

Message strategy in short film production competition for strengthening film ecosystem

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ABSTRACT

Background: Film festivals in Indonesia are mostly used by filmmakers as a premiere space and showcase their work. The pandemic delayed the festival, which was not even held then, while film production was delayed. The Film, Music, and Media Directorate organize a Short Film Production Competition to strengthen the film ecosystem. A communication strategy must convey information to match the community's expectations and the program's objectives. **Purpose:** Therefore, this study aims to analyze the competition's message orientation and message style. **Methods:** This research uses qualitative methodology with a case study approach based on Kotler's marketing management and Joep Cornelissen's message strategy model. Researchers obtained preliminary data from publication content with the highest number of 'Likes' on Instagram @pusbangfilm, then classified based on the series of activities of this competition to get an overview of the message strategy. **Results:** This research shows results that Hashtags, Colors, Fonts, and other visual elements emotionally attract attention the first time. Choosing words, language, and who conveys it becomes a stronger attraction. It is necessary to bring added value from the program, for example, with Behind the Scene content. Positive testimonials from various parties are also important messages conveyed. The general description of the program and the purpose of the program influenced the determination of the message theme so that it adjusted message orientation and in what style conveyed the message to stakeholders. **Implications:** Competition or festival organizers design messages following the objectives to be achieved from organizing the festival or competition.

Keywords: Message strategy; film competition; film festival; short film; film ecosystem

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INTRODUCTION

Data collected by Pusbangfilm on 77 film festivals show that as many as 84% of film festivals are held based on certain regions, and another 16% are film festivals that are not based on regions. Film festivals that are held based on certain regions focus on reaching audiences in certain locations, for example, the Purbalingga Film Festival, Bandung Film Festival, Solo Documentary Film Festival, Jogja Asian Netpac Film Festival, and Jogja Student Film Festival, and so on. Based on the criteria for organizing activities, film festivals are divided into activities focusing on 1) Screening, 2) Exhibition, and 3) Exhibition and screening. Data. The percentage of festivals focusing on competitive activities is the lowest among other categories, namely, only 7% of the 77 film festival data collected. (Srinursih et. al, 2019).

The proliferation of film festivals in Indonesia is sometimes not accompanied by diverse positioning. However, several festivals established positions, such as JAFF as a showcase that promotes the Asian film landscape, then JIFFest, which is a film festival based on the discovery of new talents in Indonesian cinema. (Mubarak, 2015). Based on research on visitors to the Documentary Film Festival, Jogja Student Film Festival, and Jogja Asian Film Festival conducted (Suwanto, 2017) shows that film screenings in festivals are more popular than discussions. Film festival visitors also pay attention to the festival's content before determining which discussion to follow.

Information related to festivals that have a major impact on determining visitor attendance decisions at film festivals is related to 1) themes; 2) program reviews; 3) the urgency of the program, and 4) and gratitude to sponsors and audiences (Suwanto, 2017).

Film festivals are one form of effort to strengthen the film ecosystem, a space for the general public and filmmakers to appreciate film works. Along with the many film festivals conducted by various parties throughout Indonesia, both on a regional and national scale, its presence is used by the film public as a showcase to display its works.

Ana Rosa Marques' writing also reveals that film festivals can build communities in certain areas and space for knowledge exchange. The research shows that a film festival managed by the film and audiovisual faculty of the Federal University of the Bahian Recôncavo region in Brazil has collaborated with the production company Ritos Comunicação, namely the documentary film festival named CachoeiraDoc, which is developing rapidly as a space for teaching and learning, research, and efforts to embrace people with various scientific discipline (Marques, 2022).

The 2021 Short Film Production Competition was first launched by the Directorate of Film, Music, and Media in the first semester of April 2021. The target of this program are filmmakers who have been involved in the production process of at least two film works.

The show ‘Ngobras’ Discusses Creative Ideas of Indonesian Cultural Dynamics Live on Youtube *Budaya Saya* featured the Director of Film, Music, and Media – Mr. Ahmad Mahendra, who said that this competition is one of the Tasks and Functions of this Directorate as government institutions. He also said seven film ecosystems launched by BPI (Indonesian Film Agency): creation, production, distribution, exhibition, appreciation, literacy, and archives. This program aims to 1) Strengthen the film ecosystem, 2) Preserve cultural values, and 3) Strengthen the narrative as a document for the next generation to become an alternative destination that can be visited. He also said that short films became a popular spectacle during the pandemic, so the target of this program was short filmmakers (Mahendra, 2021).

