

ABSTRAK

Penelitian ini membahas strategi *film marketing* dalam promosi film *Agak Laen* melalui media sosial Instagram dan X (sebelumnya Twitter) atas kesuksesan film tersebut yang mencatat jumlah penonton terbanyak di Indonesia pada 2024. Penelitian ini penting mengingat fenomena viral menyertai peluncuran film ini dan peran dari media sosial turut mendukung suksesnya film ini. Penelitian ini menggunakan pendekatan kualitatif dengan metode pengumpulan data melalui wawancara bersama narasumber dari agensi pemasaran Rhaya Vox dan audiens media sosial film *Agak Laen*. Hasil penelitian menunjukkan bahwa keberhasilan film ini tidak terlepas dari penerapan strategi pemasaran yang terstruktur, sistematis, dan intensif. Penggunaan jasa *digital agency* dalam promosi film ini terbukti efektif, melalui penyusunan kampanye yang terencana, pembentukan citra film yang kuat, segmentasi audiens yang tepat, serta produksi konten yang menarik dan mendorong keterlibatan audiens (*engagement*). Keberhasilan strategi ini diperkuat oleh maraknya *electronic word of mouth* (E-WOM) di media sosial yang memperluas eksposur film. Namun, penelitian juga menemukan bahwa pemanfaatan platform X belum maksimal. Sebagian besar percakapan seputar film di platform tersebut berasal dari akun pihak ketiga, bukan kanal resmi film. Hal ini menunjukkan adanya ruang untuk pengembangan strategi *film marketing* yang lebih optimal di platform X.

Kata kunci: strategi *film marketing*, film *Agak Laen*, media sosial

ABSTRACT

This study examines the film marketing strategies used to promote Agak Laen through Instagram and X (formerly Twitter), following its success as the most-watched film in Indonesia in 2024. The research is relevant due to the viral momentum accompanying the film's release and the significant role of social media in driving its popularity. Using a qualitative approach, data were collected through interviews with representatives from the marketing agency Rhaya Vox and members of the film's social media audience. The findings reveal that the film's success was strongly supported by a structured, systematic, and intensive marketing strategy. The involvement of a digital agency proved effective in executing planned campaigns, building a strong brand image, targeting appropriate audience segments, and producing engaging content to boost audience interaction. The strategy's effectiveness was further enhanced by widespread electronic word of mouth (E-WOM) across various digital platforms, increasing the film's exposure. However, the study also found that the use of the X platform was not optimal, as most discussions about the film were generated by third-party accounts rather than the official channel. This indicates potential for improving the film's communication strategy on the platform.

Keywords: *film marketing strategy, Agak Laen movie, social media*