

# INDONESIAN FILM AUDIENCE FRAGMENTATION (Among Cinephilia Yogyakarta)

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## ABSTRACT

Nowadays the film not only can be watched in the conventional media such as cinemas, screenings and television but also through digital media streaming, download and share archives. This research aims to know the audience fragmentation patterns especially in the segment of cinephilia. Some of the specific questions to be answered: 1) the link between the preferences of the channel with the content of the film, 2) link between the preferences of the channel with the content of the film, 3) significance of the conventional media, 4) management gained for watching movies, 5) participatory role (prosumer).

The research method used was qualitative exploratory. Methods of data retrieval by using a book diary and interviews.

Informants obtained purposive sampling namely visitor screening Jogja Movie Night, Watch the DIY Club, and playback Service Culture in July 2018. Obtained 25 informants who are willing to become informants.

Based on the results of sports data can be encapsulated some of the findings. First, most often watched movies via streaming website, download the archive website, sharing archives of friends and Cafe which is then accessible through the computer or laptop and sometimes the phone. Conventional media such as cinema, television and playback are also still in use. Each media has advantages and disadvantages of each. In order for that deficiency is resolved, informants do stratagem before choosing a movie. Second, most informants chose the film used to determine new media but some choose the media first. There is no preference between the media and the movies that are fairly consistent in terms of genre. But all informants agreed that digital media offers more variations of the genre and period films. Third, the conventional media such as cinema and the playback is still considered important by the informant because it gives guidelines of taste, social interaction and technical facilities. Television is considered least important is consistent with keenganan watching television in General. Fourth, a different way managed with attention when dealing with conventional media (cinema and screening) and new media (digital archive through the computer). The focus of the film menononton can be created with different ways adapted to the space kepenontonan. Fifth, the content of the movie was used as inspiration for the film as a hobby and learn in addition can be redirected in other forms such as the short story, the script of the show etc. Although faced with infinite choices, audience the film is actually just accessing the relative channel for a certain period. They need a public space to interact with the fans of the movie, educating the taste and satisfaction of watching. Digital media are mainly used to facilitate autonomy vote and treat the film according to needs and desires.

Kata Kunci: *the fragmentation of the audience appeal of the film, the audience, the pattern of consumption.*