

THE ROLE OF SOCIAL MEDIA IN GENERATION Z DECISION-MAKING PROCESS TO WATCH FILMS IN CINEMAS

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ABSTRACT

According to data from the Central Bureau of Statistics, the number of moviegoers in Indonesia has increased dramatically from 16 million in 2015 to 42.7 million in the first few months of 2018. In 2019, 64% of the young millennial generation, or those between the ages of 23 and 30, watched films domestically. This data is equivalent to 81% of Generation Z, or those between the ages of 15 and 23. This study aims to examine the Role of Social Media in Generation Z's Decision-Making Process to Watch Films in Cinemas. This study used a literature review technique. The database used was Google Scholar, Garuda Portal, and Research Gate, and found the final results of 9 articles. The results of the study show that Generation Z is known to be more independent than the previous generation. They don't wait for their parents to teach them things or tell them how to make decisions. In addition, many things can influence Generation Z's decision-making process in choosing films in cinemas, including the media, information technology, ways of communication, as well as new media or social networks.

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1. INTRODUCTION

Modern society is greatly affected by the rapid development of technology. Humans are no longer limited by space and time when communicating with each other and sharing information thanks to gadgets, computers, laptops, netbooks, and other ICT devices. This is closely related to the characteristics of Generation Z which cannot be separated from everyday life from gadgets. Generation Z is a generation that grew up in the technology era and has an innate preference for working alone as opposed to working in groups or collaborating with other individuals. The fact that this generation grew up around technology and gadgets makes sense considering their early exposure to them. Fatimah who reported that 49.52% of teenagers used gadgets or the internet in 2018 further confirmed this (Erlianti, 2020).

The growth of a small film industry or the promotion of independent films can also be helped by the presence of social media. Independent films usually feature unique topics and sections, which makes it impossible for them to enter commercial cinemas because their subject matter is not suitable for general audiences. It is also necessary to use other media, such as streaming services, so fans of independent films or the arts can freely choose the particular film they want to watch (Permana & Mahameruaji, 2019).

According to data from the Central Bureau of Statistics, the number of moviegoers in Indonesia has increased dramatically from 16 million in 2015 to 42.7 million in the first few months of 2018. This is in line with the increase in cinemas from 1,002 in 2014 to 1,500 in early 2018. The majority of moviegoers in this theater are under 30 years old. According to a 2015 poll by Saiful Mujani Research and Consulting (SMRC) of 505 students from three universities in Jakarta, more than 50% of respondents see 7-8 films in cinemas every year, and even around 30% watch one or more films every month (Yulianto et al., 2017).

Further referring to Saiful Mujani Research and Consulting (SMRC) research in 2019, 64% of the millennial youth, or those between the ages of 23 and 30, watch domestic films. This data is equivalent to 81% of Generation Z, or those between the ages of 15 and 23. In contrast, in 2018, 52 million people were watching national films on all Indonesian cinema networks. Millennials and Generation Z have the potential to contribute to the growth of national film according to data from filmnasional.or.id (Setyowati, 2020). Based on the background that has been described, this study aims to examine the Role of Social Media in Generation Z's Decision-Making Process to Watch Films in Cinemas.

2. METHOD

This study used a literature review technique. A literature review is a thorough summary of the research that has been conducted on a particular topic to inform the reader of what is known and what is

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not known about the subject, to explain why previous research was carried out, or to provide ideas for future research (Denney & Tewksbury, 2013). The data used in this research comes from the results of research that has been conducted and published in national and international online journals. In conducting this research the researcher searched for research journals published on the internet using the Google Scholar search engine, Garuda Portal, and Research Gate with the keywords "the role of social media", "decision making", and "watching cinema films".

Inclusion Criteria

- a. Articles published in English and Indonesian
- b. Articles published between 2010-2022
- c. Articles about the Role of Social Media in Generation Z Decision-Making Process to Watch Films in Cinemas
- d. There are no specific target country criteria

Exclusion Criteria

- a. Opinion articles, review articles (systematic reviews and literature reviews), reports, and commentaries
- b. Letters and book reviews

