

The Contribution of the Indonesian Delegation in the Development of Management and Marketing at the BIFF 2022 in South Korea

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ABSTRACT

The global film industry faces major challenges in terms of management and marketing, which affects the competitiveness of films from various countries, including Indonesia. This community service activity aims to increase understanding of film management and marketing through the participation of the Indonesian delegation in the Busan International Film Festival 2022, which took place on October 8-15, 2022 in Busan, South Korea. The research method used is a qualitative approach with case studies, where data is obtained through direct observation, interviews, and discussions in seminars organized by BIFF. The analysis was carried out with a descriptive approach to describe the role of the Indonesian delegation in presenting managerial strategies and film marketing at the international level. The results of this activity show that the Indonesian delegation has succeeded in making a significant contribution in increasing understanding the importance of effective financial management and appropriate marketing to strengthen the competitiveness of Indonesian films in the global market. In conclusion, this activity not only provides benefits for the development of the national film industry but also strengthens international collaboration in the field of film management and marketing.

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1. INTRODUCTION

The Indonesian film industry has great potential in supporting the creative economy and introducing Indonesian culture to the international world. However, despite its enormous potential, the industry faces a number of major challenges, particularly in the managerial and marketing aspects of film (Devesa et al., 2015; Hariyono et al., 2025; Putro et al., 2024, 2025; Ranger, 2020; Suyitno et al., 2023). One of the main challenges that hinder the development of Indonesian films in the global market is the lack of understanding of effective production and marketing management. Many Indonesian films have good quality, but fail to compete in the international market due to a lack of knowledge on how to manage budgets, distribution, and market films globally. This causes Indonesian films to be less acceptable abroad and are only limited to the domestic market.

The film industry requires not only creative skills in filmmaking, but also structured management and careful marketing strategies. In many developed countries, films are not only

seen as works of art, but also as commercial products that require careful planning, from production, distribution, to marketing (Bialecki et al., 2017; Buchmann et al., 2010; Friis & Hansen, 2015; Karniouchina et al., 2023; Lee, 2022; Okoronkwo et al., 2020). In this context, it is important for Indonesia to develop better film production and marketing management to increase the competitiveness of Indonesian films in the global market. One way to achieve this is to participate in international forums that can provide insights and best practices when it comes to film management and marketing. This community service activity was carried out through Indonesia's participation in the 2022 Busan International Film Festival (BIFF), which was held on October 8-15, 2022 in Busan, South Korea. In the event, accounting lecturer, Guruh Marhaenis Handoko Putro, S.Ak., M.Ak., CPTT, served as one of the Indonesian delegates. This activity is a seminar organized by BIFF to introduce various managerial and marketing aspects in the film industry, as well as provide opportunities for industry players to learn from experiences and best practices applied at the international level. Through this activity, Indonesia has the opportunity to gain deeper insights into budget management, marketing strategies, and global film distribution.

The purpose of this service activity is to increase understanding of film management and marketing in Indonesia, so as to strengthen the position of Indonesian films in the international market. The specific objectives of this activity include capacity building in production management, budget management, and the development of a more planned marketing strategy for Indonesian films. In addition, this activity aims to strengthen Indonesia's international network in the film industry, which will open up wider collaboration and distribution opportunities for Indonesian films. The expected benefits of this activity are very broad, not only for Indonesian film industry players, but also for the development of the film industry as a whole. Through increasing managerial and marketing capacity, it is hoped that Indonesian films can be produced with better quality and be able to compete in the international market. With a better understanding of global marketing and distribution, Indonesian films can gain greater exposure, both through international film festivals, digital platforms, and global distribution. In addition, this activity also opens up opportunities to build international cooperation in the field of production and distribution, which can ultimately benefit Indonesia's creative economy.

This activity is very relevant to the urgent need in the Indonesian film industry to improve film management and marketing so that it can be more competitive in the international arena. Therefore, participation in the Busan International Film Festival 2022 is a strategic step to increase managerial capacity and introduce Indonesian films to the international world. Through this service, it is hoped that Indonesia can continue to develop the creative industry sector, especially film, and have a positive impact on the growth of the creative economy as a whole.

