



User Generated Content Analysis And Marketing Strategies And Their Implications In The Existence Of Air Philm (Case Study: KKN Film in Danari Village)

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Article Information	ABSTRACT
<p>History of the article: Accepted: July 2023 Corrected: August 2023 Accepted: October 2023</p> <p>Keywords: Strategy, Marketing, User Generated Content (Other Internet users)</p>	<p>The research aims to analyze the extent to which the role of user generated content in developing marketing strategies as Internet technology progresses as well as the implications of the application of user-generated content into the existence of home films. The research method used is a qualitative method with a descriptive scale that uses a case study approach. Data collection in this study was obtained through the observation of literature sources and other documentation related to consumer interest in making purchasing decisions. The results show that user generated content plays an important role in developing a business strategy. This is proved by the expression of a film producer who has already received very satisfactory results. The User Generated Content strategy has become a strategy that has a major impact on film production because User generated content plays an active role in its promotion process. Some important roles of user generated content are: 1) Increase traffic organically 2) More consumer confidence 3) Save costs. And the implication is being able to introduce the existence of a hometown film with a short duration of time that is able to make a lot of people feel curious to watch the movie.</p>

Introduction

UGC (User Generated Content) is the most important element that is very influential in attracting consumer interest and attractiveness in making purchasing decisions. Customers or consumers are the most accurate measure in evaluating a brand. Customer attitude is the customer's tendency to do, to consume, to optimize his satisfaction. (Nurbaiti, dkk: 2023). In fact, almost 90% of the buyers of a product say that their purchases are influenced by user-generated content and 73% of buyers experience an increase in their purchasing confidence because of user-generated content. Consumers are believed to prefer UGC because it is considered very natural and original rather than promised content by the brand itself. If in the real world strategy through mouth to mouth or word of mouth is very effective to network customers, then in the digital world UGC takes over that role (inmarketing.id).

Previous research conducted by Faizal Wayan Umbara in the Journal of Management Strategy and Business Applications with the title Research User Generated Content in Social Media as Business Promotion Strategy. His research revealed that User Generated Content is important for marketers or brand owners in monitoring the development of user generated content, although companies can not be said to be able to control user-generated content because it is the domain of consumers. From such research, current research develops the function of UGC in the existence of hometown film.

The existence of a hometown film requires a strategy in terms of its marketing promotion. If compared to the marketing strategy of KKN Film in the Dance Village, another example researchers draw from the movie Habibie & Ainun that implemented the Public Relations strategy. In general, Public Relations is a process of interaction with the aim of creating public opinion as an input that is beneficial to both sides.



The stage of implementation of the strategy of MPR MD Entertainment on marketing Habibie & Ainun Films includes what, who and how the process of delivering the messages to be delivered to the public. The use of various MPR tactics both in the form of Offline, Online and Ground Activity that emphasizes the Unique Selling point of the person appointed, accompanied by advertising/advertising, publicity, merchandising and assisted by the power of word of mouth done by the media and society, spread to all layers of society that are targeted. Public Relations MD Entertainment's marketing strategy on Habibie & Ainun's film marketing has been well done and through a very mature preparation process. The implementation phase of MPR MD Entertainment's strategy on Habibie & Ainun's marketing covers what, who and how the process of delivering messages to the public (T. Adi & Lilis P: 2015). Retrieved through krjogja.com, Tomi raised the title "Habibie and Ainun 3 close 2019, Film kantong profit Rp. 41.5 M. As evidenced by Kontan.co.id, Habibie & Ainun has reached 5.6 million viewers. According to records, the first series, Habibie & Ainun in 2012, attracted 4.58 million viewers. Subsequently, Habibie & Ainun 2 (Rudi Habibie) which was released in 2016 sucked 2 million viewers. And Habibie & Ainun 3 reached 2.7 million viewers in just a week.

Marketing strategy planning generally uses a 4P system that includes Product (product/service), Price (price), Place (location/location), and Promotion. (promosi). To get the maximum response or results, see how often a businessman to promote to the crowd. Consumer attitudes and behavior are influenced by the word of mouth marketing of other consumers. It obviously clarifies that an important role in the marketing context is the high interest and attractiveness of potential consumers to make a decision-making.

