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Research Article

Marketing Strategy of “Tilik” Short Film Analyzed by Social Network

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The short film Tilik is a phenomenon, with its achievement in terms of viewers on YouTube being the highest in the short film category. Through social network analysis (SNA) on the Twitter platform, it can be concluded that in the viral process of Tilik's film, there are several aspects that need attention: Movieholics who were invited to watch before the release, reviews from Movieholics who have a large number of followers on Twitter, popularizing the main character, posters/memes/quotes, and the release date. These variables can be a concern for filmmakers, the government, and people related to the film industry, especially short films.

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I. Introduction

Tilik is a short film produced by Ravacana Films that got 2.4 million viewers on YouTube in 3 days. Tilik in Javanese means to visit. Tilik is one of the short films that passed the special fund curation of the Yogyakarta Special Region Provincial Culture Office in 2018. This short film was directed by Wahyu Agung Prasetyo with screenwriter Bagus Sumartono. Tilik was released in September 2018. On 17th August 2020, Ravacana Films released Tilik on the YouTube video-sharing channel for free to the general public.

In the history of the film industry in Indonesia, there has never been a short film with this phenomenon. With the pros and cons in the media, the popularity of Tilik's film is actually increasing. Apart from the narrative side of the film, the character Bu Tejo in Tilik also managed to attract special attention.

A. “Tilik” short film phenomenon on the internet

Since appearing on Twitter, Tilik's film has become a trending topic. It is common for a cinema film to get this. But it is different from short films, which are

usually discussed only in certain circles, for example, in the filmmakers' industry.

The Tilik short film started appearing on Google search since 17th August 2020, according to the release date on YouTube. It increased until 22nd August 2020, when the Tilik short film reached the peak of the increase in searches on Google.

B. Business Issue

The distribution channel for short films is different from feature films. Feature films can be shown in cinemas. However, short films are usually distributed from one festival to another. Short films often take the strategy of touring film festivals abroad in the past to get a lot of exposure. Only one or two years after that, the films can be brought together with the general audience, either through alternative screenings or broadcasting online.

Behind the narrative side and the cinematographic technique of Tilik's short film, there are marketing and distribution strategies that have an important effect. This is evidenced by the achievement of 20 million viewers in 2 weeks and becoming a trending topic for several days on social media.

The selection of social media distribution channels such as Twitter, Instagram, and WhatsApp has indeed been frequently used to market products. However, the Ravacana Films production house did not only get people to watch their films but also made people comment and caused a lot of discussion. The audience's response spreads organically, then it can trigger a sense of fear of missing out (FOMO) for other people who haven't watched it, and so on. Tilik and Bu Tejo's character also became a trending topic several times.

C. Research Questions and Objectives

Indonesian filmmakers produce many diverse works. However, when they are brought to distribution, there are not many channels. Most short films in Indonesia are distributed "guerrilla and personal." Filmmakers contacted communities or submitted them to festivals, then in these limited screenings, perhaps there were viewers who were interested in holding screenings in their respective regions.

The film Tilik is a short film that is not only successful on the festival track but also becomes a topic of discussion after being distributed on YouTube. In the midst of a pandemic, filmmakers need to think about various ways of promotion that can smoothen their film distribution channels.

Based on the above business issue, the research objectives for the final project are as follows:

- a. To analyze the marketing strategies used to market the "Tilik" short film. The distribution channel for short films is usually only through festivals, where this can only be enjoyed by filmmakers or the film community. Even if you end up using other channels such as YouTube or paid video sites, nothing will be as successful as the film "Tilik."
- b. To analyze audience perception of the "Tilik" short film. When something goes viral, we need to analyze what content caused it. The perception of the audience is very necessary so that we know whether this virality occurs naturally or not.
- c. To give recommendations for filmmakers, the government, and the audience based on Tilik's success story.

D. Research Limitations

Some of the research limitations that the author needs to emphasize are as follows:

- a. The object of research in this final project is the "Tilik" short film.

- b. The data of this study is limited to the period of August-September 2020.
- c. The results and recommendations of this research are the products of specific methods and analytical tools. The truth and its relevance can't be seen from all angles of view but depend on the tools used to analyze the phenomenon.