Rather than being a short film funding program, this competition’s hallmark is assessing the participants’ idea proposals and film production plans. At the same time, most other competitions judge based on their film work. The appreciation ceremony also looked like a film festival, even though it was online. This competition does not mention ‘best work,’ but ‘selected work,’ and the awards received are called ‘Appreciation,’ not ‘Prize.’

The Covid-19 pandemic, which impacted the many delays in holding film festivals and difficulties in producing films, made the Directorate of Film, Music, and Media modify the process of organizing this competition by designing a holistic flow of activities for

strengthening the film ecosystem. It means that this entire competition seems to provide an overview of the film production process from pre-production to post-production so that filmmakers get knowledge about the entire production process as their provision to develop not only during the pandemic but also afterward and beyond. Thus, this program must be widely known by the public, especially since competition is a strategic government program.

“All government processes, institutions, and information need to be accessible to interested parties, and the information available must be adequate so that it can be understood and monitored” (Hayat, 2020).

Social media provides transparency to every government program published based on today’s increasingly free flow of information. (Hayat, 2020). So, online events may be the best way to run this competition during the pandemic. Most of the series of this competition is carried out online, for example, announcements using social media and websites to get the participants. Coordinating organizers with participants or other parties using technology-based communication applications such as Zoom and Whatsapp.

Budi Irawanto, as President of the Jogja-Netpac Asian Film Festival (JAFF), conveyed a matter related to “The Impact of the Pandemic on the Film Industry and the Sustainability of Film Festivals” at an Instagram *Live* event with the UGM Otonom Kine Communication Arts Agency, he argued that the continuity of film festivals during the 2019 Covid pandemic had

been modified. Even some organizers postponed and canceled them. Several festivals are turning to digital platforms for film screenings. This results in the festival not looking splendid and losing its festivity as an event or party. He also stated that this pandemic situation had an impact on a few films that suspended production, even though most of them did not dare because of fears of contagion during a shooting involving many crew and cast (Fakultas Ilmu Sosial dan Ilmu Politik Universitas Gadjah Mada, 2020). Even so, young filmmakers continue to produce films and participate in film festivals even though they are held online. Because film festivals are not only a source of pride but a parameter in work. (Utama, 2021).

Emilie Cheyroux examines how a small non-profit film festival (Cine Las Americas International Film Festival) has survived the COVID-19 pandemic. His research shows that the Covid-19 pandemic has shaken the economic sustainability of community-based filmmakers in Austin, Texas. However, they can overcome the challenges of the pandemic with solidarity within the festival organization, focus on local communities, and find new perspectives on organizing festivals (Cheyroux, 2022).

Meyer said that there are three marketing tips for a virtual festival as event schedule should be shared ahead of time, audience members should know how to sign up and participate on the event day, and the marketing process has to interact with polls, even the Q&A's (Meyer, 2023).

Russ Shumaker believes ten ideas can be done to advertise film festivals, including social media, email marketing, niche outreach, print advertising (postcards, mini posters, newspaper ads, magazine ads), promoting social causes, creating partnerships and sponsorships, display advertising/digital advertising, native advertising, content marketing, and website (Shumaker, 2022).

Considering that this program was first implemented in 2021 during a pandemic, the object of this research is the communication strategy carried out by this competition to find talented filmmakers to strengthen the short film production as a part of film ecosystem. Concepts or models in this competition are rarely found in other festivals and film competition because this competition assesses the participants' proposed story ideas. In fact, in other film competitions held by government agencies, some organize competitions to judge film works.

Today public communication has become multidimensional in the social media era. Two levels are identified according to this perspective, namely, the content dimension and the relationship dimension. The content dimension is shown by the use of words, language, and information carried by the message, while the relationship dimension shows how participants communicate and interact with each other (Cangara, 2022). While elements of integrated marketing communication, according to (Kotler, 2021), namely advertising, sales promotion, public relations, personal selling, direct selling,

and online marketing, show that marketing communication is related to messages about product excellence delivered. The message is an important element of communication, so it can be said that the message strategy is a stage of compiling a message that includes: 1) Message Content; 2) Message structure; 3) Message Format; and 4) Message Source.

The message preparation strategy must be adjusted to the intended target to achieve the expected meaning or belief in implementing this competition. The target recipients of the information figured out by the organizers consist of general targets. These namely people have an interest and desire, even those who intend to explore the world of film and specific targets. These namely filmmakers, follow the provisions of this competition participant.

The Directorate of Film, Music, and Media arranges the theme of the message, the orientation, and the style of the message, which includes the goals of this competition. For example, some information conveyed to the public is packaged in discussion programs or webinars that supply general information about film production. Dewi Maghfiroh stated that the online seminar was an activity to campaign for the 2021 Short Film Production Competition.

