

CUSTOMER RESPONSE INDEX (CRI) TOWARDS “AGAK LAEN” THE MOVIE ADS

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ABSTRACT

This research aims to describe the Customer Response Index (CRI) towards ‘Agak Laen’ the movie advertisement through its first-seen ad content through the media accessed by audience targets. The topic has novelty in the usage of CRI of movie ads effectiveness and the urgency is to enrich the literature in CRI and movie marketing. Using 232 respondents by purposive sampling, this descriptive quantitative research shows that effectiveness of ‘Agak Laen’ the movie varies regarding the platforms or medias used to advertise. The measurement of ad effectiveness is based on audience targets’ awareness, comprehend, interest, intention and action. The result shows that ‘Agak Laen’ the movie ad through X (Twitter) has the highest level of effectiveness measured by CRI meanwhile Instagram, YouTube, in Cinema, and Netflix are categorized as medium level and the lowest one is ad in TikTok. Although this research is not focusing in factors influencing the effectiveness through platforms, but based on references used the general reasons are about the content and context of the ad and relevancies to platform and its audience characteristics. The factors may be the studied in the further research with more platforms detected used to advertise the movies.

Keywords: *Agak Laen, Customer Response Index, CRI, Movie Ads*

A. INTRODUCTION

The rapid growth of film industry in Indonesia has been occurred in the last decades especially when social medias and streaming platform have raised since the pandemic Covid-19. Indonesian movies are the expression of Indonesian arts and cultures represented in audiovisual medias as the effective and complex media that are able to help human to humanize others in the way they share the information and guidance to society (Huda et al., 2023). As a product, a movie needs strategy to be sold and meet the consumers’ preferences. Information technology is one of the helps of product marketing in which the marketing activities, such as selling, advertising, promotion and pricing can be executed through online platform (Supandi & Johan, 2022). Integrating social media, websites and other digital marketing platform can increase the visibility of a product advertised and targets’ participations (Wulan & Ronda, 2024). Previous study also showed that social media considered as major determinant to buying decision, in this term, watching movie (Olokundun et al., 2017) and supports the film marketing by increasing

audience satisfaction through a positive experience in viewing a movie (Kurniawan & Rofiki, 2024).

‘Agak Laen’, the most watched movie in Indonesia in 2024, released in February 2024 has reached more than 9 million viewers in cinemas, apart of in Netflix which then streamed in May 2024. Based on the data, this movie has succeeded to be Indonesian box-office movie in the second place after ‘KKN di Desa Penari’ the movie with the total viewers about 10 million (Thahirah et al., 2024). ‘Agak Laen’ the movie is very interesting movie because of the genre is combination between comedy and horror but the story plot has a very deep meaning for family life and relates to the culture of Indonesians. The directors, Mr. Muhadkly Acho and the producers, Mr. Ernest Prakasa and Mr. Dipa Andika gave the new trend in Indonesian film industry especially the horror- based genre. Especially when the main casts are basically as well-known comedians, like Mr. Indra Jegel, Mr. Boris Boki, Mr. Oki Rengga and Mr. Bene Dion, played very well in the movie, then it became viral through social media after releasing and successfully attracted viewers because of those main casts regardless the genre (Satrio, 2024). However, a good movie still needs to be advertised before its release to get more awareness from the audience target (Djamaly et al., 2023). It is important to captivate the attentions of audience targets to focus on their movie among lots of competitors.

The purpose of the research is to describe the customer response index (CRI) of the ‘Agak Laen’ the movie advertisements according to the accessed social media in which the advertising is seen for the first time. This research topic has novelty as most of CRI topic will address one or two media without comparison. Other reason why this topic has novelty because ‘Agak Laen’ the movie is new movie released in February 2024 and still streamed in Netflix in early 2025. It is still rare to find the research about CRI which focus on movie advertising and effectiveness of the advertisements based on the media used.