II. Literature Review

A. Short Film

A short film is a film that has a duration of less than 50 minutes. Until 1913, all films were 15 minutes long or less ^[1]. Not only do shorts differ from feature films in the size and scope of the drama, but also in plot structure. Short films can focus on the conflict in one incident to great effect, but features focus on any number of incidents, usually in less detail ^[2].

Film is the medium that has recently been chosen as the messenger. Film language, which consists of narrative and cinematic elements, can be an effective way of communicating in this growing technological era ^[3]. As a moving image, film has become a medium of expression and has a high commercial value. Apart from being entertainment, the development of films is now also used for commercial and non-commercial promotions. Film is also a major part of the creative and cultural industries (CCIS), which is becoming increasingly important in determining government policies because of its impact on the economy, society, and culture ^[4].

Currently, short films have become a new style for advertising products from a brand or institution. One of the product advertisements that caught the attention of many netizens is the "Ada apa dengan Cinta? 2014," which appeared at the end of 2014. This ad continues the film "Ada Apa dengan Cinta," which was booming in 2002. This ad is certainly full of efforts to fulfill the desire to return to the past or nostalgia.

B. Marketing the Film

Film marketer Jean-Francois Camilleri once described his job as the art of creating desire, or seducing the largest number of people ^[5]. The most important elements of an attractive film product are affordability, accessibility, comfort, and entertainment ^[6]. Studies on film promotion focus on how to locate target audience members and to effectively interact with them ^[7].

Mass communication is actually the advertising of films, and it aims at establishing a basic awareness of the film. Interpersonal communication is the word-of-mouth in film promotion. Audiences would like to listen to opinions from audiences who have watched the film [7]. Every audience member must be guided through four stages: Attention, Interest, Desire, Action (AIDA) [8].

III. Methodology

The method used in this study is Social Network Analysis (SNA). In simple description, SNA can be called a study about the relationship between humans described in graph form. SNA describes deep social relations network theory consisting of nodes and ties (or so-called also edges, links, or connections) where nodes are Actors / individuals in a network and ties are relationships between actors.

Content created by users on social media that is of a nature open and accessible to many people can be said to be UGC. All UGC retrieval and analysis processes are performed by drone empirit software. Data were

obtained after observing for 40 days (13 August 2020 – 23 September 2020) from Twitter and analyzing the object of study.

SNA (Social network analysis) is a method for patterning users who communicate on social media. Utilization of actor analysis on social media using SNA helps the company to assess the company's position based on the level of public awareness on social media related to the company's brand [9].

IV. Analysis

A. Result

The conversation about Tilik started on August 13, 2020, when Tilik's production house, Ravacana Films, distributed posters. On August 15th, a Twitter account with not many followers named @achmadmuchtar recommended this film. One day after that, the verified Twitter account with lots of followers was @gilbhas. Even so, not many responded. On August 17th, @WatchmenID recommended it and started a lot of responses.

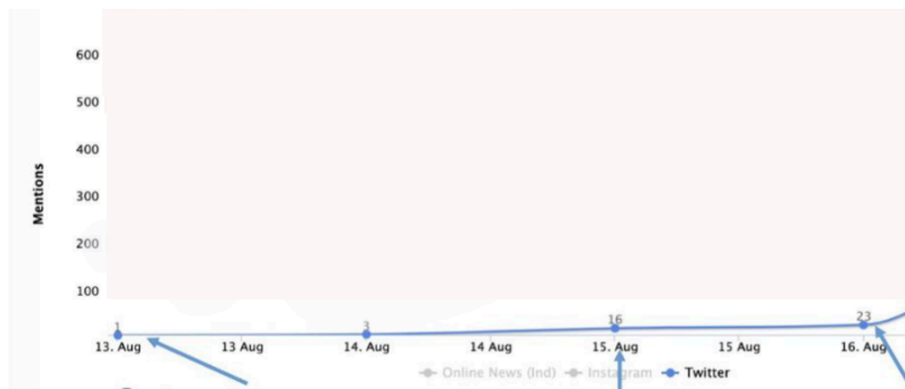


Fig. 1. The beginning of the talk about Tilik ^[10]

The response to the first tweet from @Ravacanafilms was not very large either from the number of likes that indicated bookmarks or the number of interactions. The @Achmadmuchtar Twitter account informed that there would be a release of the film Tilik on YouTube on August 17, 2020. He doesn't have many followers, but it turns out that he had watched the film Tilik offline the previous year. A verified account named @ghilbas talked about the film Tilik on August 16, 2020. This account has a lot of followers, but the response is not too big. This account had watched the movie Tilik before its release on YouTube.