“It’s more of a communication strategy as well, so even though we intend to add knowledge to people, that’s one way not to let this compromise sink, so if the news wants to go down a little, we hold another webinar every month.” (Source: Interview with Dewi Maghfirah).

Some interesting things for researchers

related to the concept of the 2021 Short Film Production Competition are that the implementation process is not a festival because there is no explicit word ‘Festival’ in the name of the activity. However, it is also not funding like film funding because there is a process that must be followed, and openly the process is known to the public because it is uploaded on Instagram.

Instagram social media @pusbangfilm was used to convey information about the 2021 Short Film Production Competition. The @pusbangfilm Instagram page shows that the number of registrants in 2021 reached 352, or nearly 400. This competition also shows its cooperation with Jogja Asian Netpac Film Festival (JAFF) to screen selected film works. The sustainability of this program is shown through congratulatory content for awards received by selected works at other film festivals.

Some International Film Festivals use social media to grow local audiences and connect with the film public worldwide. Toronto Film Festival uses social media to engage the audiences, the SXSW Film Festival uses social media to grow attendance and build an audience every year, and Sundance Film Festival uses social media to create consistent branding through well-designed images and graphics. Tribeca film festival uploads photos, videos, and stories from the best talents in filmmaking to support original content and post value, which can ultimately build brand trust. It’s different

from the Cannes Film Festival, which seeks more detailed information regarding audience demographics such as age, location, language, and preferred content type before creating social media content (Rogers, 2018).

An article entitled *The Complete Guide to Festival Marketing* states that several strategies need to be followed by festival organizers in publicizing their events, especially for non-profit organizations or institutions. Efforts are being made to achieve the targeted goals, namely by expanding information using Instagram, which is currently very popular among young people, then partnering with influencers is also being widely used to build festival credibility. In addition to the use of media, messages or information are also important things that must be paid attention to, such as promoting exclusive things obtained by the participants and highlighting the mission the film festival organizers want to achieve.

The activities are displayed as publication content uploaded in detail, routinely, and periodically on Instagram @pusbangfilm. The publication content is meaningful, starting from information on the launch, registration, announcement of selected participants/works, and production assistance to the progress or achievements of selected participants even though this competition ends.

This study aims to (1) Analyze the message orientation in the 2021 Directorate of Film, Music, and Media Short Film Production Competition and (2) Analyze the message style

in the 2021 Directorate of Film, Music, and Media Short Film Production Competition.

RESEARCH METHOD

Research conducted at the Directorate of Film, Music, and Media from December 2022 - April 2023 used the qualitative method, which has to explore the construction as deeply as possible so that qualitative research provides more research results in the form of images with words, sentences, and narratives that build stories (Kriyantono, 2006).

Researchers use an intrinsic case study approach because researchers see the uniqueness and unusual things of the object under study. According to (Creswell, 2015), one of the characteristics of case studies is unique, which means related to the nature or details of the case, history, background, context of the case, and the existence of the case or its informant.

Researchers collected data employing literature studies on reports on Short Film Production Competition activities, several content uploads on Instagram @pusbangfilm related to this competition, catalogs, *Youtube* shows, news, and other related documentation. In addition, researchers conducted interviews with several informants.

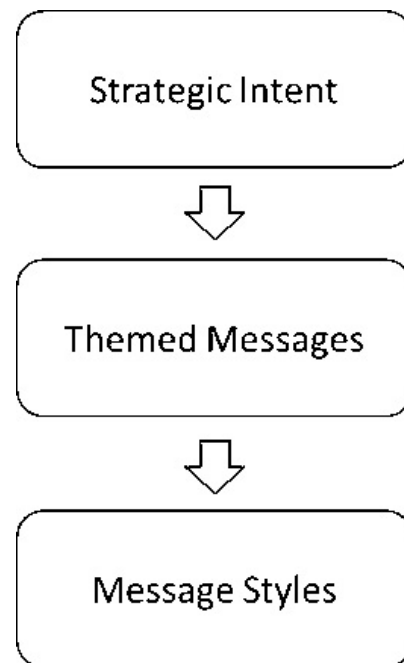
The data is then compiled systematically, thoroughly, and integrated based on the answers or informant story constructions built naturally. Punch said that data analysis conducted by researchers provides meaning that can then be interpreted or transformed into narrative form

(Pawito, 2007).

