion Mix/Communication Mix

Under the project collaboration, PT Miles Films use various promotion tools for *Laskar Pelangi* films. For the film industry, the promotion was already implemented long before the film was released and the strategy needed to be applied gradually that aimed for the public to become aware. After the potential consumer already recognizes the film well, it will automatically lead them to watch the *Laskar Pelangi* film. The beginning stage of the promotion strategy will include that the company will introduce the *Laskar Pelangi* film to the public, gaining public awareness and recognition while the last stage will be the form of call to action or invitation for the potential consumers to come to the cinema and watch the *Laskar Pelangi* film. The promotional stage sorted into early, middle, pre-last, and last stage:

EARLY STAGE: release the Press Release in news

PT Miles Films announced the film project that will be executed and introduced through the *Press Release* news as it adapted from the best seller novel and includes the information of the *Laskar Pelangi* film such as the shooting venue or the actors. This stage considered as the first introduction stage with the purpose of improving the public's awareness towards the film

MIDDLE STAGE: publish behind the scene pictures

The middle stage goal is to maintain the awareness that has been made in the previous stage where the publicist team of *Laskar Pelangi* film captured some scenes in the venue while the actors and crew were taking shots. The obtained pictures which are also called *behind the scenes* will be sent to the printed media partner (magazine, tabloids, newspaper) which will be published afterwards before the film release in the cinema, it also will be spread to all the media partners that attend the *Press Conference*. This stage is the tool to get the public a deeper introduction towards the *Laskar Pelangi* film.

PRE-LAST STAGE: release the trailer, Original Soundtrack (OST), music video, partnership with media partner, setting up billboard

The pre-last stage was implemented when the cinema already defined the showing date of the film and designed to be the invitation to watch the *Laskar Pelangi* film in cinema (call to action). PT Miles Films released the *Original Soundtrack* (OST) of *Laskar Pelangi* film 2-3 months before the film was released in the cinema which was released on 5 September 2008. As the same with this song launching, the music video was also published.

In terms of media partner, PT Miles Films use radio, magazine, and TV. The media online were not applicable due to its not widely used by the public at that time and considered to be exclusive tools. Based on the interview, it is stated that the company better use radio and magazine for the film promotion advertisement tools while TV only for the film trailer due to its higher cost that need to spend for TV advertisement

Radio

With the consideration of the number of target listeners according to the number of the viewers of *Laskar Pelangi* film and have a wide reach of listeners. The activity on radio is to play the OST in spot radio, advertisement lab, interview where the publicist of *Laskar Pelangi* will take charge with the direction and producer's approval. In terms of interviews, the producer, director, and actors of the film will attend to go through some questions and answers. The media partnership of *Laskar Pelangi* in terms of radio includes: Prambors Radio, Female Radio, Delta FM Radio, Ardan Radio, U FM Radio, Geronimo Radio, Istarsa Radio, Kiss FM Radio, Prambors Radio, Memora Radio

Magazine

PT Miles Films has a family as the target consumer for *Laskar Pelangi* film by that, the company takes the assumption that mother is considered to be the decision maker. Mostly, the mother was still being the magazine reader at that time which made PT Miles Films select woman/family/kids magazine which *Femina*, *Majalah Dewi*, *Gadis*, *Cita Cinta*, *Cleo*, *Seventeen*, *Ayah Bunda*, *Parenting*, *Reader's Digest*, *Hai*. The form of magazine partnership will be interview coverage and poster publication.

TV

The promotion activity for TV will be trailers with 15-30 seconds duration and the selecting station based on the channel who buys the right license to provide *Laskar Pelangi* film on TV with an agreement for a certain period and number of shows (SCTV). The channel can provide the film 2-3 month after the film is not provided anymore in the cinema. Beforehand, the form of partnership was also showing the trailer before it was released in cinema.