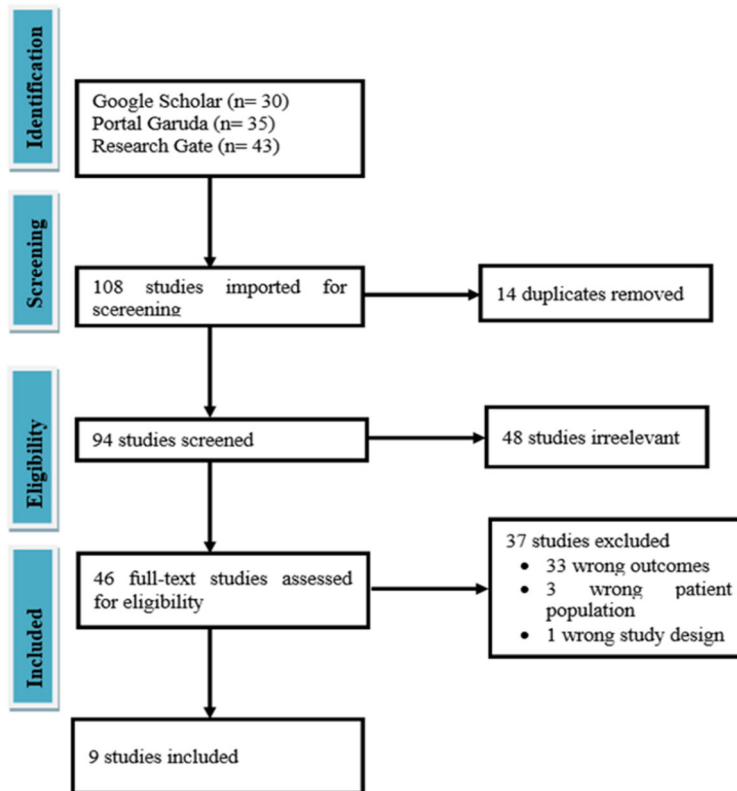


Figure 1. PRISMA Flow Diagram

3. RESULT AND DISCUSSION

Table 1. Data Extraction

| No | Writer | Title | Findings |
|----|-----------------------|---|---|
| 1 | (Sadrya et al., 2022) | Film Recommendation System Using the Multiple Attribute Utility Theory Method | Viewers have a wide selection of films to choose from because there are so many films produced in different genres, including drama, comedy, horror, and others. A recommendation system is a computer system that assists users in making decisions by giving them |

| No | Writer | Title | Findings |
|----|-----------------------------|---|---|
| | | | suggestions by analyzing data on the system. We need a way that makes it easier for the audience to choose the film they watch with the help of information technology. The purpose of this study is to create a recommendation system for moviegoers. The Multi-Attribute Utility Theory (MAUT) approach is used in system design. The information used on the system is obtained from IMDB (Internet Movie Database) via an API request. The result of this research is a website-based decision-making tool that can suggest films to consumers. Besides that, |
| 2 | (Pangestu et al., 2018) | The Influence of the IMDB Rating on the Decision to Watch the Game of Thrones Film in the City of Bandung in 2018 | The IMDb (X) rating is in the very high category, meaning that most viewers feel that the rating is considered good enough for a film. The decision to watch (Y) is in a high category, meaning that the decision to watch Game of Thrones is always influenced by the IMDb rating. It can be concluded that the IMDb rating has a significant effect on viewing decisions. The effect of the IMDb rating on viewing decisions can also be seen from the R squared value on a determination coefficient of 0.495 or 49.5%, and the remaining 50.5% is influenced by other factors not examined in this study. |
| 3 | (Firdaus et al., 2022) | Increasing Interest in Watching Films in Cinemas Based on Audience Attitudes Through Managing Attitudes Against Intention To Watch Movies | This study found that there is a role for the variable's attitude, subjective norms, perceived behavioral control, electronic word of mouth, and involvement in increasing the intention to watch movies. Future research is expected to be able to add occupation and social media usage variables which can influence interest in watching films in cinemas. |
| 4 | (Yulianto et al., 2017) | Identification of Student Decision-Making Styles as Cinema Consumers | Three dominant styles were found, namely Perfectionistic (36.00%), Price conscious (35.11%), and Recreational (31.56%). This means that students tend to prioritize the quality of cinemas in watching films as a means of entertainment while still paying attention to ticket prices in their spare time with limited finances. |
| 5 | (Lalitamani c et al., 2014) | The Influence of Activity, Interest, Opinion (AIO), and Price Perceptions on the Decision to Watch Movies at the Semarang E-Plaza Cinema | The research findings suggest that, in part, activity variables have little influence on consumers' viewing choices. Nonetheless, even though they do not have a significant effect, interest and opinion variables still have a good influence on consumers' choice of spectacles. The factor that has the greatest influence on viewing decisions is price perception which has a beneficial and significant influence. The consumer's viewing decision is influenced by the variable interest, activity, opinion, and price perception simultaneously by 48.1%. |
| 6 | (Erlianti, 2020) | Generation Z Information Search Behavior Patterns with an Ellisian Perspective | Generation Z uses keywords that have been created to be associated with the themes needed when searching for information. They usually don't use references or referrals when generating keywords; instead, they work from each other's understanding. The informant conducted a search using Manawa, collected all search results, then re-selected them based on their reliability |

