

**“STRATEGI HUBUNGAN MASYARAKAT PEMASARAN DALAM PROMOSI FILM”**  
**(Studi Pada Studio Film PT. Sembilan Matahari)**

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**ABSTRAK**

*Penelitian terkait strategi hubungan masyarakat pemasaran dalam promosi film penting dilakukan karena semakin pentingnya humas bagi organisasi di mana fungsi humas tidak dapat dipisahkan dari praktik organisasi modern tak terkecuali bagi studio film. Selain itu ketika akan memproduksi film baru, studio film akan menghadapi suatu masalah yakni bagaimana cara yang harus dilakukan agar khalayak mendapatkan informasi tentang film yang bersangkutan. Hal tersebut menjadi semakin sulit ditambah dengan minat masyarakat untuk menonton film Indonesia yang masih sangat rendah. Penelitian ini dilakukan di PT. Sembilan Matahari, sebuah studio film berbasis di Bandung dan memiliki dana untuk promosi yang terbatas. Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif deskriptif dengan strategi studi kasus. Hasil penelitian menunjukan bahwa studio film PT. Sembilan Matahari menghadapi sebuah isu global yakni pembajakan yang timbul seiring dengan perpindahan dari zaman analog ke zaman digital. Dalam menangani isu tersebut, PT. Sembilan Matahari menerapkan desing thinking, konsep bela diri taichi dan prinsip pelaut. Strategi yang dilakukan PT. Sembilan Matahari adalah strategi proaktif seperti manajemen hubungan masyarakat pemasaran, hubungan media, publikasi, hubungan kelompok kepentingan/komunitas, sponsorship, serta manajemen event.*

*Kata Kunci: Strategi Hubungan Masyarakat Pemasaran, Promosi Film, Studio Film, Marketing Public Relations, Sembilan Matahari*

**“MARKETING PUBLIC RELATIONS STRATEGY IN FILM PROMOTION”**  
**(Case Study in film studio PT. Sembilan Matahari)**

*This undergraduate thesis has been guided by :*  
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**ABSTRACT**

*Research about marketing public relations strategy in film promotion is needed to do because the growing importance of public relations for organizations in which functions of public relations can't be separated from modern organizations practice not least for the film studios. Moreover, when movie studios will produce a new movie, they will face a problem which is what they should be done so that the public get information about the film. Furthemore, it is becoming more difficult for them because of the interest of the public to watch Indonesian movie is still very low. The research is conducted at PT. Sembilan Matahari, a film studio based in Bandung and has limited funds for film promotion. The research is using qualitative method with case study strategy. The results show that film studios such as PT. Sembilan Matahari are facing a global issue which is piracy that arise due to displacement of the analog to the digital era. In handling these issues, PT. Sembilan Matahari is applying design thinking, tai chan concept, and sailor principle. The strategy that they applying is a proactive strategy such as marketing public relations management, media relations, publications, public affairs, sponsorship and event management.*

*Keyword:* *Marrketing Public Relations Strategy, Film Promotion, Film Studio, Sembilan Matahari*