

ABSTRACT

Nama : Leonardo Fransisco
Study Program : Kewirausahaan
Title : Changes in the Film Industry Consumer Media Preference Decision Making Process Before and After the COVID-19 Pandemic in Indonesia

Indonesia is a country with the highest consumption of OTT (Over The Top) services in the Southeast Asia region, but little has been discussed about changes in consumer behavior and habits in the film industry which has been heavily impacted by the COVID-19 pandemic in Indonesia. The establishment of large-scale social restrictions or what we know as PSBB or in other words social distancing, has forced film industry players such as cinemas to close their locations for quite a long and uncertain period of time. This resulted in changes in consumer behavior and habits in the film industry due to limited activities and mobility outside the home, which in turn resulted in limited entertainment options that could be accessed by Indonesians. This study aims to examine changes in consumer behavior and habits that occurred before and after the Covid-19 pandemic and divide them into 2, namely changes that are sustainable and also changes that are temporary and examine whether the changes that have occurred are of the same nature in several regions in Indonesia. This study uses a narrative qualitative research method. The samples used were 9 movie going consumers who had watched through cinemas and digital streaming platforms from 3 different regions in Java, Sumatra and Kalimantan. Based on the result of the analysis of author's in depth interview, it was found there was a change in media preferences used to watch movies from cinema to digital media, and there are temporary and ongoing changes. In each region there are different reasons for decision making process changes in each region.

Keywords: Consumer Behavior, Film Industry, Streaming, Changes in Behavior and Consumer Habits