After the Tilik film release on 17 Aug 2020, 07.25 PM, the account @watchmenID tweeted about this film. This account has a very large following of 219k. The discussion on this account is about movie reviews; even this account is followed by many big filmmakers in Indonesia such as @jokoanwar and @ernestprakasa.

The @watchmenid account provides a review of the plot, characters, accompanied by memes and video trailers. Before August 17, 2020, the @watchmenID account never talked about the Tilik film. Almost simultaneously with @watchmenID, on 17 Aug, 07.36 PM, a movieholic @TarizSolis made a review thread. He created narration, screenshot memeable scenes, selected interesting quotes, and recommended this film. Bu Tejo is the main character he tells about. The response from Twitter users is quite large (it can be seen from the replies, retweets, and likes). The account @TarizSolis had watched the film Tilik before its release on YouTube; in fact, he has been talking about the film Tilik since January 2020.

Apart from accounts with great engagement talking about the Tilik file in the period before its release on

YouTube, there are also other accounts, namely @txtdarisinefil and @cinemuah. These accounts have the same content pattern, namely:

1. Informing that the film Tilik will air on YouTube on August 17, 2020
2. Movie posters
3. The plot of the story
4. Memes and quotes from the dialogue
5. Link to watch

From the tweet below, it can be concluded that the accounts originating from filmmakers and film critics have been given the opportunity by the production house to watch them first and then review them on Twitter.

Talks about Tilik films were still normal on August 17, 2020, but the day after that, on August 18, 2020, Tilik's film entered the trending topic on Twitter and reached trending topic number 1 on August 19, 2020, at 9 am with the keyword "Bu Tejo". This condition causes more and more people to be curious.

On August 18 at 3:00 p.m., the talk about Bu Tejo was still on trending topic number 11. However, at 19:00 (which is the prime time for accessing Twitter), the keyword "Bu Tejo" entered trending number 7.

@Hafilova is the account with the highest engagement on Twitter in talks about Tilik during the viral period. He is someone who usually gives movie recommendations on Twitter with 24k followers. This account tweeted something that went viral on August 18th at 8:35 p.m. The content that @Hafilova shared is a recommendation to watch the Tilik film accompanied by a still cut of the scene.



Fig. 2. Tweet that triggered the trending topic

This account continued its tweets until August 19, 2020, at 00:02. In the morning, at 6:00 am, the trending keyword "Bu Tejo" entered number 4 and reached number 1 at 9 am.



Fig. 3. SNA from release to viral [10]

Accounts with large followers such as @watchmenID and @Tarizsolis, who have been talking about Tilik since before its release on YouTube, have had a big influence. However, the momentum of a significant increase occurred when the @Hafilova account shared her tweet. Even though their content is similar, @Hafilova can trigger quite a trending because the

public's perception is already very curious on the 2nd day after the release.

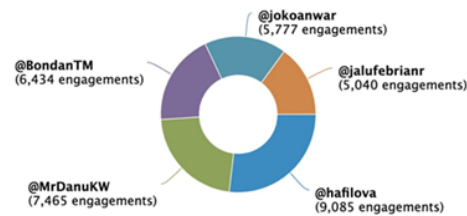


Fig. 4. Top 5 influencers [10]

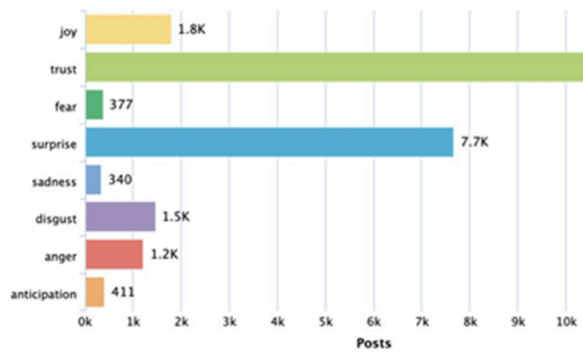
If we take a look at the SNA above, top influencers are out of the net. This means that their content is not influenced by the accounts that reported Tilik from the start. From the top 5 Twitter influencers, it can be analyzed their relationship with the Twitter accounts that delivered the first talk about Tilik.



