

ABSTRAK

Ekshibisi perfilman independen atau layar bioskop alternatif sangat menolong eksositem perfilman independen di kota Yogyakarta. Klub DIY Menonton sebagai sebuah ekshibitor film *indie*, berupaya meningkatkan eksistensi perfilman independen melalui pengadaan agenda pemutaran film dan diskusi. Perannya sebagai ruang ekshibisi melalui penyediaan layar bioskop alternatif berhasil menggaet beberapa pihak swasta dan pihak instansi pemerintah. Penelitian ini menggunakan konsep komunitas, *cultural studies*, dan teori peran, sedangkan jenis penelitiannya berupa deskriptif kualitatif dengan metode studi kasus. Menggunakan teknik pengumpulan data melalui *indepth interview*, observasi, dan dokumentasi. Hasil penelitian ini memperlihatkan peran apa saja yang dilakukan oleh sebuah komunitas Klub DIY Menonton dalam upayanya meningkatkan eksistensi perfilman independen. Menggunakan tiga indikator yang pertama adanya *expectation* dari *filmmaker* ataupun dari audiens sebagai apresiator, kemudian *performance* yakni wujud perilaku dalam peran menjelaskan andil apa saja yang dilakukan KDM selama menjalankan perannya dan terakhir adanya *evaluation* yang berupa evaluasi dari beberapa faktor penghambat selama menjalankan peran Klub DIY Menonton sebagai layar bioskop alternatif.

Kata Kunci : Layar Bioskop Alternatif, Film Independen, Komunitas film Klub DIY Menonton, *Cultural Studies*

ABSTRACT

Independent film exhibition or known as alternate screening can help some of independence film ecosystem in Yogyakarta. Klub DIY Menonton as an exhibitor in effort to increase the existence of independent film by established film screening and open discussion every month. As an independent film exhibition, KDM has successfully in collaboration with several partners, with private sector and government. This research uses the concept of community and concept of film as cultural industries and use role theory. The type of research is qualitative descriptive with use case study as a method and use data collection techniques through in-depth interview, observation and documentation. The result of this research reveal some effort which Klub DIY Menonton did to increase the existence of independent film by using three indicators from role theory. First, indicator is an expectation from filmmaker or from the audiences as appreciator. Then, a performance indicator is the shape of KDM behavior that explaining about any kind of contribution during as an exhibitor. The last thing is evaluation indicator for evaluate some obstacle factors during as an exhibitor as alternate screening cinema.

Keyword: *Alternate Screening Cinema, independent film, community film DIY Menonton, Cultural Studies*

