

ABSTRACT

Nowdays, the development of cinema in Indonesia increasing every year. This makes the existing production houses compete against each other. PT Kharisma Starvision Plus is one of the production houses in Indonesia that has existed since 1995 and was founded by Chand Parwez Servia. One of the Starvision films that became box office in 2016 is ‘‘Cek Toko Sebelah’’. This research discusses about how promotion planning strategy, how promotion mix strategy and how to evaluate result of execution of promotion mix strategy of ‘‘Cek Toko Sebelah’’ Film by PT Kharisma Starvision Plus. The method used in this research is qualitative descriptive with using constructivism paradigm. Data collection techniques were interviewed with two key informants from PT Kharisma Starvision Plus, one marketing expert and qualitative documents.

The results of this study indicate that the ‘‘Cek Toko Sebelah’’ by doing promotion planning, using 5 promotion mix that is advertising through print media, electronic media, outdoor media and digital media; sales promotion through free gifts, quiz with prizes, contests and merchandise: public relations through press conference, roadhshow, campus visit, media cooperation, active on social media and website; direct sales and direct marketing through the LINE Messenger application. From the results of research, researchers have found that this film also has a form of word of mouth promotion. Of all promotional mix made, ‘‘Cek Toko Sebelah’’ maximize promotions through social media, Instagram and Youtube. The results of this evaluation can be seen with the number of viewers who reached 2,641,255 people during 65 days of airing and get 19 awards from various categories and various film events in Indonesia in 2017.

Kata kunci: Promotion Strategy, Promotion Mix, Film.