Fig. 5. Word cloud [10]

This is the frequency of each word that is related: film (252), Film (177), gambar (140), bu (90), tejo (81), Gambar (70), pendek (60), nonton (51), Belajar (49), jenguk (45), foto (45), ditonton (44), perbincangan (42), seminggu (42), unik (42), publik (42), Popularitas (35), Ketahanan (34), Indonesia (33), Bu (33), Viral (17), populer (16), @ravacanafilms (16), stereotip (16), perlawanan (16), Melihat (16), perempuan (16), ramai (15), media (14), Tilik (13), jawa (13).

After Tilik got trending and went viral, various analyses have revived the discussion about this film. From the word cloud, we can get "stereotip, perempuan, perlawanan" as mentioned in the feminism topic. This condition has resulted in various emotions from Twitter users.



The film "Tilik" was released not far from the film "Jejak Khilafah Di Nusantara" (JKDN). Therefore, in this study, a comparison was made to see the patterns of conversation on Twitter to analyze the use of BOT.

Fig. 6. Emotion analysis ^[10]

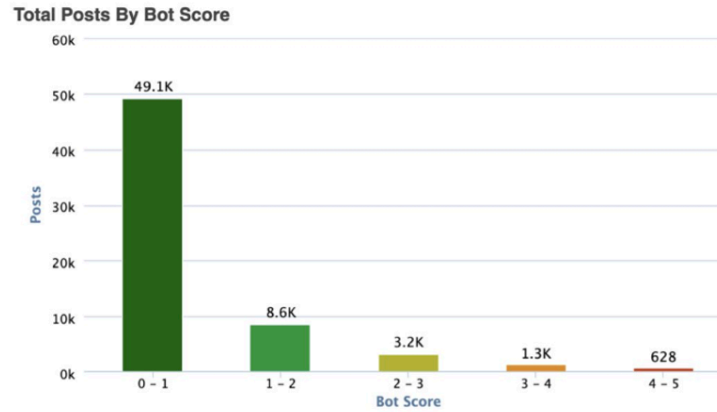


Fig. 7. BOT Analysis of Tilik ^[10]

Of the total 79,739 users who actively tweeted, RT, replies, who were successful and had analyzed the bot score, there were 52,595 users, or 65.96%. Overall, the

average bot score from all of Tilik's tweets is 1.34. This means that the conversation is very natural on accounts with a very small probability of being a bot.

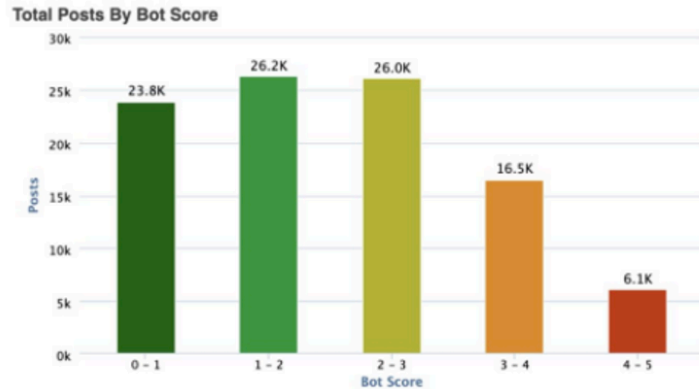


Fig. 8. BOT Analysis of JKDN ^[10]

The bot score for "JKDN" was 2.54. This indicates the number of posts made by accounts with high bot scores. The post distribution chart based on the bot score above shows the number of posts by accounts with a score of 1 to 4. Even for a score of 4-5, it is quite high. That is, the 'JKDN' conversation seems unnatural and is driven mostly by bot accounts (high score).

B. Recommendation

From the success of Film Tilik, here is the framework as a recommendation.