The exploration of discourse in the business sector is not entirely transparent if it is not in line with the development of information and communication technology. The marketing system used in the era of the industrial revolution 4.0 to 5.0 has been implemented in online form via the Internet. Even in order to build deeper business relationships, information and communication technologies become the right tools and containers to existing goals. Information and communication technology provides an essential element called social media that can be accessed at any time without any limit of space and time. Social media is a fairly effective way to generate a conversion of the business world in terms of expanding traffic. Given the widespread development of Internet users, automating the pace of marketing can be exploited as optimally as possible.

In the new paradigm of marketing, there are N.L. Krisna Models or MARSc Models. The MARSC Model is built from three existing models, namely the CICIS Model discovered by Prof. Sucherly, S.E., M.S. of Padjadjaran University, Source of Advantage Model by Prof. David W. Cravens from the Neeley School of Business at Texas Christian University, and Creation Shared Value (CSV), a model developed by Prof. Michael Porter & Kramer of Harvard Business School Boston USA. 1) The CICIS model was found at the beginning of a very rapid development of technology, especially digital information technology, so that it is very possible that the activities that were once performed by humans could be replaced by Artificial Intelligent (AI) or Robots, so many humans lose their roles, therefore the need for a skill that can not be substituted by AI technology, namely called CICis (Critical Thinking, Ideas, Creative, Innovative, and solutions), 2) Source of Advantage Model is based on the need of a company to have an advantage in order to win the competition, so the company that is able to have the advantage of these three things can win the contest, that is, have superior resources (superior resources), have superior skills (supérieure skill), and have superior control (supérieur control), 3) Creating Shared Value Model is a revolutionary new thinking in business relationships, which blends social goals in business practice without distracting the attention of the company from its main goal to profit. Based on these three models, and based on the results of research and scientific research both academically and practically, a model called the MARSc Model, namely Market, Access, Resources, Skill, and Control (MARSc) is built. (Zulkifli N: 2021).



Marketing mix is a term used to describe the combination of the four major forming the core marketing system of an organization. The four elements are product/service offerings, price structure, promotional activities, and distribution systems. (William J: 1986). The existence of the Internet has become a milestone in the success of digital technology that is no longer a necessity but a must in everyday life for the benefit of both individuals and. Unavoidably, if we're talking about the advancement of digital technology, it means we have to talk about the existence of the Internet. (Zulkifli N: 2021). PUSKAKOM UI survey results showed: 85% of Internet users in Indonesia use smartphones while surfing the cyber world. The second most widely used device is a laptop, followed by a PC/computer, and finally a tablet. Most people access the internet from home and use it for an average of 1 to 3 hours a day.

Generally, a company has a specific goal and to it requires a strategy. Strategies designed to minimize failures and maximize results (Urban dan Star, 1991: 5). A strategy is a basic guideline and goal plan, resource allocation, and the organization's interaction with markets, competitors and other environments. (Walker, Boyd, Mullins da Larreche, 2003: 9). Sucherly (2004:8) and Jain (2000:9) affirmed that strategy is a comprehensive and integrated unity of plan that connects the internal strengths of a company with the opportunities and threats of the external environment. The substance of strategy is basically a plan. Strategy therefore concerns the evaluation and selection of alternatives available to a management in achieving a set goal. Sucherly (2004:8) identifies a number of characteristics of a strategy, as follows: 1) binds all existing parts of the company and becomes the unity of the plan to a set goal, 2) covers all the important aspects that exist in the company, and 3) integrates the plan of all parts.

According to Philip Kotler in his book *Marketing Management Analysis, Planning and Control*, marketing is a social process, in which individuals and groups get what they need, and they want by creating andining products and values with individuals and other groups. One element in an integrated marketing strategy is the marketing mix that is the strategy that drives the company, which is related to determining how the company presents its product offerings in a particular market segment, which are its target markets. Marketing mix is a combination of variables or activities that form the core of a marketing system, variables which can be controlled by a company to influence consumer response in its target market. Such variables or activities need to be combined and coordinated by the company as effectively as possible, in carrying out its marketing activities. Thus, the company not only has the best combination of activities, but can also coordinate the various marketing mix variables to implement the marketing program effectively.

