

ABSTRAK

Media sosial kini berperan sebagai medium pemasaran film, di mana promosi resmi dan konten buatan pengguna saling berinteraksi dalam membentuk minat menonton. Fenomena ini tampak pada pemasaran film Jumbo di media sosial X. Penelitian ini bertujuan menganalisis pengaruh terpaan promosi film Jumbo terhadap minat menonton, dengan terpaan *user-generated content* sebagai variabel moderasi. Penelitian ini menggunakan metode kuantitatif dengan teknik survei terhadap mahasiswa di Daerah Istimewa Yogyakarta. Instrumen berupa kuesioner disusun berdasarkan indikator variabel Terpaan Promosi, Minat Menonton, dan Terpaan *User-Generated Content*. Analisis data dilakukan dengan uji regresi linear sederhana, uji signifikansi, uji koefisien determinasi, serta uji korelasi parsial. Hasil penelitian menunjukkan bahwa terpaan promosi film Jumbo di media sosial X berpengaruh positif dan signifikan terhadap minat menonton, tetapi pengaruhnya belum menjadi faktor dominan dan terdapat faktor lain di luar promosi media sosial yang turut berpengaruh. Lebih jauh, terpaan *user-generated content* terbukti memoderasi hubungan tersebut dengan memberikan pengaruh kuat pada terpaan promosi. Hal ini menegaskan bahwa promosi tetap memiliki pengaruh dalam membentuk minat menonton, tetapi dampaknya lebih optimal ketika didukung oleh konten buatan pengguna. Temuan ini sejalan dengan Teori *Uses and Effects* yang menyatakan bahwa penggunaan media dapat menghasilkan efek terhadap individu, di mana promosi berperan sebagai *effect* yang memberi stimulus awal, sementara *user-generated content* sebagai *consequence* dari partisipasi audiens. Interaksi keduanya menciptakan *consequence* yang memperkuat minat menonton.

Kata Kunci: Terpaan Promosi, Terpaan *User-Generated Content*, Minat Menonton, Film Jumbo

ABSTRACT

Social media has become a medium for film marketing, where promotions and user-generated content interact in shaping audience watching interest. This phenomenon is evident in the marketing of the Jumbo film on social media X. This study aims to analyze the influence of exposure to Jumbo's promotional content on watching interest, with exposure to user-generated content serving as a moderating variable. The research employs a quantitative method with a survey conducted among university students in the Special Region of Yogyakarta. The instrument used was a questionnaire developed based on the indicators of Promotional Exposure, Watching Interest, and User-Generated Content Exposure. Data analysis was carried out using simple linear regression, significance testing, coefficient of determination, and partial correlation tests. The results indicate that the exposure to promotional content for the film Jumbo on social media X has a positive and significant influence on watching interest, yet its influence has not become the dominant factor, as there are other elements beyond social media promotion that also contribute. Furthermore, exposure to user-generated content was proven to moderate this relationship by strengthening the influence of promotional exposure. This highlights that promotion still has an influence in generating audience interest, but its impact becomes more optimal when supported by user-generated content. These findings are consistent with the Uses and Effects Theory, which posits that media use generates various effects on individuals. Within this framework, promotion functions as an effect that provides the initial stimulus, while user-generated content represents a consequence of audience participation. The interaction between the two creates a consequence that further amplifies watching interest.

Keywords: Promotional Exposure, User-Generated Content Exposure, Watching Interest, Jumbo Film