

Review of: "Marketing Strategy Of “Tilik” Short Film Analyzed By Social Network"

Nuri Wulandari

Potential competing interests: No potential competing interests to declare.

This is a potentially good manuscript with an interesting topic, however still have rooms for improvement, especially to adjust with academic writing style.

One of the improvement that could be addressed is language and interpretation of the writing. The language could be clearer, there are parts of this manuscript that is important but it is not translated for example the word cloud paragraph. Moreover, it will be great if all the qualitative comments such as “not very large” can be specified to the exact quantitative measures. Since the term “not very large” is highly subjective and can be interpreted differently by audiences. The same thing goes for the terms “several days”

The crucial and importance of the research need to be highlighted. I believe ‘Tilik’ is not the only one Indonesian short movie that has gone viral. Comparison is needed with other films, preferably with data, so the audience can sense the urgency of the research.

The concept of marketing strategy itself has limited exploration in the manuscript. The marketing terms were not used to signify at least the big theoretical framework of the analysis. I suggest at least to explain the term marketing strategy, or explain the segmentation of the audience of short movie ‘Tilik’ and its positioning before diving to the discussion of promotion and distribution channel of the film.

Another feed back is to add literature review which support each of the independent variable with the previous research. It will also be interesting to give the audience an international perspective of short film industry, by discussing, not only with Indonesian short movie, but also international short movie.

Other than that, limitation can be paired with future research agenda in the conclusion, which will end the manuscript with a good takeaway.