Billboards

Another marketing communication strategy is to set up billboards in the road and public places in the form of posters that include showing the date. The selection is based on the big cities with cinema in it which were listed below: FX, Senayan, Jakarta; Pintu Satu Senayan, Jakarta; Kemang, Plaza Adorama, Jakarta; Tamini Square, Jakarta; Kelapa Gading, Jakarta; Jl. Diponegoro (Depan Bioskop Megaria), Jakarta; Giant Mall, Bekasi; Plaza Lokasari, Bogor; Ciwalk, Bandung; Jl. Merdeka, Bandung; Jl. Sudirman, Surabaya; Simpang Lima, Semarang; Ambarukmo, Yogyakarta; Jl. Jend Sudirman, Palembang; Jembatan Ampera, Palembang; Jl. Losari, Makassar; Jl. Matoambial, Makassar

LAST STAGE: Held Press Conference and Press Screening, Sneak Preview event (Gala Premiere), Promo tour

In the last stage, PT Miles Films will constantly raise public awareness by delivering the information directly to the journalist and maintain relationships with the potential consumers through some events. On 22 September 2008, PT Miles Film held the *Press Conference* and the *Press Screening* at Planet Hollywood 21 which attended by producer, director, scenario-writer, *Laskar Pelangi* novel writer, and the actors of the film (the local children of Belitong, Cut Mini, Tora Sudiro, Lukman Sardi). The activity of PT Miles Films is providing the *Press Release* including the information of film technique (duration, genre, synopsis, crew, and actors), pictures of particular scene, trailer, and OST lyrics). The goal of the event is to extensively publish the date of *Laskar Pelangi* film released in cinemas through the media, in addition to the 250 journalists attending the event.

A day after the event, on 23 September 2008, PT Miles Films held the *Sneak Preview* event which was also called as *Gala Premiere* in FX XXI, Senayan. The place has to be in the middle of the city, easily accessed from many areas and have the capacity availability that was already calculated before which aimed to list the people that need to be invited. Moreover, FX XXI Senayan also has a big parking lot, comfortable space, and a large cinema. The event was attended by the crew, actors, Miles Films relation and Mizan Productions, filmmaker partner, public figure, and media. The purpose of the *Sneak Preview* was to provide an opportunity for people to watch the *Laskar Pelangi* film so that aimed for them to share the testimonies about the film and help to shape a good public opinion about the *Laskar Pelangi* film review. Furthermore, PT Miles Films implemented the promo tour by visiting several cities such Yogyakarta, Makassar, Medan, Surabaya, Bandung which are big cities and have a significant number of moviegoers, which makes it easier to improve the *Laskar Pelangi's* viewers. In terms of promo tour, the activity contained film screening targeting all ages and segments for the audiences, also the Meet and Greet includes interview, Question and Answer (QandA), and quiz.

Discussion

According to the result analysis using the SOP Analysis, SWOT Analysis, Marketing Mix, and Promotion Mix (Communication Tools), it can be concluded in Table 3:

Table 3: Data Analysis Conclusion

Research aspect	Research objective	Result Analysis	Description
SOP Analysis	Segmenting (psychographic)	Family	Families that love to go to the cinema and use it as tools for entertainment Families that consider entertainment can be the medium of education
	Targeting (selective specialization)	1. Family 2. Reader of <i>Laskar Pelangi</i> novel	Family -Potential users of cinema -Educate the family -Large and have the strong purchasing power -Media reachable Novel reader -Strong and large segment -Already aware with the story -Media reachable -First followers -Not reachable by the competitors
	Positioning (product benefit and value positioning)	Adapted from the Andrea Hirata best seller novel	-Introduce the audience that the film adapted from the novel where the venue and characters following the novel story -Deliver the strong moral value of the film (can be obtained from novel or the OST lyrics)
SWOT Analysis	Strengths	1. Strongly related with Indonesian current condition 2. Well-known filmmaker (high quality work), top professional actor 3. Continuously and gradually big media publication 4. Promotional strategy 5. Adapted from the best seller novel	By the amount of budget 9 billion rupiah, PT Miles Films successfully produce the high quality film and able to use a big media promotion
	Weaknesses	Limited distribution	Most of people does not have access to the cinema