Entertainment today is one thing that connects consumers among the kinds of other products and services. The thrills and entertainment presented are easily accessible through technological tools that are now rapidly expanding. Movies, Webseries, Drama, Sinetron, and various other arts that of course have basic goals of business development. It's very likely that the promotions that the artwork team is doing will go to social media. The marketing strategy that many people are using today is a form of distraction in the theme of entertainment that has been realized by consumers themselves. As for content loaded into a platform with the concept of writing, it can provide a great opportunity for a producer to be able to develop it into a performance art. And this is often called a user-generated content strategy. All the content created by internet users to post their experiences or opinions can provide a gold chance for a brand to see how interested other internet users are in reading the story.

A film directed by Awi Suryadi of production home MD Pictures titled *KKN in Dance Village* and Manoj Punjabi as its producer. They took a chance from a thread or review that was circulated by the owner of a twitter account under the username @SimpleM81378523. The account shares the story in an elaborate and puzzle-filled way, which is widely read by other Twitter users. And one of the market research performance analysis techniques is the very dominant opportunities obtained in this regard. Unlike the film in general, *KKN in Dance Village* is a work of the application of a brilliant marketing strategy. The story of the film is drawn from a story uploaded by the consumer. If an idea used comes from a direct consumer, then it's highly likely that the development of the idea will succeed in the market.



In 2022, the film KKN in Dance Village managed to attract the attention of film lovers with the horror genre in the homeland. KKN at Danari Village managed to showcase the results of his work as the best-selling film in Indonesia that penetrated up to 7 million viewers. The film is much discussed because the marketing strategy used is UGC. (user-generated content).

From the background above, a problem formula can be formulated, namely, how the role of User Generated Content in developing marketing strategies for KKN Films in Danari Village? And also how does User Generated Content imply in the existence of the homeland film world? So this research aims to analyze the extent to which the role of User Generated Content in developing marketing strategies as the Internet technology progresses, also knows the implications or impact of the application of user generated content in the existence of hometown films.

What is meant by strategy is a unified, comprehensive and integrated plan that connects the advantages of a company's strategy with environmental challenges designed to ensure that the primary objectives of the company can be achieved through proper implementation by the company. (Sunarji: 2019). In other words, a strategy is a set of objectives and targets, policies and rules that guide the company's marketing efforts over time, at their respective levels and benchmarks and allocations, especially as a response to the company in the face of changing environment and competitive conditions. (Tri Inda, et. al., 2021). These strategies specialize in the direction they are aimed at and are fully mutually supportive-realistic and can be poured into a clear marketing plan. (Setyo: 2011).

A strategy is a holistic approach that involves the implementation of an idea, planning, and execution of an activity within a certain period of time. A strategy emphasizes the action or action to a goal and the goal itself. (Marliyah: 2016). Marketing strategy is an attempt to market and present a product or service to the public. (Suhairi, et. al., 2022). Kotler defines marketing as a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging valuable products with others. (Rina & Fauzi: 2022). After performing market segmentation into several segments, the market to be evaluated is selected. Because the company's resources are limited, targeting is an effective approach to distributing it. Marketing operations are targeted at a specific target market to get the desired results (Febby & Nuri: 2022).

Marketing is the human activity aimed at satisfying desires and needs through the process of exchange (Phillip Kotler: 1976) Content relating to a product created and created by users and consumers outside the company's institutions and without any compensation, this is known as the term User-Generated Content. (Arnhold: 2010). It has become a need for the country to create a policy framework for creating and distributing UGCs because this content can bring creative expression, innovation and economic growth. (Tang, Fang & Wang: 2014). The sales success of any company is determined by how the company carries out an efficient marketing strategy and learns what consumers need and want. (Suhairi, et. al., 2022). Marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that can inform measures about the activities to be carried out in order to the goals of a company (Dinda & N. Jannah: 2022). Social media marketing can be interpreted as marketing activities on social media (Jeffelry Helianthusonfri: 2019). There are four social media that are commonly used by internet users as containers in business marketing, namely Instagram, Facebook, Twitter and YouTube.

