



Impact of Social Media Marketing Campaigns and Preview Analysis On Ticket Purchasing Decision: The Mediating Role of E-Wom Towards Indonesian Movie Industry

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Abstract. This research discusses the importance of Digital Marketing influences on marketing activities mainly in Indonesia's movie industry. Using a sampling method of both quantitative and qualitative measures to best indicate the cause and effect of this study. The study identifies Electronic Word of Mouth (E-WOM), Social Media Marketing Campaign (SMMC), Preview Analysis (PA) as the Independent Variable, and Ticket Sales Purchasing Decision (TSPC) as the Dependent Variable. This study sought to examine the significant impact of the digital age on the Indonesian film sector, with the goal of refining and enhancing the digital marketing approaches employed by film producers. Our investigation was grounded in the viewpoint of Indonesian screen audiences and enthusiasts, aiming to provide insights into the industry's dynamics.

Keywords: *Digital Marketing, Electric Word of Mouth, Purchasing Decision, Preview Analysis, Social Media Marketing Campaign.*

1 Introduction

1.1 Digital Marketing in the Movie Industry

With the help of data analytics and digital marketing, advertising campaigns may be precisely targeted to attract the most interested people. Traditional marketing techniques are still important, but digital tactics have completely changed the market by providing audiences with more efficient ways to be engaged and sales to increase [1]. Social media has changed how people behave online, making them more active participants rather than just passive consumers of content. This has an impact on customer relationship management and how customers interact with businesses [2].

1.2 Growth of the Indonesian Film Industry

The number of film productions and viewers has increased during the last five years, indicating the encouraging growth of Indonesia's national film industry. Notwithstanding the obstacles presented by the COVID-19 epidemic, the sector exhibited resiliency. For example, 51.2 million people saw 132 national film productions in 2018. 2019 had a modest decline in the number of productions, but audience attendance was constant. While the number of viewers fell during the

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pandemic, the production of films remained, and in 2022, over 10 Indonesian films achieved a million viewers apiece, indicating a significant rebound. Due to this achievement, Indonesian films achieved a historical high of 61% of the domestic market share [3].

1.3 Financial Performance of Cinema XXI

The top movie screening provider in Indonesia, PT Nusantara Sejahtera Raya Tbk (Cinema XXI), announced a noteworthy financial result for the first half of 2023. With a 22% gain over the prior year, the company's overall profit of Rp 2.4 trillion was realized. They made Rp 36.9 billion in total revenue during this time, a 22.3% increase. This expansion highlights the robust demand for movie screenings in Indonesia as well as Cinema XXI's dominant position in the market [4].

In 2023, Cinema XXI saw a significant rise in revenue, reaching IDR 5.2 trillion, marking an 18.9% increase from the previous year. Their net profit after tax surged by 47.1% to IDR 742.3 billion. The revenue was boosted by ticket sales, which accounted for 60% of the total revenue, followed by food and beverage sales, digital platforms, and advertising. The company also successfully raised IDR 2.25 trillion through an IPO, highlighting strong investor confidence [5].

1.4 Indonesian High Production Budgets

Many producers are eager to debut their films in cinemas, frequently investing substantial production budgets. For example, Manoj Punjabi's film "KKN: Di Desa Penari" had a production budget between 15 and 16 billion IDR, along with an extra 10 billion IDR allocated for promotion [6]. Likewise, director Joko Anwar's recent film "Siksa Kubur" sold nearly 4 million tickets within its first three weeks of release, highlighting the promising future for Indonesian cinema in 2024 [7].

1.5 The Role of Social Media in Film Promotion

Social media platforms like Twitter, Instagram, and Facebook are now vital for promoting films. They enable filmmakers to swiftly share content such as trailers and release dates with a global audience. This direct engagement with fans generates excitement and keeps interest in films alive. Moreover, the shareability of social media content extends its reach, as fans act as promoters by sharing it with their friends and families.

Social media has transformed how audiences engage with films by fostering two-way communication between filmmakers and viewers. This interaction creates a sense of community around a film, making audiences feel more involved in the cinematic experience. Real-time reactions from viewers offer instant feedback and create a connection that was not possible before social media [8].