| No | Writer | Title | Findings |
|----|-------------------------|---|--|
| 7 | (Suvattanad ilok, 2021) | Social media activities impact the decision of watching films in the cinema Montajula | and uniqueness. However, typical informants agree not to consider the novelty factor. Considering the characteristics of authenticity and recency will help Gen Z to select and use information more wisely, especially if it comes from electronic sources, and will help ensure that their information needs are appropriately met. Social media references will motivate viewers to enjoy the recommended films. Social awareness is also related to determining the reference value for video playback. The findings of this study indicate that social networks influence audiences to watch movies. Overall, various factors need to work together to inspire audiences to see a film. To get people to go to the cinema more often, it is important to explore other strategies for market demand. |
| 8 | (Gavilan et al., 2019) | <i>The Influence of Online Ratings on Film Choice: Decision Making and Perceived Risk</i> | First, Filmmakers should pay attention to what is being said and said in film-based online communities of all-time movie theaters to have a better understanding of consumer attitudes, perceptions, opinions, etc. for their film. Highly rated films with good reviews can run in theaters for a longer period. Second, film producers and studios should participate in the communication. This means directing their communication efforts towards online community users, i.e. providing incentives such as discounts to increase community participation. Good ratings supported by many reviewers have a positive influence on a film's performance over its lifetime. |
| 9 | (Suwanto, 2012) | <i>Identifying Key Factors Affecting Consumer Decision-Making Behavior in Cinema Context: A Mix Method Approach</i> | In general, film consumers who were involved in the FGD were divided into 2 segments. The first segment is film lovers or film consumers. The hallmark of this segment is that they don't mind watching movies alone so they can enjoy watching movies. Before choosing a film to watch, they look for various sources of information in various media. This film is very much determined by their own decision choices. After watching the film they are willing to become film communicators in terms of personal blogs, social networking sites, discussion forums on the internet, and interpersonal communication |

Generation Z

Generation Z is the group born from 1998 to 2009. Generation Z is the technology generation. They have started to know the internet and the web along with their age since they were little. Generation Z has been introduced to the world of social media since childhood. Generation Z is a person born when technology has taken over the world, therefore this generation is known as the silent generation, the silent generation, and the internet generation. Generation Z, is also called iGeneration or Internet generation (Fitriyani, 2018).

Generation Z is known to be more independent than previous generations. They don't wait for their parents to teach them things or tell them how to make decisions. When translated into the workplace, this generation develops to chooses to work and study alone. Without a doubt, Generation Z will be the most diverse generation to enter the workforce in United States history. They consist of various sections of racial or ethnic minority groups. They were also raised to be more accepting and respectful of the environment than previous generations of people. Generation Z puts money and jobs high on their list of priorities. Of course, they want to make a difference, but living and growing are more important.

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Meanwhile, according to Suvattanadilok (2021) Generation Z is also known as Net Generation and iGen, among others, this generational group does not have a generally accepted definition, although most demographers place it from 1995 or later. Generation Z is more connected than any previous generation. Their formative years are defined by their daily use of the internet and social media, making them true digital natives. This is in contrast to the older group, who can remember the "junction between the analog and digital worlds" (Suvattanadilok, 2021).

Social Media as a Marketing Tool

Social media is critical to the success of any marketing campaign today because of an idea known as value networking. Network value is "the strength or value of a network from the member's point of view. In other words, the ability to reach anyone at any time with a specific, personalized message is potentially more valuable from both a marketer's and consumer's point of view than reaching the entire network with a single message. Social media, according to Evans and Bratton (2012), "is an individual medium, a key idea for understanding how to translate this potential into reality." As social media has become a staple for marketing and advertising in recent years, several major film studios have capitalized on its popularity, and successfully created a marketing campaign for their film (Baker, 2016).

The main mistake companies make when using social media in marketing campaigns is that they see social media as just another channel for marketing instead of seeing how to do things differently. The key aspect of using social media to market anything is to understand that social media has put consumers in more power than ever before and hearing the voice of consumers is essential for a successful marketing campaign.

The Role of Social Media in the Film Watching Decision Making Process

Today, the majority of filmmakers have launched their campaigns to expand into social media by actively supporting films that enhance their audience's understanding of a particular film. Several studies have looked at variables such as promotional programs, social media platform activity, trailer evaluation, and the decision to watch a film. Viewers want to watch movies and often look for information about movies to watch movies before reading movie previews in magazines, browsing online, or looking for movie stars like friends or family. Prospective filmgoers are also more likely to watch films in theaters after reading social media pages on the film's official website (Suvattanadilok, 2021).