Every progress of this competition is a publication content on Instagram uploads @pusbangfilm. For example, announcements of selected works are delivered openly on social media, starting from the top 50, top 20 until the final is the top 10. According to researchers' calculations, there are 50 uploaded content on Instagram @pusbangfilm, and the researcher will later make a content classification based on the process flow of the competition activity.

The data analysis technique used by researchers, as conveyed by Miles and Huberman (Martono, 2016), involves four important processes: power collection, presentation, data, verification, and reduction. This method is done circularly by researchers to get a conclusion. The conceptual foundation of this research is based on Joep Cornelissen's message strategy model, which explains the steps of compiling messages to match the organization's vision and expectations related to stakeholders' views on organizational presence. Strategic Intent includes the vision of the organization, the goals of the organization, changes that are happening, and even the innovation that the organization is carrying out. Organizations can use different message styles to communicate different messages to different stakeholders. The steps in question are shown in the Figure 1.

Nowadays, information can be reached through social media. Content uploaded on social media relies on visuals in the form of posters and videos to be the best force to attract



Source: (Cornelissen, 2017)

Figure 1 Joep Cornelissen's Model Message Strategy

the attention of its targets (Pratama, 2020).

Instagram is one of the most popular social media sites. The point is that the number of Instagram users has surpassed the number of Twitter users, and Instagram has been used by some of the younger generation who always want to share pictures. Even every image uploaded on Instagram also now set by the account owner can be automatically uploaded to the Facebook and Twitter applications (Shreves & Krasniak, 2015).

RESULTS AND DISCUSSION

Dewi Magfirah, the PIC Organizer of the 2021 Short Film Production Competition, said that the pandemic situation had an impact on the increasing number of requests for film production funding. In addition, requests for ease of film production permits during the pandemic mostly come from the film community

and short filmmakers.

Thus, this competition is held to accommodate this demand as well as to provide opportunities and increase creativity, especially for the independent film community in producing quality short films, which in turn can also be a means of public education that raises the value of culture, education, character, and local wisdom of filmmakers.

This program is also an opportunity for short filmmakers to join the learning space as a provision for them to participate in various national and international film festivals (Interview with Dewi Maghfiroh as PIC Implementing the 2021 Short Film Production Competition).

The Utah film organization said that its efforts were to strengthen the film ecosystem, which was divided into education, culture, arts groups, and the film industry. In education, they have introduced the next media arts and film to young storytellers and further film opportunities through higher education and mentoring. They served exhibition and promotion for community films through an annual festival, and then for film industry film group, they help to increase local filmmaking capacity with sustainable infrastructure, also give fiscal sponsorship, and support for crew, location, and production equipment (Utah Film Center, 2022).

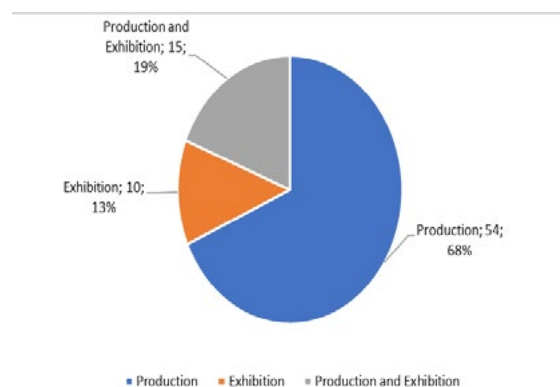
According to Setiawati et al. (2019), message design is closely related to four main interrelated issues. 1) Focusing on the content of the message, which must have elements of

rational, emotional, and moral appeal. Rational attractiveness emphasizes product benefits such as quality, price, and performance; 2) Focusing on the structure of the message. It relates to concluding and ordering message percentages; 3) Focus on message format. It concerns headlines, illustrations, colors, words, shapes, sizes, textures, etc.; and 4) focuses on the message's source, which concerns the credibility of the message delivery.

The researcher found data released by the film.id community on 79 film communities in Indonesia based on the type of activity divided into Production, Exhibition, and Production and Exhibition, as shown in the Figure 2.

Based on these data, it appears that 68% of the community focuses its activities on film production or more than the community which engages in exhibition activities or both.

Researchers saw nine content with the highest number of comments out of 50 uploaded on Instagram @pusbangfilm. The content is classified by researchers based on the participants' series of activities. As stated



Source: (Farid et al., 2023)

Figure 2 Number of Communities Based on Type of Activity

by Dewi Maghfirah that the process of this competition consists of 1) Launch or kick-off, which is packaged in a webinar entitled 'Ngobras'; 2) Registration; 3) Assessment and Announcement of Selected works; 4) Appreciation; 5) Production Assistance; 6) Delivery; and 7) Program Sustainability. The following is a breakdown of the content of the uploaded publication, showing the amount of liked content increased from launch to participant announcement; during awarding and premiering, the number of liked content decreased; however, it increased again in the sustainability content of the program.