Towards the ‘Agak Laen’ the Movie, some previous studies, as state of the art, focused on the decision to watch the movie with other antecedents like E-WoM (Word of Mouth) and demographic factors, yet none specifically used CRI to indicate the real action to decide to watch (Amri & Rozi, 2024; Satrio, 2024; Thahirah et al., 2024). Thus, the novelty of the research is about the method used to analyze the effectiveness of the movie ad is CRI as the hierarchy effect among customers’ decisions. This research has urgency as there are not many literatures studied CRI usage in movie ads especially when this movie was newly released last year, with the horror-comedy genre, the new gig of Indonesian movie genres, the producers can get new insight in promoting such genre of their movies. Besides, film industry is a synergy of production, distribution and exhibition chains involved many entities in it (Putra et al., 2020) so it needs to consider the detail marketing strategy as well.

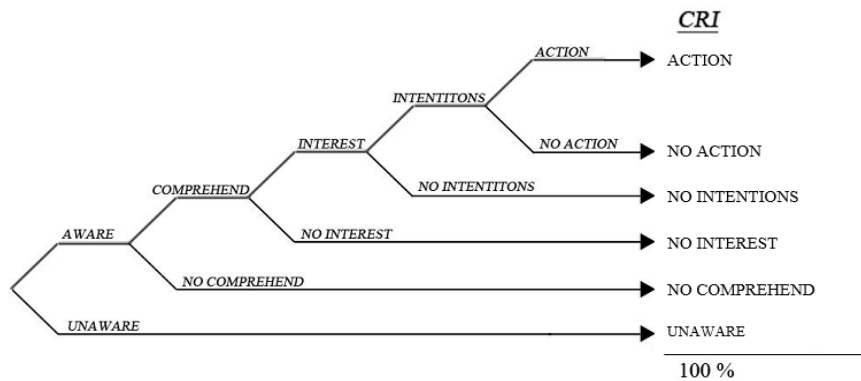
B. LITERATURE REVIEW

Customer Response Index

Customer Response Index (CRI), firstly modelled by Roger J. Best in his book entitled ‘Market-based Management’ in 2013, is a measurement tool for

effectiveness of marketing communication based on the stages, from awareness, comprehend, interest, intention and action (Telaumbanua et al., 2020) to describe the buying process from the very beginning (awareness) to get to the last stage (action). CRI model developed by Best is shown in Fig. 1.

Awareness and understanding (comprehension) are the beginning of any effective process of marketing communications (Best, 2013). Theoretically awareness is the ability of a customer to know or recall a brand as the part of a specific product and the comprehend is about the process in which a customer experiences before choosing to like or dislike the product advertised (Sastika et al., 2019).



Source: Author, 2025

Figure 1.
Customer Response Index (Best, 2013)

Moreover, the interest stage is where someone understands and realizes that an advertised product will reveal the liking or preferences and this interest will influence the intentions to buy the products in further stage, that is action, as the last cycle of the stages (Sastika et al., 2019). Intention to purchase, in this research, refer to intention to do the action, is the desire of an individual to purchase a product and an initial stage in buying decision making (Yuliawan et al., 2024).

The main formula to measure each stage based on Best (2013) is divided into six points, as follows (Ernestivita, 2017):

1. Unawareness
2. No Comprehend = Awareness x No Comprehend
3. No Interest= Awareness x Comprehend x No interest
4. No Intention= Awareness x Comprehend x Interest x No Intentions
5. No. Action= Awareness x Comprehend x Interest x Intentions x No Action
6. Action= Awareness x Comprehend x Interest x Intention x Action.

Advertising

Advertising is a designed form of non-personal communication that is sponsored to stimulate the positive response from market target which has message to give a holistic effect to the audience by promoting ideas or giving information about the advantage of an offered product (Ernestivita, 2017). Nowadays, advertising has changed into digital media which stimulate consumer attitudes

toward an online advertising (Hammami & Sahli, 2023). Promoting the movie is not too different than other products, but more complicated as when it is about to release, the audience targets should be aware and well-informed. Promotion includes trailers, campaigns, merchandising, social media, interview, event marketing, press release etc (Afifah et al., 2022). The other important one of the promotion activities is through social media that has changed the process of anticipation activities for new movie release, so it needs engaging platforms to describe, inform and captivate audience targets in more intense ways, such as Instagram, YouTube, TikTok and other social media (Xue, 2024). The ads through social media are less costly than traditional media, such as printed advertisements (posters, flyers, etc), TVs, and radios.