The purpose of marketing concerns two sides, namely, the satisfaction of the consumer and the interests of the company. A satisfied consumer is a customer that benefits the company, which means that the company's goals will be achieved through the achievement of consumer goals. Therefore, marketing is a vital activity in some profit and non-profit organizations that provide goods and services. Then its success depends on the organization's ability to understand and find everything its customers need. (Y. Adelia & Nurbaiti: 2023)

Consumer behavior of a product as a social media user can be one of the strategies for a company or producer in marketing a product. Any social media user can upload anything he wants as a self-



expression. When a user uses or buys a product or service, then uploads a photo of a product on his social media account by showing the brand with a caption that is a good response to the product, in fact the user is already promoting the used product. Implementing promotional strategies using digital media is of course a lot of advantages. (M. Ito & Nuri A: 2022).

User-generated content can be accessed through an application or website viewed by a visitor with an internet connection. Such content may be text comments, videos, images, profiles, voices, and other media (Ryan & Jones: 2012). Voluntary contributors donate UGC to increase the number and support each other, generating new content that involves a variety of creative media. UGC as a concept popularized in the early 21st century with the emergence of Web 2.0 (Charlesworth: 2014).

UGC is any form of content developed by a user of a service or system and published publicly on a related online platform or system. Most of the traditional UGC definitions describe the importance of online platforms and technologies that support the creation of such content. These online platforms and technologies are forms of social media, social computing, Web 2.0, collective action tools, social web, reading/writing web, consumer-generated media, virtual communities, computer-mediated communication, online communities and socio-technical systems. (Leung: 2009). UGC, also known as "user-made content", is content published by users on various online platforms. (Shneiderman, Preece & Pirolli: 2011).

There is a framework analysis to explain why someone uses User Generated Media with seven motifs and three activities, including consumer, participating and producing activities. Consumption activity consists of information needs, entertainment needs, and mood management needs. Participation activities are based on the motif of enhancing social connections and the motive of virtual communities. While content-producing activity is based on self-expression and self-actualization motives (Shao: 2008). UGC helps users facilitate communication and exchange of ideas and obtain reliable information. This is because UGC-based information is said to be more honest and reliable because it does not bring any interest such as advertising or information officially issued by companies that contain promotions. (Cheong: 2008). Content made by users on social media by consumers about products or services is a form of online version from mouth to mouth or word of mouth (Wyrwoll: 2014, Manap & Adzharuddin: 2013). Although UGC has been harmonized and often confused with e-word of mouth, both have different characteristics depending on the content created by the user or the content submitted by the users. (Cheng et al: 2008).

With social media marketing, it is easier for entrepreneurs to interact with their customers online. The charges are not too high and there are no time limits as long as you're connected to the internet. Social media plays a role when the marketing of the company's activities forms an individual relationship with the customer and gives the company an opportunity to access the customer. (Kelly: 2010). With social media generalization across the community, researchers have studied the use of social media by investigating why they use social media, how much time they use, and how much they use over a certain period of time. (Bolton: 2013, Rosen: 2013).

Ransacked through Kelas.com by Adinda Nawangwulan, the film KKN in Danari Village uses more strategy through UGC creator. UGC creator has a character that is filled with the user's unconsciousness that he is automatically promoting a product, and the film does not have to pay a fee for that because what he does is purely the wish of the user himself. At some point, UGC's strategy was exploited through the campaign. UGC campaigns use other Internet users to campaign with full awareness by the user and provide appreciation or reward in that regard.

First) UGC Creator

UGC creator is someone who creates sponsored content that looks original, but is designed to display a particular business or product of a brand through social media such as Instagram and TikTok. UGC creators will display a value of a particular brand through specially created content. Unlike



influencers who need to develop their community before starting to work with brands, UGC creators do not need many followers and are not required to show their faces.