2. METHODS

The method used in this community service activity adopts a qualitative descriptive approach with the main goal of exploring Indonesia's contribution to the development of film management and marketing through active participation in the 2022 Busan International Film Festival (BIFF). This activity focuses on seminars and discussions that discuss various managerial and marketing aspects in the international film industry. As an Indonesian delegate, the author was directly involved in various sessions, including seminars and presentations held at BIFF, to gain insight into best practices in global film management and marketing. The main data collection techniques used are participatory observation, interviews, and documentation. Participatory observation is carried out by following BIFF events in person, allowing writers to gain a deeper understanding of the strategies and challenges faced by the international film industry. In addition, interviews with film industry players and policymakers were also conducted to explore perspectives on the opportunities and obstacles faced by the Indonesian film industry in the global market. Documentation in the form of notes and materials obtained from seminar activities also complements the data collected. Once the data is collected, a thematic analysis is carried out to identify the main themes related to film management and

marketing. This analysis aims to find important patterns that can be applied in the context of the Indonesian film industry, as well as to formulate recommendations that can support the development of managerial capacity and marketing of Indonesian films to be more competitive in the international market. By using this approach, it is hoped that a comprehensive understanding of the challenges and solutions that can be applied to optimize the Indonesian film industry in the global arena can be obtained.

3. RESULTS AND DISCUSSION

3.1 Results

Results of BIFF 2022 Seminar and Discussion Observations



Figure 1. Interactive Discussion of Indonesian Delegates with Various Delegates in Various Countries
Source: Guruh Marhaenis Handoko Putro (2025)

Based on figure 1, it shows that the service activities carried out at the Busan International Film Festival (BIFF) 2022, which took place from October 8 to 15, 2022, provided many important insights into the international film industry. One of the main elements discussed in various seminars is digital-based film production management and marketing. As an Indonesian delegate, the author participated in various seminars and discussions that presented international speakers on best practices in film management, budget management, and effective marketing for international films. One of the themes that stood out in the seminar was the management of film production budgets. Many international film producers emphasize the importance of careful budget planning from the early stages of production. Films that are successful in the international market are those that have the right budget allocation, not only for production, but also for marketing and distribution. This gives an idea that Indonesian film producers need to pay more attention to comprehensive budget planning, by adjusting to the rapidly growing marketing needs in today's digital era.

In addition, these seminars also provide an overview of the importance of using technology in film marketing. The use of social media and streaming platforms as the main channels in promoting films has become the most dominant discussion. Compared to previous years, social media and streaming platforms are increasingly dominating the global film market. Marketing through digital platforms is not only more cost-effective, but it also reaches a global audience without geographical restrictions, which provides a great opportunity for Indonesian film producers to introduce their works to the international market.

Budget Management in Film Production



Figure 2. Seminar on Budget Management and Film Distribution
Source: Guruh Marhaenis Handoko Putro (2025)

Based on Figure 2 shows that one of the important results found in the seminars and discussions at BIFF is how budget management plays a crucial role in the success of a film, both financially and in terms of international distribution. Films with efficient budgets and transparent fund management allow producers to be more flexible in facing various challenges that arise, from unexpected production costs to the allocation of funds for marketing. International film producers who attended BIFF 2022 suggested that budget management be carried out by paying attention to the details of each stage of production and ensuring that the allocation of funds for marketing and distribution has been adjusted to the needs of the global market.

For the Indonesian film industry, the results of this observation are very relevant because many Indonesian films have difficulty managing their budgets efficiently. Funding constraints often hinder producers from optimizing the marketing process, which ultimately has an impact on the introduction of films in the international market. Therefore, it is important for Indonesian film producers to start prioritizing the allocation of marketing and distribution funds using more cost-effective digital technology.

Digital Technology-Based Film Marketing



Figure 3. BIFF Project Market to introduce Film
Source: Guruh Marhaenis Handoko Putro (2025)

Based on figure 3, it shows that digital marketing is one of the main findings of this service activity. Film marketing through social media and streaming platforms has proven to be effective in introducing films to international audiences. At BIFF 2022, most international film producers have already adopted data-driven marketing strategies that leverage social media platforms

(such as Instagram, Twitter, and TikTok) as well as streaming services to promote their films. Based on the results of observations, it is evident that the use of this digital platform can increase market reach more efficiently and quickly, compared to traditional marketing that relies more on local festivals or cinemas. This digital platform allows producers to reach a wider audience without geographical restrictions, and allows for direct interaction with film fans through social media, which strengthens the film's engagement and exposure in international markets.

International Collaboration in Film Production and Distribution



Figure 4. Meeting and Collaboration of Delegates from Various Countries
Source: Guruh Marhaenis Handoko Putro (2025)

Based on figure 4, it shows that international collaboration in the film industry is a theme that was widely discussed in seminars at BIFF 2022. International speakers conveyed the importance of building networks and cooperation between film producers from various countries to improve the quality and distribution of films. This collaboration allows film producers to share resources, enrich production perspectives, and expand film distribution to global markets. Based on the results of the discussion at BIFF, Indonesian film producers can see this collaboration as a great opportunity to increase exposure and introduce their film products in the international market.