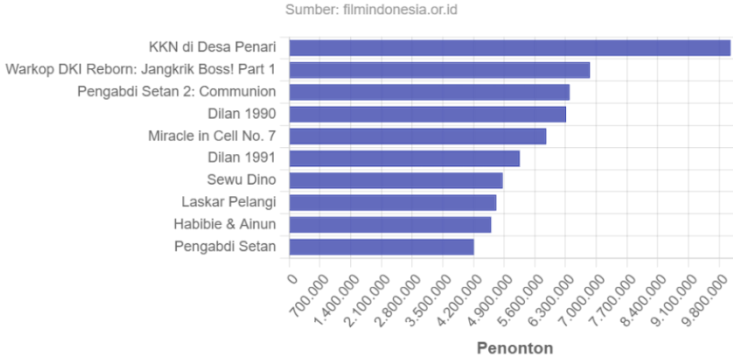


Figure 1 Top 10 Highest Grossing Indonesia's Box Office (filmindonesia.or.id)

The top 10 highest-earning Indonesian films of all time, released between 2008 and 2022 shown in Figure 1 highlight the correlation between the rise of social media and the financial success of these films. The prevalence of social media during this period has likely contributed to their high earnings, demonstrating the effectiveness of digital marketing strategies.

1.6 Shift in Promotional Strategies

In the past, promoting films mostly depended on TV trailers and newspaper ads. But with the advent of social media platforms like TikTok, Instagram, and YouTube, film marketing has undergone a major shift. These platforms are now the main avenues for sharing trailers and other promotional content, enabling filmmakers to connect with a larger and more engaged audience.

1.7 Digital Transformation of Movie Access

The way people find information about movies has also changed. Apps like TIX ID and M-Tix offer complete details on showtimes and ticket prices, making it simpler for viewers to stay updated and buy tickets. This digital shift has made it more convenient for audiences, increasing film viewership and revenue.

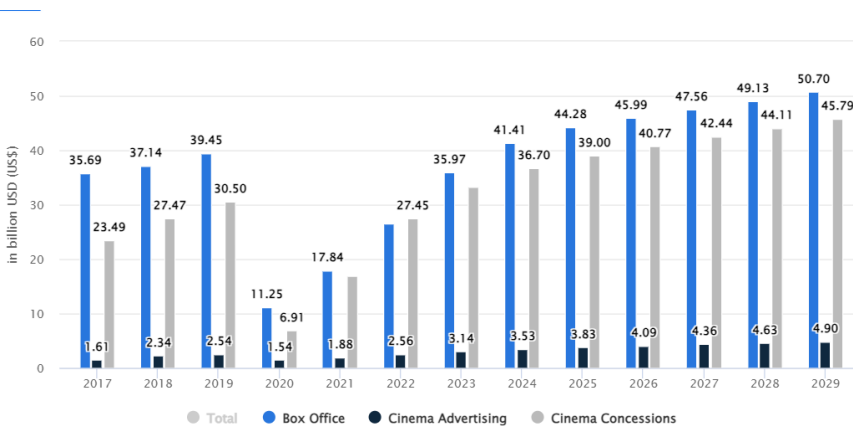


Figure 2 The Revenue of Cinema Market from 2017 – 2029 (statista.com)

1.8 Indonesia's Digital Potential

Indonesia is the fourth largest country in terms of internet users, showing huge potential for rapid growth in its digital economy. Among these users, 93% shop online, and 87.1% are individual buyers. As a major consumer of digital services, Indonesia is in a prime position to advance digital filmmaking [9].



Figure 3 Survey of Digital Service Consumers

A survey by (SmartInsights, 2023), reveals that 47% of organizations have yet to implement an effective digital marketing strategy. Additionally, 17% have adopted such a strategy but have not fully utilized its potential. Consequently, only 36% of organizations have successfully transitioned to the digital era.

This data indicates that the film industry, like many others, struggles with effectively distributing content through digital channels. Many organizations either aren't using digital marketing or are not fully utilizing its potential, limiting their reach and the impact of their promotional efforts.

2 Literature Review

2.1 Social Media Marketing Campaign

Dave Evans highlights the significant impact social media has on consumer behavior, particularly noting how Twitter can shape opinions. Film producers understand that moviegoers often depend on trailers and reviews to make decisions. As a result, they use strategies like teaser trailers, promotional events, and active social media engagement to sway viewers' choices [10]. Social media is now more crucial for marketing than traditional channels because it leverages user-generated content to boost

effectiveness. This is particularly important in the film industry, where robust promotional efforts are essential due to the intangible nature of movies. This study explores how social media impacts cinema marketing by analyzing box office data and online engagement. It examines factors such as pre-purchase decisions, how often people watch movies, their sources of information, and the influence of marketing [11].