Second) UGC Campaign

Unlike UGC creator, UGC campaign is a marketing campaign that focuses on using user-made content to promote a particular brand or product. UGC users will upload the content through their own social media related campaigns. The UGC campaign will encourage customers to share brand-related content. Such as product reviews, social media posts, video content and photos. UGC campaigns also change the target or re-post the content as part of the marketing plan. Then, UGC campaigns can also generate some benefits such as brand awareness to increase engagement in various marketing segments.

Method

This research is a research of qualitative methods with descriptive measurement that uses a case study approach. The data collected in this study was obtained from observations of literature sources and other documentation related to consumer interest in making purchasing decisions. In this study, the researchers used data analysis techniques of Miles and Huberman models, through data analysis measures such as data collection, data reduction, data presentation and verification. According to Miles and Huberman (1992:90). The stages of data analysis are described as follows:

First. Data collection

In this case, researchers collect research data from interviews, observations and documentation in the field objectively.

Second. Data Reduction

Reducing data means summarizing, choosing the basic things, focusing on the important things, looking for themes and patterns. (Sugiyono, 2008: 247). Data reduction refers to the process of selection, centralization, attention, and simplification, abstraction, and transformation of "casar" data that occurs in written field records. Data reduction continues continuously as long as the qualitative project continues until the report is compiled (Miles dan Huberman 1992: 16).

Third. Data Presentation

The next most important stream of data analysis is data presentation. A data presentation is a structured set of information that gives conclusions and action. (Miles dan Huberman 1992:18).

Fourth. Conclusion or verification withdrawal

Data verification is an attempt to search, test, re-examine or understand meaning or meaning, order, patterns, explanations, currents, causes, or prepositions. Whereas the conclusion can be a description or illustration of an object that was previously still shady or dark so that after being investigated clearly, it may be a causal or interactive relationship, a hypothesis or a theory. (Sugiyono, 2008:253).

This research aims to explain or interpret the use of User Generated Content (UGC) as a marketing strategy in the 5.0 era. Thus, the researchers analyze and describe the implementation facts and implications of using UGC as a marketing alternative in the business world. With the subject of the language of one of the hometown films titled KKN in Danari Village, the researchers took the population of the research, namely adolescents in the area of the town of Medan Province of North Sumatra, as Internet users and viewers of the film.

The data used in this study can be classified as:

First) Primary Data

That is, data obtained from the object being studied, including data from journals, books, articles, the internet, and social media related to the object of the research.

second) Secondary Data

That is, the data obtained from other than primary sources, which are included in the secondary data are supporting data, i.e. the results of interviews with consumers or entertainment artists.

Results

User Generated Content Application

Some examples of user generated content commonly used by social media users:

First) Form content uploaded to social media

Taking advantage of a lot of content reposts uploaded by other social media users is the simplest form of UGC implementation. Examples of uploaded content are photos, videos, and threads or story reviews.

Second) Art Contest

The use of UGC through art contests can be done by involving products. It could be in the form of photos, videos, blogs, and so on. The goal is to get users to use and talk about the product.

It's like what Starbuck did in 2014 when he hosted the #WhiteCupContest on social media. This contest invites Starbuck buyers to draw in a white drink cup. As a result, in three weeks, there are 4,000 designs confirmed by users. Downloaded from dotnextdigital.com.

Third) Testimonial website

In addition to using social media, using websites can also generate marketing strategies. One of the most common examples is to make a site as a consumer's media to write a review of a product on a dedicated page that is already available.

Benefits and advantages of User Generated Content

The application of User Generated Content has many advantages in a product, including:

first) Increase traffic organically

The number of visits to websites that relate to the product will increase due to the high sense of authenticity. When someone visits a business website, then the visit will be recorded by the domain.

second) More consumer confidence

Generally, consumers trust recommendations more than others, even though they don't know each other. It's even more trustworthy than advertising. It shows that consumers see UGC as a primary consideration before buying a product.

third) Save costs

Since UGC is content that is entirely of the user, there is no charge of anything to pay the influencer. It's easier and safer than spending millions of rupees on product promotion.