	Opportunities	<p>-Selecting the local people of Belitong for the cast</p> <p>-Held an event to create and develop the brand awareness</p>	<p>-Well known as adapted film from the novel, PT Miles Films also selecting the local people for the cast in order to build the chemistry between the story and the actors naturally</p> <p>-Held some event such: spread the <i>Press Release</i> in several preparation stage, partnership with media partner, held the <i>Press Conference</i> and <i>Press Screening</i>, held the Gala Premiere and road show in several cities</p>
	Threats	Process of adapting the novel to film and search local people as the cast	It contains the longer process in order to implement this strategy in terms of adapting 529 pages into a scenario and the inexperienced local people in acting
Marketing Mix	Product	DVD, VCD, CD Soundtrack	PT Miles Films distributed the product in several cities in order to implementing the Integrated Marketing Communication
	Price	Determined by the distributor (Bioskop Jaringan XXI and Blitzmegaplex)	<p>-50:50 after tax</p> <p>-Difference ticket prices for weekdays (15.000 rupiah) and weekends (25.000 rupiah)</p> <p>-Obtained 9 billion for film project from self-company funding and sponsorship</p>
	Place	Cinema as the main distribution channel	Distributed to 11 different cities (Jakarta, Bekasi, Bogor, Bandung, Semarang, Yogyakarta, Surabaya, Palembang, Medan, Makassar, and Bangka Belitung)
	Promotion	Mass media partnership (radio, magazine, TV, product development)	<p>TV SCTV</p> <p>Magazine Femina, Majalah Dewi, Gadis, Cita Cinta, Cleo, Seventeen, Ayah Bunda, Parenting, Reader's Digest, Hai</p> <p>Radio Prambors Radio, Female Radio, Delta FM Radio, Ardan Radio, U FM Radio, Geromino Radio, Kiss FM Radio, Prambors Radio, Memora Radio)</p> <p>Product development DVD, VCD + packet (booklet and bookmark),</p>

			economist VCD (Jive Collection); CD Soundtrack (Trinity Optima Production)
Promotion Mix/ Communication Mix	Advertising	Various channel of media publication	Radio, magazine, TV advertisement (trailer), setting up the billboard in big cities in Jakarta, Bekasi Bogor, Bandung, Surabaya, Semarang, Yogyakarta, Palembang, Makassar
	Direct Marketing	<i>Press Conference, Press Release</i>	Attended by the producer, director, scenario-writer, novel writer, actors, crew where 250 journalists were able to have the direct depth interview. The event also consist of <i>Press Release</i> where the <i>Laskar Pelangi</i> team deliver the film technique
	Sponsorship Marketing	Project partnership	Mizan Productions, PT Pertamina Foundation, and Mr. Bakhtiar Rahman
	Exhibitions	<i>Sneak Preview, Promo Tour, film screening, Meet and Greet</i>	<i>Sneak Preview</i> -attended by the crew and actors, Miles Films relation and Mizan Productions, filmmaker partner, public figure, and media -purpose: to give the opportunities for the public to watch the <i>Laskar Pelangi</i> film that aimed to create public opinion, review, and spread the film testimonies. Promo Tour Visit Yogyakarta, Makassar, Medan, Surabaya, and Bandung where the event includes the film screening Meet and Greet with the actors of <i>Laskar Pelangi</i> film
	Point of Sale and Merchandising	<i>Laskar Pelangi</i> product development	DVD, VCD, and CD Soundtrack that distributed in several cities
	Word of Mouth (WOM)	Novel adaption and event	The novel was already a best seller, which means that the awareness is already built in the public. Moreover, the event was held in a public place and gained attention easily. For instance, the Meet and Greet, Promo Tour, and the film

screening

From Table 3, it can be concluded that the target market for the *Laskar Pelangi* film is family and *Laskar Pelangi*'s novel reader where both of these potential consumers are considered to be strong, large, distinguishable, and media reachable. PT Miles Films introduce the *Laskar Pelangi* film as the adapted film from its best seller novel and emphasize the moral value of the film that fits with the Indonesia conflict at that time (lack education and poverty). In order to anticipate the threats from competitors, PT Miles Films analyzed the SWOT that contains the strengths and weaknesses (internal); opportunities and threats (external) where it also enables the company to prepare the other backup plan. For instance, as the weakness of the *Laskar Pelangi* film is some people have no access to the cinema then PT Miles Films develop the product of VCD which can be obtained in the store.