Several factors can influence consumers in choosing the film to watch. Therefore, consumers consider certain things before choosing a film: (1) marketing communications; (2) impartial sources of information; (3) film features; (4) contents; and (5) easy access (Umukoro et al., 2020). Consumers who have seen or been exposed to the film in marketing messages and who talk to other customers about their experience trigger better word-of-mouth through live chat or social networking sites (Chakravarty et al., 2010). Film critics usually write reviews on the web or in magazines and posts, including previews and content summaries of films. Therefore, subscribers can evaluate the content of films related to history, objectionable material, and technology (Moses et al., 2016). If viewers can compare a trailer's desire to watch a certain film with their desire to see another film, they will most likely be "sold" to the advertised film (Oja, 2019). The traces of trailers shown by other media, related to the emotions and expectations of the audience, will also make people interested and interested.

Factors Driving Decision-Making for Generation Z to Watch Films in Cinemas

Today's consumer needs have given birth to a way of life where people have to choose products or services based on their wishes. According to Kotler (2002: 192), a person's lifestyle can be characterized as the way he interacts with the outside world indicated by his activities, interests, and points of view. Lifestyle refers to how a person interacts with his environment as a "whole". Therefore, each customer has a unique set of skills to make choices about what to buy (Lalitamanic et al., 2014).

The first driving factor is subjectivity. Subjectivity is defined as the behavior of a group, such as the behavior of friends, family, lovers, or co-workers, which can influence the purchase intention (perception) of a film. Purchase intention is influenced by behavioral control, which is the term for customers who are responsible for their purchase choices (Prakash & Pathak, 2017). Digitalization in various forms, including a type of advertising known as "Electronic Word of Mouth", is unavoidable due to technological advances (Demirel et al., 2018). Because viewers express enjoyment or liking while watching movies, satisfaction, and subsequent behavior may involve viewers in persuading other consumers, and involvement can affect purchase intentions (Ullah et al., 2021).

Apart from that, content thumbnails were found to be one of the most influential components in the choices in both methods. All thinking participants considered this component and rated it as important. Additionally, it has the fourth-highest average on a measure of Generation Z importance in quantitative data. Qualitative study participants mentioned they preferred thumbnails with pictures of people, with one mentioning that they liked thumbnails that had a clear focus on one person. Further research found that 50 percent of the selected or clicked thumbnails featured a single actor. 25 percent featured two to three actors, and the remaining 25 percent featured four or more actors. Another entrant commented that their selection was centered on the age of the actor in the thumbnail (Suvattanadilok, 2021)

In addition, many things can affect people's decision-making processes, including the media, information technology, modes of communication, and new media or social networks, which are integrated tools that include all of the above. Ways of communication and access to information have changed a lot in recent years with the development of social networks and the growth of their popularity among the population. According to (Kaplan & Haenlein, 2010) social network is a group of applications that enable users to create and share content. Nearly every segment of the population today has the opportunity to use one of the platforms by sharing, creating, or consuming content, and this varies depending on the platform itself, thus forming a generational or professional segment within the population. Kaplan and Haelein (2010) define six types of social media: blogs, content communities, collaborative projects, social networking sites, virtual social worlds, and virtual game worlds. From that time to the present, social networks have developed, changed, disappeared and new ones have been created, but their influence on humans has not weakened, but on the contrary, they have become part of everyday life, and their influence extends and deepens, and is expected by every company when this, whatever they do.

4. CONCLUSION

It can be concluded that Generation Z is known to be more independent than the previous generation. They don't wait for their parents to teach them things or tell them how to make decisions. The key aspect of using social media to market anything is to understand that social media has put consumers in more power than ever before and hearing the voice of consumers is essential for a successful marketing campaign. Today, the majority of filmmakers have launched their campaigns to expand into social media by actively supporting films that enhance their audience's understanding of a particular film. Several studies have looked at variables such as promotional programs, social media platform activity, trailer evaluation, and the decision to watch a film. Furthermore, The first driving factor is subjectivity. Subjectivity is defined as the behavior of a group, such as the behavior of friends, family, lovers, or co-workers, which can influence the purchase intention (perception) of a film. Second, many things can influence Generation Z's decision-making process in choosing films in cinemas, including media, information technology, ways of communication, as well as new media or social networks, which are integrated tools that cover all of the above.

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