The speakers explained that films produced through international cooperation have a greater opportunity to be distributed to various countries. In addition, this cooperation also brings benefits in terms of funding, as Indonesian film producers can get financial support from foreign investors who are interested in working together on joint film projects. Therefore, it is very important for the Indonesian film industry to expand international cooperation in production and distribution aspects, especially with major countries in the film industry, such as South Korea, Japan, and the United States.

3.2. Discussion

Budget Management and Indonesian Film Production

One of the important findings from the results of this service is the management of the budget in Indonesian film production which is still often carried out in an inefficient way. Many Indonesian film producers have not maximized their budget potential well, especially in allocating funds for the marketing and distribution of films in the international market. From the results of observations, it is clear that poor budget management can cause difficulties in marketing films widely. For example, Indonesian films that have the potential for good quality often fail to gain wide exposure abroad due to limited marketing. In many cases, Indonesian films are only promoted domestically or through local film festivals, which makes them limited to smaller audiences. This signals that it is important for Indonesian filmmakers to focus their budgets on digital marketing, by leveraging social media platforms and streaming services to introduce their work to a global audience.

Digital Marketing That Is Still Neglected in Indonesia

Digital-based marketing has indeed proven to be very effective in introducing films to the international market. Based on the results of the discussion at BIFF 2022, many international film producers have adopted digital marketing strategies to the maximum. The use of social media and streaming to promote films is becoming a key strategy to reach a global audience, without geographical restrictions. However, Indonesian film producers still do not take advantage of this opportunity. Although there are several Indonesian films that have tried to use social media, the approach is still limited and not well organized. By leveraging data-driven marketing, Indonesian film producers can better understand their audiences and adjust their marketing strategies. In addition, it is also important to focus on promotions that engage the audience directly, such as through online discussions, exclusive trailers, or collaborations with influencers on social media.

International Collaboration: Opportunities and Challenges for Indonesian Films

International collaboration in film production is an important strategy to expand access and distribution of Indonesian films. Many international film producers are successful because they have strong networks and financial support from different countries. This international collaboration allows co-produced films to have more distribution channels and a wider market reach. Indonesian films need to be more involved in joint production with other countries to enrich quality and expand the market. By opening the door to international collaboration, Indonesian films can gain more financial support and introduce Indonesian culture to a global audience. This can also increase the attractiveness of the Indonesian film industry as a player in the international market.

The Role of the Government in Supporting the Film Industry

The government has a very important role in supporting the development of the Indonesian film industry, especially in increasing the competitiveness of Indonesian films in the global market. In developed countries in the film industry, such as South Korea and France, the government plays an active role in providing funds and infrastructure that support film production, as well as facilitating international film distribution. In Indonesia, the government's role in facilitating Indonesian film producers to participate in international film festivals needs to be strengthened. The government also needs to provide more incentives and support for the marketing and distribution of Indonesian films, with the aim that Indonesian films can be seen and appreciated by more global audiences.

Challenges and Solutions to Increase the Competitiveness of Indonesian Films

The biggest challenge faced by the Indonesian film industry is the lack of understanding in budget management and digital-based marketing. For this reason, Indonesian film producers need to increase their capacity in terms of digital-based production management and marketing. In addition, it is also necessary to strengthen international networks that allow Indonesian films to be produced with other countries, as well as take advantage of global distribution through social media and streaming.

4. CONCLUSION

The service activities carried out at the 2022 Busan International Film Festival (BIFF) have succeeded in making a significant contribution to the development of Indonesian film production management and marketing in the international market. Through participation as an Indonesian delegation in various seminars organized by BIFF, a number of solutions to the problems faced by the Indonesian film industry, especially in terms of budget management, digital marketing, and international collaboration, have been successfully identified. One of the main problems found is inefficient budget management, especially in terms of marketing and distributing films to the global market. The proposed solution is the importance of more careful budget planning, with adequate allocation for digital marketing, as well as the use of social media and streaming platforms that can expand the reach of Indonesian films globally. In

addition, international collaboration in film production and distribution needs to be encouraged to increase the exposure of Indonesian films in the international market.

However, this study also has limitations both theoretically and practically. Theoretically, this study focuses on only one international festival, BIFF 2022, so its application may be limited to the context of the festival and not fully representative to the entire Indonesian film industry. In practical terms, many Indonesian film producers are still experiencing difficulties in accessing digital marketing technology or building international networks. This shows that there are limitations in the capacity of human resources and infrastructure that can facilitate wider international collaboration. For the sustainability of this service program, it is recommended that the next activities focus more on training and practical assistance to Indonesian film producers, especially in terms of budget management, digital marketing, and the development of international collaboration. Workshops, trainings, or seminars related to digital marketing and co-production can be a form of activity that can strengthen the capacity of the Indonesian film industry. The sustainability of this program is expected to build a stronger network between the Indonesian film industry and the international market, which in turn will boost the quality and distribution of Indonesian films in the global arena.

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