Before deciding the promotion, PT Miles Films use the marketing mix analysis to find out the marketing direction and which technique will be applied. The analysis includes product, price, place, promotion. Based on the target consumer, the PT Miles Films partnership with cinema (Jaringan Bioskop XXI and Blitzmegaplex) decide the price of ticket entrance where there is a difference for the cinema in region and cities, also for weekdays and weekends. Moreover, the PT Miles Films distributed the *Laskar Pelangi* film to the cities where the partnership cinema was located.

By focusing on the target consumer, PT Miles Films determine the product, price, place, and promotion where it can be reachable and affordable for their consumer buying power. Moreover, the company uses the media for the promotion which can be accessed by its target audience in order to deliver the film's information well. With a variety of communication tools, PT Miles Films includes advertising, direct marketing, exhibitions, Word of Mouth (WOM), point of sale and merchandising. The budget for this project was obtained from partnership with another company which is also called the "sponsorship marketing".

AIDA Model in PT Miles Films

The marketing communication strategy that has been applied by PT Miles Films can be classified into AIDA Model:

Awareness

Published the *Press Release* in the news by announcing that PT Miles Films will release *Laskar Pelangi* film and tell the venue shooting or the actors. The purpose of the stage to increase the awareness towards the film. The awareness of the film considered to be strong due to the film adapted from the best-seller novel which make the public familiar with the story and the target market already formed before. Therefore, PT Miles Films also define the novel reader as one of the target markets of *Laskar Pelangi* film.

Interest

Publish the *behind the scene* pictures that aim to facilitate the consumer to have the deeper introduction towards *Laskar Pelangi* film. In this stage, the marketing strategy of *Laskar Pelangi* film will be using the media publication. In purpose to maintain the awareness that already created in previous stage, the PT Miles Films give the virtual evidence for the public about the film production through the *behind the scene* pictures. The pictures will be published through printed media partnership such as magazine, newspaper, tabloid, and journalist that attending the *Press Conference*. From this stage, it can be seen that PT Miles Films using the opportunities of strong public awareness affecting the media publication interest to provide the article and information about the film to the public which will increase the amount of reader.

Desire

Publish the *Laskar Pelangi* film trailer, *Original Soundtrack* (OST), music video after the showing date already appointed by the cinema. Partnership with various media channel and setting up the billboard in certain places. In purpose to invite the audience to watch the film or in other words the effort of call to action. After fulfilling the interest stage, PT Miles Films broaden its marketing strategy using various kind of form such as song that performed by the famous band, the lyrics that contains the moral message of the film, and also the music video that taken in Belitong. This marketing effort automatically created the public desire as it will introducing the film and build the relationship with the audiences. Moreover, PT Miles Films partnership with well-known advertising channel for radio, magazine, and TV, setting up outdoor advertising in big cities that provides cinema, held give away ticket, quiz, interview, and souvenir (sling bag, t-shirt, pin, postcards, CD OST). As it said in the interview with the head publicist of PT Miles Films, the use of social media considered to be exclusive (in 2008 social media are not so popular compared to nowadays), which make the company only use the accessible advertisement form to reach its target market. The other information also provided in *Laskar Pelangi* website www.filmlaskarpelangi.com and facebook that aim to communicate with the audience and fans.

Action

PT Miles Films communicate directly with the journalist about the information and invite the public to explore further the film. The activity includes *Press Conference* and *Press Screening*, *Sneak Preview*, *Promo Tour*. From the interview, it resulted that PT Miles Films directing the public to watch the film in cinema by held the promo tour and Meet and Greet at the same time. The *Laskar Pelangi* film also showed in big cities in Indonesia in purpose to maintain the hype that leads to raising the public desire to watch the film. Clearly that PT Miles Films strengthen the invitation not only from the company, but also from the public side by creating the Word of Mouth (WOM) through the testimony or movie review after watch the film.