Several factors influence consumers' movie choices, including marketing communications, objective information sources, film features, content, accessibility, and exposure to other people's experiences. Positive word-of-mouth, spread through social media or direct conversations, also plays a significant role. Media coverage and trailers can spark anticipation and curiosity, capturing viewers' attention, while film reviewers offer valuable insights into the film's teasers and content [12].

2.2 Preview Analysis

Before using traditional marketing tools like posters, trailers, and media commercials, it's important to consider the type of film being promoted, its communication strategy, and the best way to connect with the target audience. The internet stands out as an exceptional platform for these efforts, allowing for precise targeting and the ability to showcase video clips effectively [13].

2.3 eWOM

Online, electronic word-of-mouth (eWOM) greatly influences customer behavior and is often seen as more convincing and reliable than traditional advertising. Unlike conventional word-of-mouth, eWOM spreads quickly and widely, reaching large audiences simultaneously and remaining accessible over time thanks to internet archiving. One major advantage of eWOM over traditional word-of-mouth is its ease of measurement, allowing for large-scale analysis of sentiment and trends. However, the anonymity of eWOM sources can sometimes make them less credible compared to traditional word-of-mouth where the sender is identified [14].

2.4 Marketing Mix Theory

The marketing mix, originally known as the 4Ps (Product, Price, Place, Promotion) and introduced by E. Jerome McCarthy in the 1960s, remains a fundamental concept in marketing. It has since expanded to the 7Ps framework by adding People, Process, and Physical Evidence. Recent studies highlight the importance of product innovation, data-driven dynamic pricing strategies, and the integration of e-commerce with omnichannel retailing. Digital marketing techniques, including social media and influencer marketing, have become crucial. The expanded 7Ps emphasize the importance of excellent customer service, streamlined operational processes, and the tangible aspects that shape consumer perceptions [15].

The movie industry adeptly uses the marketing mix framework of Product, Price, Place, and Promotion to engage and reach audiences effectively. The 'Product' refers to the film itself, with its quality, genre, storyline, and star cast being key factors in its appeal.

Successful films often feature high production values, popular actors, and are part of franchises or adaptations. Pricing strategies are varied, including premium pricing for early screenings and flexible options through streaming services like Netflix and Amazon Prime. The 'Place' aspect has evolved from traditional theaters to include digital platforms, offering global access and simultaneous releases in cinemas and online. Promotion combines traditional methods such as trailers and premieres with modern digital marketing techniques, including social media campaigns, influencer endorsements, and user-generated content. These strategies demonstrate the industry's ability to adapt to technological advancements and shifting consumer behaviors [16].

H1: Social Media Marketing Campaign has a positive relationship with Electronic Word of Mouth

Film marketing mainly takes place on social media platforms such as Facebook, Twitter, Instagram, and YouTube. Facebook keeps audiences updated with fresh content, Twitter allows for easy sharing and retweeting, and YouTube is used to upload songs and music, helping people find information about movies. These activities create excitement among audiences within a set timeframe [17].

H2: Preview Analysis has a positive relationship with Electronic Word of Mouth

A study used covariance analysis to identify three crucial factors in creating engaging movie trailers: "picture," "content," and "role." The "picture" factor encompasses elements such as tone, pace, and music that generate excitement. "Content" refers to how effectively the trailer communicates the story and captures viewers' interest. "Role" involves aspects like the film's title, release date, and how well the message is delivered. Based on experiments measuring emotional responses, the authors proposed a time flow model to make trailers more appealing, taking into account timing, emotional impact, and key elements that attract attention [18].

H3: Electronic Word of Mouth has a positive relationship with Ticket Sales Purchasing Decision

Mouth Communication, commonly known as word-of-mouth communication, involves sharing recommendations or suggestions about products or services either individually or within a group. Electronic Word of Mouth (eWoM), refers to online communication—positive or negative—by knowledgeable, honest consumers and former users about products or services [19]. EWoM is thus the exchange of positive and negative statements about a product between consumers on the internet. EWoM encompasses eight dimensions: Social Benefit, Helping the Company, Venting Negative Feelings, Platform Assistance, Concern for Other Consumers, Extraversion/Positive Self-Enhancement, Advice Seeking, and Economic Incentives [20], [21].