User Generated Content as a Marketing Strategy

The Indonesian supernatural horror film titled KKN in Dance Village directed by Awi Suryadi, produced by MD Pictures as well as Pichouse Films managed to get a positive response from the Indonesians. The film was scheduled to premiere on March 19, 2020 and February 24, 2022, but both were cancelled due to the Covid-19 pandemic. What makes the Indonesian people enthusiastic about watching the film is the promotion process involving fans of the horror thread readers. It reveals the important role of User Generated Content or marketing strategies created by internet users unconsciously. A lot of teenagers, especially in the area of the city of Medan, responded positively to the film. Approximately 85% of them get information about KKN films in Danari Village through social media that they use on a daily basis. It explains the connectivity of other social media users who automatically shape a marketing strategy in their subconscious context. The status with the various titles typed by hundreds or even thousands of other social media users with the hashtag KKN in Danari Village provides indirect information and curiosity for every reader.

Students from the city of Medan were asked about the reasons for their interest in watching the film, some of them answered "I often see content related to the film KKN in the village of Danari". And besides, there's the answer, "I'm curious and want to know more about how the story goes." The implementation of User Generated Content has a positive impact on the sustainability of the marketing strategy of the film procedures. For example, the application of the UGC in the form of a review of the audience posted on their social media with the inclusion of the hashtag #KKNdiDesaPenari is very strong influence to make the interest of others increasingly greater accompanied by curiosity. This is supported by Gelb & Johnson's statement about marketing implementation, they say that word-of-mouth is a more effective means of marketing compared to promotion through time media. Another function of User Generated Content is to learn about the target audience of a brand. For some products or brands, social media that is often used as a container of UGC is Instagram and also TikTok. In the existence of the



homeland film world, even the implementation of UGC can also generate marketing strategies by curiosity from the responses of other internet users who view a review content about a movie. Some of the easy-to-know UGC characteristics are: 1) Content that contains a photo or video upload on a product. 2) Mention the brand name in the uploaded content. 3) Provide honest and detailed content reviews related to a brand's product. 4) Display real results related to product usage by displaying real results. The above-mentioned characteristics can be found in the content loaded in the same page. This facilitates increased web traffic from a page that aims to spread marketing strategies.

Implementation of User Generated Content as a Marketing Strategy in the Existence of Homeland Films

The implementation of the business promotion strategy carried out by UGC can be seen from the scale of the use of hashtags related to the film. The search based on the Instagram app, quoting two hashtags #kkndesapenari there are more than seventy thousand posts and #kkndidesapenari more than tens of thousands of posts. This makes the algorithm explore an application according to what is often seen or liked. The more Internet users open the tag, the higher the business promotion value it contains.

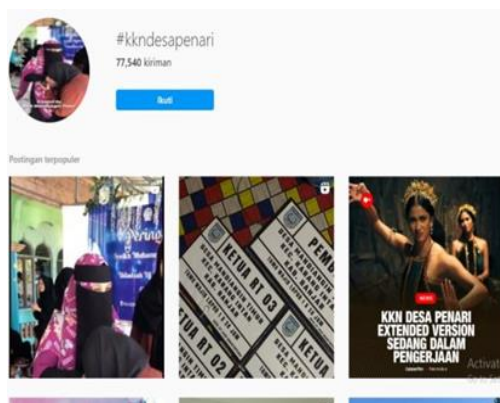


Figure 1. Hastag kkndidesapenari
Source: UGC Instagram posts, 2023

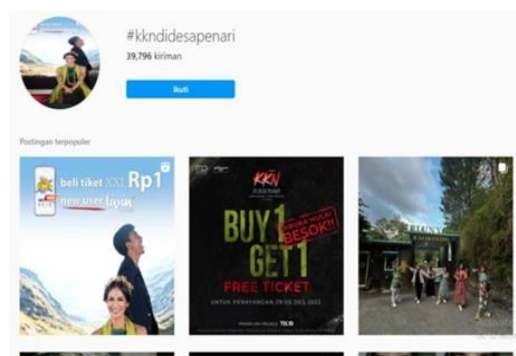


Figure 2. Hastag kkndidesapenari
Source: Instagram UGC posts, 2023

Implications of User Generated Content as a Marketing Strategy in the Existence of Homeland Films