Publication activities are made in the form of posters and videos that are always present, accompanied by captions that write many hashtags. Don't forget the caption inserted emojis that feel appropriate to describe the emotions of the content so that readers feel the same emotions towards implementing this

competition.

According to Tjiptono et al. (2008) in (Setiawati et al., 2019), marketing messages can be seen in captions, taglines, logos, product photos, and product packaging. The competition organizer also uses the 'tag' feature to provide information directly to other Instagram account owners, such as tagging @kemdikbud.ri, @budayasaya, and the judges and curators involved or to other stakeholders.

The first information related to the Short Film Production Competition was uploaded on April 18, 2021. The thing that attracts attention is the presence of the Kemendikbudristek logo in the upper left corner in a white field, and the most attention-grabbing is the words in the 2021 Short Film Production Competition sentence located in the middle of the poster with a unique font shape and large size. Each letter chosen represents tools commonly used in film production. This article always appears



Source: Instagram @pusbangfilm, 2022

Figure 3 Short Film Production Competition Launch Poster

in the next content post as part of its key visual. Researchers did not find the logo of this competition.

The Tosca-colored word 'SOON' gives a firm impression but is still simple and wise, combined with the purple background that creates a dynamic impression. The color Tosca means emotional balance, calmness, and also patience. This color, if applied to the color of the room, can encourage when stressed or lonely. While the purple color is a symbol of creativity, uniqueness, and even courage but simple, Figure 3 is the poster in question. The hashtag is #Komprofilm21 in the white field, with the font color matching the background color. The yellow field shows other social media accounts and contact persons.

The use of purple gives the meaning of cheerfulness and enthusiasm but still in simplicity and wisdom that emotionally elicits empathy, but also gives the impression of something unique and brave in a pandemic that impacts various aspects of people's lives. Based on this, the direction of symbolically oriented messages that attract attention emotionally and industrial orientations that display the style of introductory messages, where there is a suggestion of excellence or innovation in film competitions. As stated by Cornelissen (2017) that the style of the introductory message is:

"Delivery of messages with the suggestion of excellence that enables industry-wide leadership claims about relevant problems or capabilities (Cornelissen, 2017).

The caption appeared in this first post immediately displays the characteristics or advantages of this competition, namely the sentence 'Prepare your best story ideas to participate in this year's competition!' in the caption has also been written hashtags used such as #KomproFilm21, #filmpendek, #filmindonesia, #FilmSaya, #MusikSaya, #BudayaSaya, #Kemdikbud_ri. As stated by (Shreves & Krasniak, 2015), this tag does not have a negative effect on photo sharing; instead, the 'tag' makes it easier to find content.

In this first poster post, the language is used in formal situations. The blue Tut Wuri Handayani image in the upper left corner clearly shows that it is the Ministry of Education, Culture, Research, and Technology logo. Furthermore, this logo is used in every content post. The appearance of this logo is related to the ethos of publication in every program organized by the Ministry of Education and Culture and Technology.

Hovland and Weiss say that this ethos is credibility consisting of expertise and trustworthiness (Rakhmat, 2019). Credibility as a factor that affects the effectiveness of sources is built by elements of source communicator attraction and source power. So it can be interpreted that a trustworthy party organizes this competition.

Furthermore, after two days, namely April 20, 2021, the next content is a registration poster containing information on registration deadlines, terms, and conditions. The unique

writing still appears fairly large but is now placed in the upper right corner, as if as an activity logo. The information on the poster is reinforced by a caption arranged as follows:

“Hello, #SahabatFilm, “Film Production Competition 2021” has officially opened! Hurry up, register, and send your best story ideas to participate in this year’s competition. The 10 Best Film Proposals will get Production Funding, Workshops about Film & Cinematography, and mentoring by experienced mentors.” Great, right? For complete information, you can visit: <http://ringkas.kemdikbud.go.id/KomproFilm21>.

The caption displays the registration information for the 2021 Short Film Production Competition very clearly. The second poster uploaded has also informed about some of the best film proposals to get production funding, workshops, and mentoring by mentors.

A greeting to stakeholders #SahabatFilm shows friendliness and closeness. The organizer, with his public coupled with the selection of words such as ‘Come on, hurry up...’ and ‘steady, right!’ indicates that the Directorate of Film, Music, and Media serves its public as a friend or companion. As Shreve said that to increase engagement on social media, one of the important things to do is to make followers as friends; being friendly will attract the attention of social media users who want to get to know more (Shreves & Krasniak, 2015).