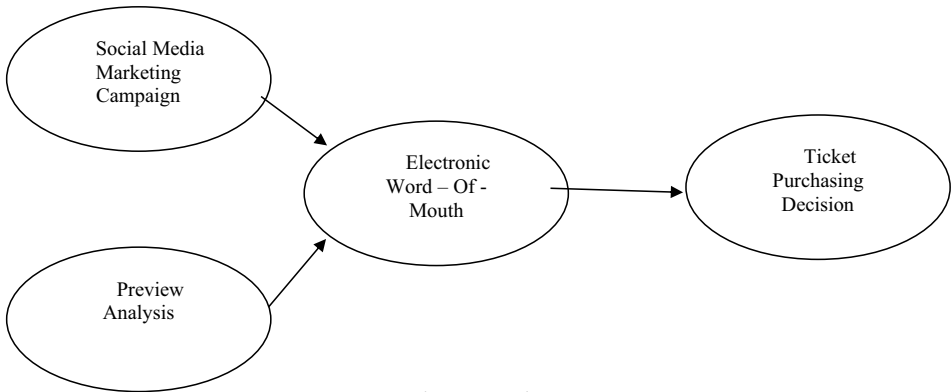


Figure 4 Research Framework

3 Research Methodology

3.1 Type of Study

This study investigates whether Electronic Word of Mouth (eWOM), Social Media Marketing Campaign (SMMC), and Preview Analysis (PA) influence Ticket Purchasing Decisions (TPD). Therefore, this study is classified as Causal Research, which investigates whether one variable influences another. Such a study looks for one or more factors causing a particular problem [22].

3.2 Unit of Analysis

The volume of data collected during the process of analyzing data is known as the unit of analysis. There are various types of analytic units, such as individuals, pairs (interactions between two people), groups, departments, industries, and countries. This research examines the impact of Social Media Marketing Campaign, and how Preview Analysis influence eWOM resulting in their decision for ticket purchasing. Therefore, the unit of analysis in this study is individual units, which are the social media users in the Jabodetabek area.

3.3 Population Target

The target population refers to a group of individuals or organizations sharing certain characteristics that researchers can identify and study [23]. This research will concentrate on customers of Indonesia's Cinema Market, and aware of the use of social media specifically men and women aged 18 to 34 residing in the Jabodetabek area.

3.4 Sampling Method

This research uses purposive sampling where participants are chosen because they can provide valuable insights into your research question [23]. This method ensures that the recruited participants' perspectives contribute to the findings.

3.5 Sampling Size

The number sample size is determined based on the following formula:

$$\text{Number of Indicator } x \text{ (between 5 to 12)} = \text{Sample Size}$$

The determination of the minimum sample size for SEM according to Hair et al. (2011) based on this formula is:

$$36 \times 5 = 180 \text{ units}$$

Therefore, the sample size for this research will be approximately 180 respondents across the Jabodetabek area.

3.6 Type of Data

There exist two categories of research data: primary and secondary data. Primary data involves firsthand collection for subsequent analysis aimed at resolving the investigated problem. On the other hand, secondary data is collected from previously published sources. Literature reviews in research are based on secondary data, gathered by others for different purposes. In this study, primary data is gathered through a questionnaire distributed to social media users across the Jabodetabek area [24].

3.7 Questionnaire Development

The questionnaire utilized in this study is sourced from prior research. The questions are formulated using indicators derived from relevant literature to gauge five variables: Social Media Marketing Campaign, Preview Analysis, Electronic Word of Mouth, Audience Engagement, and Ticket Purchase Decision. The variables will be defined operationally, with each indicator assessed using a 5-point Likert scale.

3.8 Data Collection Method

The term "Data Collection Method" pertains to the approach(es) utilized to gather data directly from original sources for the explicit objectives of the study [22]. These methods are categorized into five main types: interviews, questionnaires, observation, physical measurement, and unobtrusive measures. In this study, questionnaires will be employed to gather primary data from social media users in the Jabodetabek area, aligning with the data discussed in the preceding sub-chapter. The questionnaire distribution will be facilitated through social media platforms.