Movie Marketing

Movie marketing is the promotion and movie advertisement to create awareness and intention with the goal is to reach viewers (Satrio, 2024) by releasing film poster, trailer, websites, social media, and TV or radio advertisement. Social media has become the important tools in marketing Indonesian movies, since the movie producers are easy to arrange the movie trailers, behind-the-scenes or scene captures to attract the viewers (Djamaly et al., 2023). Social media, as the online platform to communicate, interact and share contents, has its own features and uniqueness by which the producers may get more viewers with lower costs. Cinemas also do advertising by sharing the advertisement, of movies, to the mall tenants to display the ads in the eye-catching spots and then increase the ads awareness (Pranawukir et al., 2022).

Event marketing, which was firstly used for experiential marketing is then also used in terms of movie marketing, that refers to events held by the film producers to promote the movie by including both online materials and offline programs/activities, such as trailers, posters, premiers, cinema visits, roadshows, meetings, dialogs etc to increase the communication between audience targets and the team of the movie, either casts, producers or crews (Sun et al., 2021).

C. RESEARCH METHOD

The research used descriptive quantitative method by using Customer Response Index (CRI) calculation to analyze the data. The study population is the viewers of 'Agak Laen' the movie in Surabaya, but to give specific numbers, the population is counted from movie viewers in cinema which is known as 9,125,188 viewers. However, in the analysis, the movie viewers in Netflix as the official streaming platform for this movie will be included to provide enhanced explanation. The data collected by Google form from September to November 2024 which are valid and eligible to further process is 232 and the researcher decided to use all the collected data to increase the generalizability and to provide the diverse views as well (Yuliawan et al., 2024).

D. RESULTS AND DISCUSSION

The profile of the respondents based on the data collected is shown in Table 1. There are more female than male respondents in the data and most of them are 20-30 years old.

Table 1.
Respondent Profile

Ads Media	Instagram	TikTok	YouTube	Netflix	X (Twitter)	in Cinema	Total
Age (years old)							
<20 y.o	0	0	7	0	0	0	7
20-30 y.o	70	48	52	14	5	4	193
>30 y.o	9	1	13	3	2	4	32
Total	79	49	72	17	7	8	232
Gender							
Male	38	20	39	7	2	3	109
Female	41	29	33	10	5	5	123
Total	79	49	72	17	7	8	232

Source: Excel, Data Processed by Author

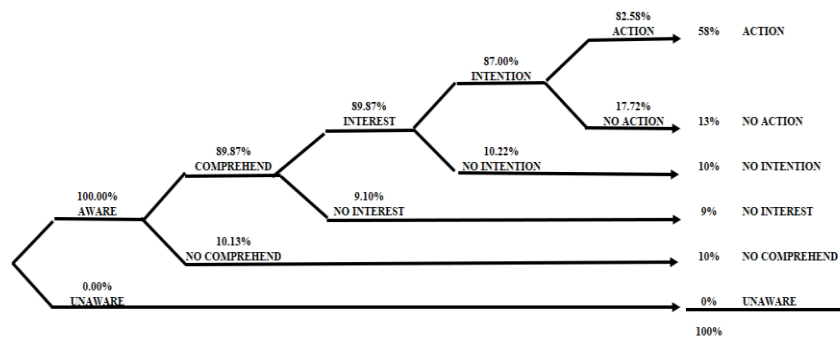
According to the data collected, the respondents access the ‘Agak Laen’ the movie ads through several media as mentioned in Table 2.

Table 2.
Ads Media Access by Respondents

‘Agak Laen’ the Movie Ads media	Numbers of Respondents
Instagram	79
TikTok	49
YouTube	72
Cinema	8
Netflix	17
Twitter (X)	7
Total	232