KKN Film Producers at Danari Village say they're satisfied with the film's marketing results and can even beat Dr. Strange produced by Production Home abroad. "Here I am very satisfied. Satisfaction isn't just the best-selling film, the best selling film in the pandemic is the most satisfied one I can win from Dr. "Strange", said Manoj Punjabi, released from a video clip uploaded by the VIVA.CO.ID YouTube Channel account on May 24, 2022. The film's marketing success reached tens of billions of dollars. With a capital that's also five times as large as the production of a normal horror film, Manoj cited the cost he spent making the film as much as 15 billion. It is revealed that the gross revenue count of the film KKN in Dance Village with the number of viewers of more than three million people, MD Pictures as well as PH earned profit satisfaction with the figure of 36 billion Rupiah. The figure is counted from the number of spectators if multiplied by the ticket price. Three million people/tickets at the price of Rs. 17,000 that the producer received after being cut by the cinema, then equals Rs. 51,000,000,000.



Figure 3. Ticket sales in various Indonesian cinemas
Source: Kapanlagi.com, 2022

The influence of web traffic on business and improving personal branding is important nowadays. When technology becomes a digitization that functions as the root of business, then it's a golden opportunity because many people are starting to use the web for a variety of important reasons. Awi Suryadi selaku director who arranged the course of the film KKN in Danari Village has a main target beginning with the number of viewers as many as 3 million people, but the results of the web traffic of social media users who visit every page of KKN at Danari village has played a role and greatly gives good influence in the strategy of home film-an. As a result, by May 29, 2022, the number of viewers exceeded the estimate of 8.2 million people who had already watched the film.



Figure 5. Ticket sales in 25 days.
Source: sulteng.pikiran-rakyat.com, 2022



Figure 6. Total ticket sales
Source: gorajuara.com, 2022

Compared to a film promotion strategy that does not take advantage of UGC, so the Unwanted Heaven film also produced by MD Pictures and Manoj Punjabi as its producer, earnings are much lower. The film only reached an audience of over eight hundred thousand, this was revealed directly by actress or actress Laudya chintya bella in the YouTube Channel Tonight Show content uploaded on August 8, 2015. The two sides of the business, the seller and the buyer, have functions that influence each other for the smoothness of the strategy. If the Unwanted Heavenly Film is only from the seller's side that plays an active role, then instead the Dancer's KKN film has the active role of the buyer.

Since its premiere on April 30, 2022, KKN Film at Danari Village has reached 10 million more viewers. Over 10 million viewers represents the total audience who watched the KKN movie at Dance Village. The achievement was revealed on the Twitter account @KKNMovie on January 8, 2023.

Conclusion

Implementation of the systems run by the program on various social media sites can result in a speedy context of a satisfactory marketing strategy. KKN Film at Dance Village is one of the hometown films that exploit the opportunities of User Generated Content in a marketing strategy that generates profits of up to billion rupees. From the results of research on several pages of information and compilation of public argumentation figures, as well as field observations with consumer interviews or artists, researchers can conclude that User Generated Content plays a role in helping and facilitating the process of change of mind in other internet users. Information based on User Generated Content carries the value of honesty as it does not bring any interest by the production home that contains the promotion. Among the important roles that led to the rapid development of the KKN film promotion strategy in the Danari Village went smoothly are: 1. Increase traffic organically. 2. More consumer confidence. 3. Save Costs. The use of social media plays an important role in every aspect of life, including in the world of the film industry. The User Generated Content strategy has become a strategy that has a major impact on film production because User generated content plays an active role in its promotion process. Promoting movies through User Generated Content is free of charge so this is one of the things that can be counted on by any film producer to promote their movies, and the implementation of a user generated content strategy is able to increase the number of viewers. If in real life it's called a word-of-mouth strategy, in the world of social media it is called a User Generated Content strategy. User Generated Content is able to introduce the existence of a hometown film with a short duration of time so it can make a lot of people feel curious to watch the movie. It is based on direct reviews revealed by the consumers themselves and can increase the confidence of potential consumers.

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