4 Result and Discussion

Table 1 Path Coefficient Model Result

Hypothesis	T - Statistics	Path Coefficients	P - Value	Conclusion
H1	9.227	0.613	0.000	Hypothesis Supported

The hypothesis (H1) that social media marketing campaign has a significant and positive effect on eWOM is supported by the path coefficient of 0.613, which indicates a positive relationship, and the *t* statistics of 9.227, exceeding the critical value for statistical significance with a *p* value of 0.000. The findings align with previous research [17], [25], indicating a positive correlation between the social media marketing campaign and eWOM. The respondent profiles provide valuable insights supporting H1, which states that social media marketing campaign has a significant and positive effect on eWOM indicating the importance of the social media marketing campaign and has the direct effect on bringing word of mouth activity on social media platforms. Companies that strategically invest in and optimize their social media marketing efforts are likely to see benefits in terms of brand visibility, customer engagement, and overall market success.

Table 2 Path Coefficient Model Result

Hypothesis	<i>t</i> statistic	Path Coefficients	<i>p</i> value	Conclusion
H2	4.903	0.491	0.000	Hypothesis Supported

For the second hypothesis (H2), preview analysis has a significant and positive effect on eWOM is supported by the path coefficient of 0.491, which indicates a positive relationship with a *t* statistic of 4.903, exceeding the critical value for statistical significance with a *p* value of 0.000. The findings align with previous research [25], [26]. It indicates a positive correlation between the social media marketing campaign and eWOM. The respondent profiles provide valuable insights supporting H2, which stated that preview analysis has a significant and positive effect on eWOM indicating preview analysis and has a direct effect on bringing excitement and word-of-mouth activity on social media platforms. The importance of preview analysis in enhancing eWOM. Companies that effectively leverage preview analysis can anticipate audience reactions, optimize their content strategies, and make data-driven decisions, all contributing to increasing eWOM and overall marketing success.

Hypothesis	T - Statistics	Path Coefficients	P - Value	Conclusion
H3	2.791	0.277	0.005	Hypothesis Supported

Table 3 Path Coefficient Model Result

Source: Data of Research

For the third hypothesis (H3), eWOM has a significant and positive effect on the ticket purchasing decision is supported by the path coefficient of 0.277, which indicates a positive relationship, with t statistic of 2.791, exceeding the critical value for statistical significance with a p value of 0.005. The findings align with previous research [11], [16], and [24] which indicates a positive correlation between electronic word of mouth and the ticket purchasing decision. The respondent profiles provide valuable insights supporting H3, which stated that electronic word of mouth has a significant and positive effect on ticket purchasing decisions indicating electronic word of mouth that acts as the mediator has the power to influence audience referring to ticket purchasing decision activity on social media platforms. the significant role that eWOM plays in influencing ticket sales purchasing decisions. Companies that effectively generate, monitor, and leverage positive eWOM can enhance their sales performance and build stronger relationships with their customers.

5 Conclusion and Recommendations

This study's result emphasizes how important digital marketing is in influencing the marketing tactics used by Indonesia's film industry. Through the utilization of both quantitative and qualitative methodologies, the study sheds light on the significant influence that Electronic Word of Mouth (eWOM), Social Media Marketing Campaigns (SMMC), and Preview Analysis (PA) have on Indonesian moviegoers' ticket purchasing decisions (TSPC). The results demonstrate the revolutionary impact of the digital era on the film industry by showing a definite cause-and-effect relationship between these digital marketing variables and consumer behavior. Film producers who want to maximize their digital marketing efforts to increase audience engagement and ticket sales will find great direction in these insights. This research adds to our understanding of the forces at work in Indonesia's developing film industry.

In summary, the research offers useful information to the Indonesian Movie Industry. The recommendations for Indonesian movie producers include concentrating on optimizing social media marketing activities and sharing effective previews, carrying out effective advertising and promotional programs, encouraging electronic word of mouth, implementing successful social media campaigns, and maintaining a good quality of movies. Additionally, further research is recommended to explore user generated content activities on movie promotion and exploring why Indonesian movie often fails in the box office, which can contribute to a more comprehensive understanding of Indonesian movie industry. Overall, implementing these recommendations can contribute to the growth and development of the industry. It gives insight into the audience's purchasing decision activity, ensuring the release of high-quality movies, successful marketing campaigns, and improving the overall economy.

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