Towards the end of the closing of registration, precisely on June 5, 2021, the content displayed by the invitation video to take part in the competition was delivered by

Table 1 Influencer of the 2021 Short Film Production Competition and the Number of Followers

No	Name	Profession	Follower	Like
1	Arawinda Kirana	Actress	66.000	2.094
2	Galabby Thahira	Actress	91.500	2.957
3	Naya Anindita	Director	74.300	2.504
4	Ray Sahetapi	Actor	46.900	3.684

Source: Processed by Researchers

Influencers who are film figures in various fields, as shown in the Table 1.

Ray Sahetapi’s video is like 3,684 times. It can be seen from this number that Ray Sahetapi is more popular, as seen from the number of likes on the content Post table, even though the number of Instagram Followers is the least.

Sentence spoken by Ray Sahetapy:

“Hello, I’m Ray Sahetapy; I invite you to participate in the 2021 Production Film Competition; wait until June 6, Greetings Nusantara!” (source: Instagram @pusbangfilm, 2022)

The words conveyed were simple and straight to the point, invited the community, and reminded that the deadline for submission is June 6, 2021. If you pay attention, the sentence ‘Short Film Production Competition 2021’ is mentioned with ‘Production Film Competition 2021’. These Influencers are bound by contracts and payments by the Directorate of Film, Music, and Media. Thus, both parties have rights and responsibilities for the uploaded content.

According to the Executive PIC, in using Influencers or key Influencers as a way of marketing or advertising, they are given

guidelines or talking points that must be conveyed. After uploading, the publication team checks the suitability of the results of the previous briefing; the point is that the message that needs to be conveyed and related to the words used must be polite and not deviate from the norm, as well as the way of delivery according to the character of each Influencer. (Interview with PIC Publications Directorate of Film, Music, and Media).

Marketing on social media is growing with the many uses of Influencer marketing, which according to Rogers, can be called *an* Influencer. As is known by researchers, they are important figures who are considered to be able to attract attention until; finally, the public decides to follow the advice or invitation submitted by them. It was also done by the publication team of the 2021 Short Film Production Competition. Ray Sahetapy was chosen because he has been involved as an actor in film production for a long time compared to the other three female characters. According to the researcher, the actor is better known for being in front of the camera, as if, emotionally, the public knows more closely. In contrast, not all of the public knows or knows the names of the characters involved in film production behind the scenes.

According to Gross et al. (2023), the number of followers negatively impacts social media engagement on sponsored content. Content delivered by macro-influencers is usually less authentic than micro-influencers because macro-influencers have teams that

manage their social media. (Lammenett, 2019 in Gross, 2023). Macro influencers are believed to add their emotions according to the script rather than actual emotions to the experience of using the product or brand they are promoting because advertisers start content by paying influencers, then upload it on their social media profiles and also advertisers' social media where this content is expanded by social media users, thus creating the interaction and contribution of social media users who see by pressing Like and/or comment buttons. Regardless of the number of followers on social media, Influencers do not affect the interaction and contribution of social media users who like and comment on their posts. The number of likes and comments on Influencer *content* is an important indicator that reflects the attractiveness of Influencers as sponsorship partners (Gross et al., 2023a).

The Directorate of Film did not expect that the number of participants who registered was 440 people. After going through the administrative stage, it turned out that 352 proposals were entitled to be curated. The curation process becomes publication content as well, to be interpreted by participants that even in a pandemic that limits community activities, the curation and selection process is carried out face-to-face with the implementation of health protocols. Evidenced by the emergence of the words '352 Proposals' from all over Indonesia indicates that although this competition is the first time, the number of applicants can reach that number. In the post, you can see popular



Source: Instagram @pusbangfilm, 2022

Figure 4 Curation Process Video Fragment

faces such as Ifa Isfansyah and Rahabi Mandra. Following previous information that they are the curators of the 2021 Short Film Production Competition, this is also proof of the superiority of the competition, which involves professionals in their fields in assessing participants' proposals. Figure 4 is a snippet of the video.

This content is the most liked among other content, with 6,184 likes. This video, with a duration of less than 1 minute, conveys the highlights of curation activities but can raise enthusiasm for social media users who see it also because it is supported by the narrator's intonation and way of speaking against the background of appropriate music, emotionally the viewers seem to be present in the process. The message in this video is symbolically oriented through music; the description of the situation of the assessment process can be seen from the room used, the look on the curator's

face, and the presence of staff who help with administration.