- **Dependent variable:** number of viewers, impressions on social media
- **Independent variable:** Invite the movieholics to watch the film, Reviews from movieholics who have big followers on Twitter, Popularize the main character, Create a poster/meme/quote, Choose a release date on national holidays.

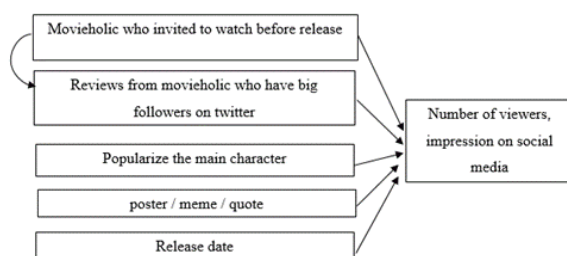


Fig. 9. Tilik Framework

The film Tilik has been available to watch on YouTube since August 17. After its release for three days, the short film Tilik has been watched 2.5 million times on YouTube and has received a lot of praise for the storyline and the acting of the cast.

Tilik itself has actually been produced since 2018 and has won several awards such as the 2018 Maya Cup in the Selected Short Film category, the 2019 Official Selection Jogja-Netpac Asian Film Festival (JAFF), and the 2019 Official Selection World Cinema Amsterdam. What causes Tilik to go viral at the moment?

There are 5 things that become the success variables of millions of viewers and impressions on social media for Tilik's film.

1. Movieholics who were invited to watch before release

Movieholics and filmmakers who have large followings on Twitter are given the opportunity to watch before the film airs on YouTube. Accounts such as @watchmenID, @Tarizsolis, @txtdarisinefil, and @cinemuah are the big accounts that started talks about Tilik before the release date of 17 August 2020. On January 18, 2020, before the film Tilik was released on YouTube, a screening called "movie sphere" was held at Lippo Mall Jogja, which invited movieholics too.

It's okay to make an influencer the buzzer of a film. However, it must be done as naturally as possible, not using a BOT. Talks about the film Tilik on Twitter were not detected as BOT.

2. Reviews from movieholics who have big followers on Twitter

Movieholics who have a lot of followers on Twitter and have been given the opportunity to watch the film Tilik before its release on YouTube provide a review according to the brief from the production house. There is a similarity pattern in the content of these accounts, namely in the form of plot discussions, reviews, memes, quotes, and watching links on YouTube.

Every influencer must have their own language; providing guidance or briefs on what to share on Twitter needs to be done by a production house. Reviews can be positive or negative; it doesn't matter because the conversation will continue.

3. Popularize the main character

Bu Tejo is a keyword that, since the beginning, August 17, 2020, has entered the list of trending topics on Twitter. The use of iconic characters as marketing materials makes people who haven't watched it even more curious and finally talk about it even more.

Since the film development process, character selection is very crucial. Likewise, when it has entered the production stage, the characterization of the main character must be explored carefully.

4. Poster / meme / quote

Marketing materials that are no less important than Tilik's film are memes and posters, especially with Bu Tejo's face. The dialogue pieces, quotes, and screenshots were shared naturally by the creativity of Tilik's filmmakers.

Dialogue and the camera angle greatly determine the audience's interest in sharing the film footage. From the production house, creativity is required in making posters, memes, and movie quotes.

5. Release date

The release of Tilik coincides with the long weekend momentum and the 17 August celebration. People who are bored at home due to the Covid-19 pandemic have finally opened a lot of social media and found trending topics about Bu Tejo and Tilik. Then they surfed on the YouTube platform and found this film. Not a few ended up sharing the film on their social media.

The day and date of the film's release will determine the speed at which the conversation will go viral; national holidays and weekends can be an option.

V. Conclusion

The marketing strategy for the Tilik short movie is using social media to distribute their work. The perception of the Tilik short movie is positive; the talk about Tilik is natural by humans. Through social network analysis on the Twitter platform, it can be concluded that in the viral process of Tilik's film, there are several aspects that need attention: movieholics who were invited to watch before release, reviews from movieholics who have big followers on Twitter, popularizing the main character, poster/meme/quote, and release date. Although the marketing strategy is to use the social media impressions of several influencers with big accounts, the talk about Tilik is not detected as BOT. This means that the content presented looks natural, which triggers more and more other accounts to talk about it.

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Declarations

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