Conclusion

The objective of the research is to define the appropriate promotion marketing strategy of a successful Indonesian Drama film *Laskar Pelangi* based on the SOP, SWOT Analysis, Marketing Mix (4P), and the Communication Mix. The primary and secondary data was collected through the interview and official website which will be analyzed using structured interview. Furthermore, this research also provides the recommendations for the filmmaker beginners in terms of how to implement the marketing communication strategy in the film industry that aims to create potential consumer's awareness and product recognition before the film is officially released.

In order to achieve the appropriate marketing communication strategy for film industry, a home production needs to define the target market that considers large, strong, distinguishable, have the willingness to purchase, and media reachable. As long as the potential consumer already fulfills the requirements then the film distribution will follow. At the beginning, the company needs to introduce the key points of the film such:

- i. moral value
- ii. benefit of the film project (the crew, actors, producer, director)
- iii. the film unique (based on the true story, based on the novel, based on the short film)

Using the SWOT Analysis to anticipate the threats from the competitors and implementing the marketing mix of price, place, product, and promotion based on the target market that is already defined in the first stage.

Team publicist of PT Miles Films and the third-party partnership of publicist and marketing agency define the marketing strategy with the producer of *Laskar Pelangi* film. In terms of improving the awareness and building public recognition towards the unreleased film, there were 6 steps of

marketing communication strategy which includes (1) announcing the coming soon film; (2) publishing the released date; (3) and invitation for the potential consumers to watch the film (call an cation) which can be seen in Table 4:

Table 4: Marketing Communication Strategy

Part	Purpose	Activity
Early	Increase the awareness towards the film project (first introduction)	<i>Press Release</i> in news -informed that the company will do the film project -the venue shooting, the cast
Middle	Deeper introduction towards the film	Published the <i>behind the scenes</i> pictures
Pre-last	Invitation to watch the <i>Laskar Pelangi</i> film in cinema (call to action)	Applied when the cinema already defines when the show date -Trailer, <i>Original Soundtrack</i> (OST), musi video -Partnership with media -Setting up the billboard
Last	Raising the awareness by deliver the information directly to the journalist and maintain relationship with the public	-Established the <i>Press Conference</i> and <i>Press Screening</i> - <i>Sneak Preview</i> -Promo Tour (film screening, Meet and Greet)

In terms of promotion, PT Miles Films implemented the Integrated Marketing Communication (IMC) which includes the step of consumer analysis and how to anticipate the threats from other competitors. By considering the target market, the company successfully define the exact marketing communication tools such the advertising, direct marketing, sponsorship, exhibition, and point of sale and merchandising that make the information of the film can be delivered well. In result, the public awareness and interest towards the film created which will leads to them to watch the film. In conclusion, the appropriate marketing strategy give the advantages for the *Laskar Pelangi* film to be long-standing and gain large number of viewers in the cinema. In terms of raising the consumer's desire, the funding will be one of the supporting tools. For instance, PT Miles Films held some events, exhibitions, Meet and Greet, Promo Tour, and media partnership which will help them to published the advertisement, date, and other film content. These activities will be strengthening the relation between the film and the potential consumer and create the Word of Mouth (WOM).

According to AIDA Analysis, it proven that PT Miles Films implemented the marketing strategy effectively starting from creating the awareness in public which can be seen as the early stage, raising the interest by publishing the *behind the scene*, maintaining the desire in the form of various media partnership, setting up billboard, published the trailer, *Original Soundtrack*, and music video. Furthermore, the last stage will continue by conducting some events such as *Press Conference*, *Press Release*, *Sneak Preview*, and promo tour. The strategy will make the public become aware and have strong relationship with *Laskar Pelangi* film which then leading them to decide to purchase the ticket in the cinema. Align with that, *Laskar Pelangi* film gain 4.7 million people in 2008 (BookMyShow Indonesia, 2016), successfully positioned the first place of the most viewers at that time mentioned at filmindonesia.or.id and the novel gained sales of 600.000 copies (tirto.id, 2019). Moreover, the film was also selected for Berlin International Film, the most prestigious international film festivals in the world (satpolpp, 2016). It concludes that, in terms of distributing the film to the audiences, the company needs to consider the target market of the film. The more suitable the promotion strategy, it will make the information of the film delivered easier and build the awareness which leads them to watch the film.

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