Referring to Cornelissen's message strategy model, this message is also functionally oriented because it shows a rational message style with the emergence of the number of participants participating in the competition. The presence of Ifa and Rahabi as a symbol of a professional who assesses the work of the participants is also an attraction even though they are not Influencers or influencers, but interesting and unique things in the competition they might be able to convey accidentally to their network.

The day after the curation process was uploaded, the next day, on June 25, 2023, the organizer uploaded content titled Announcement of 50 Selected Proposals. It is done to immediately answer the public's and participants' curiosity, especially regarding the news of the proposals they registered. This

information is displayed openly. Hashtags also help people find quickly related to this information; not only participants but the public Instagram users, even Facebook and Twitter, who are also connected to Instagram, can engage in this content. This content shows a functional message orientation with a rational message style, and the following is a poster related to the announcement.

The content of the jury's introduction was released two weeks later. Still, the number of likes was the least compared to the announcement of other selected proposals, which was only 537 times, even though the presence of the judges Titien Wattimena and the late Gunawan Maryanto should be able to be credibility for the message to be conveyed in this competition. However, people apparently prefer posts related to information on participants whose proposals are selected in the top 20 and top 10. Researchers obtained data

that the announcement posters of 20 selected proposals were liked as many as 1,383 and the posters of 10 selected participants with 1,049 likes. Still, the public preferred posting the announcement content of 50 selected proposals, which was 1,919 times and commented on 146 times. This announcement is certainly the most awaited because it relates to the information competition participants need.

The online program is an advantage to reaching an audience, as said by Grainne Humphreys, a festival programmer, that a few people come in from surrounding countries. Same with Jalladeau explained that geographically the hybrid character of the festival allows us to reach a nationwide audience because a festival is a community event. Also, the roots of their festival are to be together, and there is no way to neglect it. (Smits, 2022).

The next post is related to awarding ten shortlisted proposals. They received



Source: Instagram @pusbangfilm, 2022

Figure 5 Ngobras Poster Appreciates 10 Selected Proposals

appreciation funds to produce their films and were accompanied by filmmakers appointed as mentors. The title of the poster reads 'Ngobras Appreciation of 10 Kompro 2021 Selected Film Proposals' which features the smiling faces of the speakers, including Ahmad Mahendra as Director of Film, Music, and Media then Gunawan Maryanto and Ifa Isfansyah as Juries, and Permata Hapsari as the host. This poster is very little liked, as in its implementation, which was broadcast live on Youtube @BudayaSaya and viewed only 662 times, it may seem like a competition in general that will end by awarding alone. Figure 5 is the poster. Overall, the poster is about giving appreciation or awarding something very valuable. The poster is made magnificent with accents of gold stars to feel the atmosphere like a film festival.

The dark blue color gives the meaning of elegance, wealth, sophistication, and intelligence, overall is an advantage in simplicity strengthened by the gold color that looks like a spotlight on the stage means splendor and happiness. The black chair with the backrest that reads director is still in the context of giving the highest or main appreciation for the ten selected film works. Wedel and Peters (2015) found that image characteristics with color variations can increase the amount of interest in images (Li & Xie, 2020) also found that facial expressions affect the effectiveness of nonverbal message delivery.

One of the publication content also uploaded was behind the scenes of the production at the

2021 Short Film Production Competition. It becomes important for filmmakers to show another side of the finished film work. Quoted from Fortaymedia.co.uk:

"These videos are also great for social media as they are normally shorter, entertaining, and more informal. BTS can be an excellent tool to show the quality of your product in a closer, trustworthy way." (*Why Behind the Scenes Videos Are Powerful*, 2021).

Behind the Scene videos have the power to reach the target audience; therefore, business people should use them as content because 1) it can make the audience better understand the process of making a product, 2) create closeness between customers and the company, 3) Can show true personality, 4) Add value to the product, 5) show differences with other products. The public can also watch this BTS collection on BudayaSaya Youtube titled "Behind the Scenes of 10 Selected Short Films".

The selected proposal automatically becomes a selected film after going through the production assistance stage. This award is more interesting than the poster that informs the previous awarding. The first thing that catches up first is the word 'Invitation,'

The post seems to provide an opportunity for the entire community to attend the launch of the film results of this competition, such as the process of productions in general who carry out premiere activities or premieres of the produced films, as shown in the Figure 6.

