

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

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Potential competing interests: No potential competing interests to declare.

Review of "Marketing Strategy Of 'Tilik' Short Films"

title:

"Of" becomes "of"

"By" becomes "by"

Abstract:

1. There is no "Purpose" in the Abstract
2. "Social network analysis" can be called a method, with the dimensions of analysis "movieholics viral marketing," "film review," "the popular main character," "meme" viral marketing, "quote of film text," and e-WOM? However, this methodology must be emphasized in the paper's abstract and body text. Not called "variables" but "dimensions" of analysis.

Introduction:

1. Paragraph-1 should be introduced in general, why it is essential, the benefits and features of short films so that they are produced and presented in many festivals, and why it is interesting to study and analyze.
2. The 2nd paragraph introduces the short film Tilik, taken from the 1st paragraph.
3. Your 2nd paragraph, "In the history of the film industry in Indonesia...." must be accompanied by data and source quotations. Claims may not be made without data quotations.
4. Paper structure for journaling does not require sub-A, B, C, and others. You must change the thesis model to paper format. "Tilik" short film phenomena on the internet: You have to write a synopsis of the film as an introduction to readers, then follow the development of the public's response on the internet. In the 2nd paragraph of this section, you must cite numbers to claim "increased" and "peak of increase" on Google search. There must be a number. Business issues, and so on, do not need sub-chapters but arguments regarding: where is the uniqueness and strengths of this paper from the perspective of concepts and theories, and marketing practices in the film and entertainment industry. How does the

difference reflect novelty? Indeed, research questions and aims must be explicitly stated.

5. The Literature Review has not discussed the substance more deeply. You must multiply reading from many international journal articles discussing the same thing. Digital marketing for film cinema products must also be addressed, including current social media campaigns implemented by many product categories.

6. The concept of "mass communication" is irrelevant or less relevant but must address the idea of new media, computer-mediated communication with the characteristics of "interactivity," which gave birth to e-WOM, viral marketing, Google reviews, social media metrics, and so on.

7. Methodology: The SNA here can still be claimed as the methodology you are implementing, but the SNA tends to be instantaneous and already has data in social media metrics analysis. You need to draw the infographics. In general research methodology, you use a case study with data sources from document analysis. Perhaps it is necessary to include interview excerpts (secondary data from press releases or other media reports) and observations. Even though the results of social media analysis are dominant. The analytical dimension is attempted from a marketing perspective, especially "digital marketing," such as product launching/press releases/announcements, posters, news (media relations), IG campaigns, FB campaigns, Twitter campaigns, Search Engine Optimization (SEO), e-WOM of Socmed group, etc. This dimension reinforces the digital marketing strategy of "Tilik."

8. Conclusion, per point must refer to the analysis dimension no. Seven above. A recommendation sub-chapter with re-elaboration is not needed. The structure of the paper should be "Discussion" with comparisons to many previous research papers in various contexts of marketing and public relations campaigns.

9. Once again: You must be disciplined with the paper structure standard in academic scientific journals, especially accredited international journals.