Source: Excel, Data Processed by Author

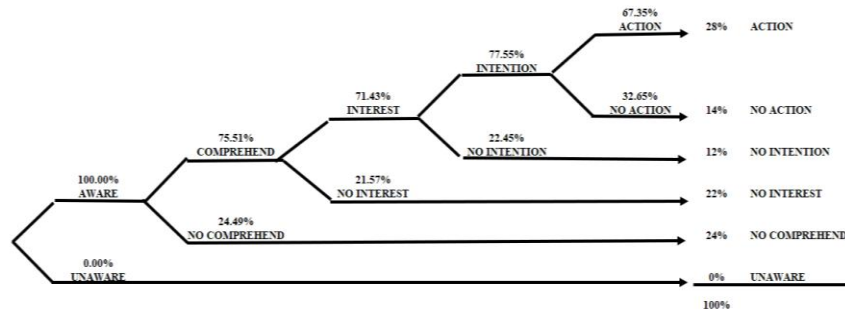
Many factors may explained the movie consumption, such as casts, genre, award may it gets, release strategy, comments or critique on the movie can be the variables of the respondents decided to watch this movie (Wijiharjono, 2017). The numbers of male and female respondents are not significantly different, yet the medias used to advertise the movie vary based on the platforms. Most of the respondents see the movie ad of ‘Agak Laen’ in Instagram and the least is through X (Twitter). Cinema means that respondents see the movie ad displayed in cinema walls, in-mall-spots, before screen time of the movie playing or attending the cinema visit program by the casts and crews.



Source: Author, 2025

Figure 2.
CRI ‘Agak Laen’ The Movie Advertising in Instagram

Fig. 2 shows that 100% of the respondents know about ‘Agak Laen’ the movie. The audience targets are aware of the movie ads through Instagram has succeeded to make the targets aware of movie release such as date or even the genre among the 89,87% of the targets with awareness although the rest 10,13% has no comprehension. Then, among the targets with comprehension, 89,87% of them are interested to watch however only 87% of them has great intention to watch after checking the movie ads in Instagram. The number of targets with intention who literally watched the movie is only 82,58% and leave 58% of total respondents with awareness converted to watch the movie, not only aware of the movie ads through Instagram. It can be explained that more than 50% of ads viewers made the action to watch the movie either in cinemas or official streaming platform for this movie (Netflix).



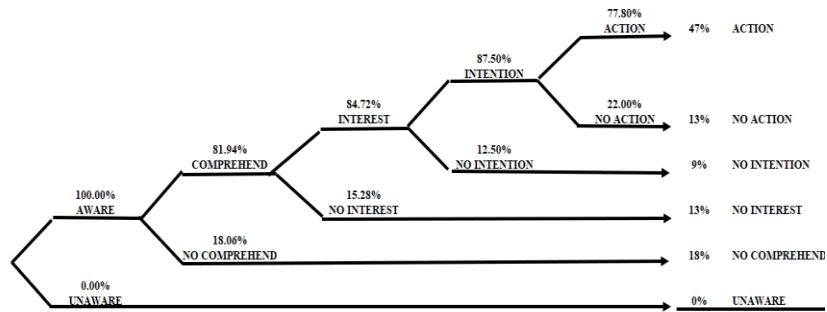
Source: Author, 2025

Figure 3.
CRI ‘Agak Laen’ The Movie Advertising in TikTok

Based on Fig. 3 the target audiences aware of the movie ads through TikTok. However only 75,51% of the respondents have comprehension of the ads which then proceed to 71,43% of them have interest to watch the movie. Among the audience who are interested to watch, only 77,55% show the strong intention to make an action of watching ‘Agak Laen’ the movie. The intended respondents who watched the movie either in cinemas or Netflix are 67,35%. Among the respondents in this research who are aware of the movie ads in TikTok platform, only 28%

watched the movie. Thus, it can be inferred that TikTok users are not using the platform to access or search the ads.

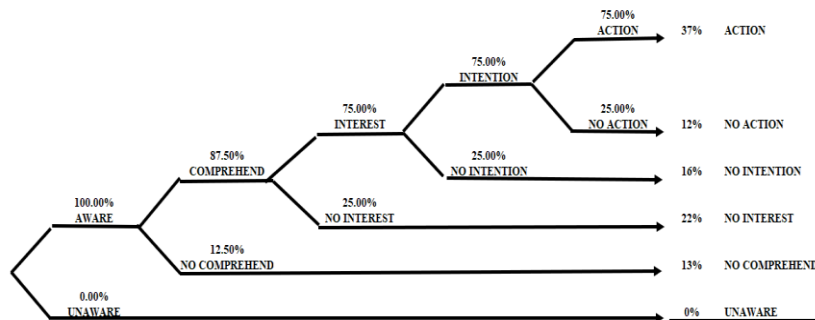
Fig. 4 shows that 100% of the respondents know the ‘Agak Laen’ the movie. It means that the advertising through YouTube has succeeded to reach the target audience and make them aware of movie’s existence, like the release date or the genre in a brief mode. The comprehension through the platform shows 81,94% of the respondents indicates that the ads message is understandable, meanwhile the rest 18,06% might miss it. The interest towards the movie is high (84,72%) indicates that the ads is successful to make the target interested. However, 15,28% is not interest to watch and it might be influenced by other factors, such as genre preferences, or else.