It seems like a surprise because I was not informed that the selected works were premiered on JAFF at the beginning of the



Source: Instagram @pusbangfilm, 2022

Figure 6 Ngobras Premier Layar Indonesiana Invitation

publication. This competition has added value for the selected participants by involving JAFF as a screening partner.

An effective way to spread the event's marketing and mission is by partnering with other festivals or local businesses. Sometimes, creating sponsorship opportunities gives companies advertising and branding moments (Shumaker, 2022).

The euphoria of the 2021 short film production competition journey is not over yet, this time the Directorate of Film, Music, and Media used an Instagram Live feature program on March 11, 2022, which featured a discussion between the director and actor of the short film Ibu Ora Sare and Rahabi Mandra. Ibu Ora Sare is one of 10 short films selected in the Short Film Production Competition, and rahabi mandra is the curator and judge of the 2021 Short Film Production Competition.

The discussion discussed the success of Ibu Ora Sare as the Grand Winner Short Film Competition at the 16th Indonesian Film Festival Australia. They also shared their experiences participating in this competition, behind-the-scenes stories, and testimonials related to organizing it. For the most part, the positive things told on this show.

The researcher also received a statement from a selected participant that he had been following @pusbangfilm Instagram for a long time and often searched for film information on the account. He said there is a competition that judges story ideas. It turns out that you can get everything from Kompro. (Interview with Harris as selected participant).

Based on the examine the persuasive effect of testimonials, it concluded that these experiments identified the positive influence of first-person testimony. Suggesting that even

such a simple narrative intervention can be an informed campaign option. Testimony can be beneficial in increasing behavioral intentions. (Apolinário-Hagen et al., 2021)

Positive opinions from first-person testimony make it possible to tell others. The delivery of testimonials seems simple, but it can be a narrative intervention to influence other parties and also as a way of disseminating information; program information equipped with this testimony can be useful in increasing public attention to this competition.

CONCLUSION

This competition program aims to strengthen the film production as a part of film ecosystem and convey this to the public; the Directorate of Film, Music, and Media has developed a message strategy by providing an overview of the filmmaking process, which is also a series of activities for this competition. Almost every content uploaded raises the same themed message, namely the efforts of this competition in strengthening the film ecosystem, especially short film production. This research has provided an overview of the steps and efforts needed to compile messages to match the program's objectives. An overview of the program and the objectives of the program greatly affect the determination of the theme of the message so that it can be adjusted to the orientation of the message and in what style conveys the message to stakeholders.

Currently, the government has widely

used social media as a communication channel with the public because most government agencies view social media as a medium for delivering public information that is now easy to use and quickly accessible. Public opinion of government performance and services is also conveyed through social media and can be responded to by the government. Social media provides transparency to every government program published based on the increasingly free flow of information today.

Logos, *hashtags*, colors, fonts, and other visual elements can usually emotionally attract attention the first time. Choosing words, language, and who conveys it becomes a stronger attraction. The number of participants and the curation/judging process into data that shows evidence of the superiority of this competition is important as a sign that the same social media users like the content.

Conveying messages is not only through visual design and the use of language, the packaging of several programs, such as online seminars, which seem to provide space and learning materials for the general public on various matters related to film production. Still, it has instead become one of the strategies to create direct communication between organizers and the public. Want to know more detailed competition information? Then behind-the-scenes video content, especially with one of the contents featuring the presence of Ahmad Mahendra as the Director of Film, Music, and Media, shows that the government

is really present in a difficult situation even for the community, in this case, the public from the group of filmmakers.

One interesting thing for researchers is that the Directorate of Film, Music, and Media actually participates in supporting the growth and development of film competitions and or festivals in Indonesia and even collaborates with various festivals to achieve the same vision for strengthening the film ecosystem in Indonesia. Collaboration with festivals or other parties coupled with positive testimonial content from one of the selected participants is important when conveyed in a special discussion on Live Instagram to provide an overview regarding the sustainability of this competition. The IGTV show tells the participants' experiences and achievements at international film festivals that can add value to this competition.

In order to spread the message more broadly, and directed the Directorate of Film, Music, and Media arranges a different message orientation and style for each target, both general and specific targets. There is a focus or theme for each message conveyed through different message orientations and styles, both to the general public and the film public in particular.

The entire process of the competition becomes publication content to show that there is a process towards strengthening the ecosystem that the Directorate of Film, Music, and Media is trying to achieve through this Short Film Production Competition.

In the end, it is hoped that the research will be

useful for festival organizers, both government and non-government, to reconfirm the goals, impact, and values of the festival being held. In addition, it provides a new point of view on the science of communication, especially related to the preparation of message strategies as the one material of the communication process.

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