Source: Author, 2025

Figure 4.
CRI ‘Agak Laen’ The Movie Advertising in YouTube

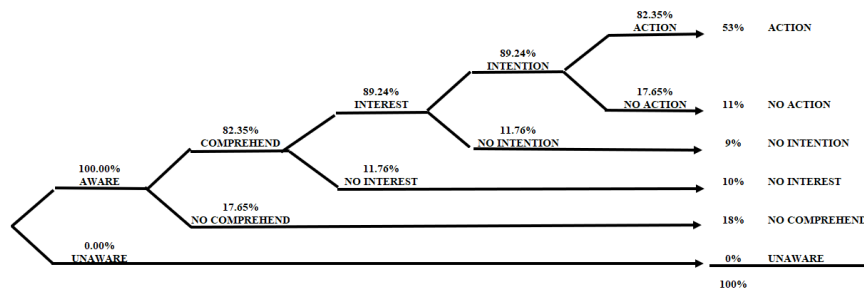
Among the audience target who are interested to watch, 87,50% of them had intention to watch and 12,50% had no intention to watch. Notwithstanding, not all the audience targets who intend to watch, really do watching the movie literally either in cinemas or Netflix. There is only 77,80% really watched the movie and the rest 22,20% had various reasons to cancel watching. At last, the percentage of the respondents who really move from being aware of the ads in YouTube to watching the movie is only 47%. This condition needs evaluation as the conversion from intention to action is low.



Source: Author, 2025

Figure 5.
CRI ‘Agak Laen’ The Movie Advertising in Cinema

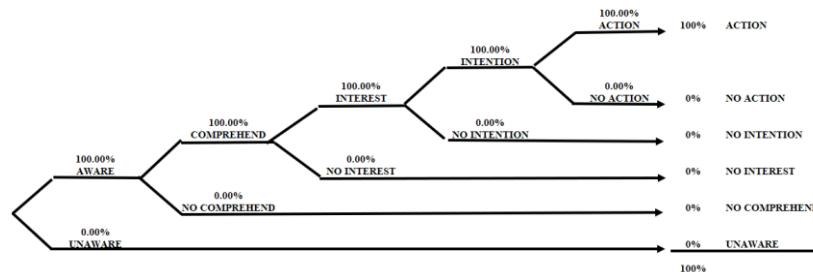
In cinema, the ads displayed before screen time starts and also through posters in the building. People visiting cinema will likely be aware of the ads of any movies, including ‘Agak Laen’, so it is understandable that 100% of respondents as audience targets know the advertising like release date and genre. However, the action of watching is truly done by only 37% of total respondents who knows the ‘Agak Laen’ movie ads for the first time in cinema. It means not all the audiences who are aware (100%) will have comprehension of this ads (12,50% no Comprehend). Meanwhile, the comprehend audiences who see the ads in cinema only 75% will have interest to watch and so will the intention. Thus, in the end, only 75% of the intended audiences who see the ads in Cinemas will literally watch the movie, either in cinema or Netflix. This is possible to occur as people watch the movies based on many factors, like genre preferences, reference groups or else. Another program done by ‘Agak Laen’ the movie team was cinema visit, that casts and crews visited cinemas and this increase the interest as well (Satrio, 2024).



Source: Author, 2025

Figure 6.
CRI ‘Agak Laen’ The Movie Advertising in Netflix

‘Agak Laen’ the movie ads in Netflix streamed in May 2024 along with the movie is streamed in this platform. The awareness of audience targets is high and reached about 100% of the ads viewers. With 82,35% of those respondents who are aware of the ad in Netflix, about 89,24% of them are interested to watch the movie, and followed by 89,24% of interested ad viewers intend to watch which then 82,35% of the intended viewers really watch the movie. Among 100% of the respondents who see the movie ad of ‘Agak Laen’ in Netflix platform, 53% have watched the movie.



Source: Author, 2025

Figure 7.
CRI ‘Agak Laen’ The Movie Advertising in Twitter (X)

Based on the data of respondents, the least number of them see the ad of 'Agak Laen' the movie for the first time in X (Twitter). The awareness, comprehension, interest, intention and action have really perfect results such as all respondents who see the ad for the first time in X (Twitter) really go to watch the 'Agak Laen' movie. However, this does not indicate that 'Agak Laen' the ad in Twitter is the most effective as there are many other factors. In cinema, the ads displayed before screen time starts and also through posters in the building. People visiting cinema will likely be aware of the ads of any movies, including 'Agak Laen', so it is understandable that 100% of respondents as audience targets know the advertising like release date and genre. However, the action of watching is truly done by only 37% of total respondents who knows the 'Agak Laen' movie ads for the first time in cinema. It means not all the audiences who are aware (100%) will have comprehension of this ads (12,50% no Comprehend). Meanwhile, the comprehend audiences who see the ads in cinema only 75% will have interest to watch and so will the intention. Thus, in the end, only 75% of the intended audiences who see the ads in Cinemas will literally watch the movie, either in cinema or Netflix. This is possible to occur as people watch the movies based on many factors, like genre preferences, reference groups or else.

Table 3.
CRI of 'Agak Laen' the Movie Ad Based on Media

Customer Response Ads Media	Awareness	Comprehend	Interest	Intention	Action	CRI
Instagram	100,00%	89,87%	89,87%	87,34%	82,28%	58,04%
TikTok	100,00%	75,51%	71,43%	77,55%	67,35%	28,17%
YouTube	100,00%	81,94%	84,72%	87,55%	77,80%	47,28%
In Cinema	100,00%	87,50%	75,00%	75,00%	75,00%	36,91%
Netflix	100,00%	82,35%	88,24%	88,24%	82,35%	52,80%
Twitter (X)	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Source: Author (2025)

The results of CRI in Table 3 then are categorized into three to specify the level of CRI, which indicate the effectiveness of 'Agak Laen' the movie ad in each media, and make the analysis easier by using interval with the formula: (highest value-lowest value)/class (Agisny et al., 2024). The classes formed here is 3 classes (high, medium, and low), highest value and lowest value are set 100 and 1, so the interval = $(100-1)/3 = 33$. The categories are:

- 1,00 – 33,00 = low effectiveness of the ad in the respected media (social media or cinema).
- 33,00 – 66,00 = medium level of effectiveness of the ad in the respected media (social media or cinema).
- 66,00 – 100 = high effectiveness of the ad in the respected media (social media or cinema).

The lowest CRI is the ad in TikTok thus the ad in this social media platform is considered low and in the medium level is Instagram, YouTube, in Cinema, and

Netflix. Meanwhile, the X (Twitter) is the highest level of ad effectiveness of this movie. The rank can be arranged from the highest to lowest as follows: X (Twitter), Instagram, Netflix, YouTube, Cinema and TikTok which show the willingness to watch the movie by searching information through promotional, activities, trailers etc. to know the quality of the movie before release (Sun et al., 2021).

CRI in X (Twitter) is the highest percentage among others which then refer to the possible contributing factors, such as nature of X (Twitter) as social media with fast real-time interaction either in general feed or in specific community. Even though the users of X in Indonesia are not as many as Instagram or TikTok, the X users are more active in sharing opinion and information so that it can create fast response, awareness, and interest faster than other social media. Besides, X also have active hashtag which the users usually check the running and top trending hashtag when they log into X. The characteristic of the users is very focus and specific to the topic they really want to know (usually the top trending hashtags). Moreover, the production team of this movie also managed the communication channels to build communication with the audience targets, for example the producer made posts on X (Twitter) about the movie and interacted with his followers diligently and well (Satrio, 2024).

Other platforms used as media to advertise 'Agak Laen' the movie, have different characteristics. Instagram likely focuses on visual and aesthetics with less deep interaction than X does. TikTok is very quick shared and responded but lesser deep-interaction. YouTube is very interesting platform to watch videos yet the competition among contents in it is very high thus viewers often skip long or uninteresting advertisements. Other platform to watch movies or TV dramas is Netflix, in which 'Agak Laen' the movie streamed since May 2024. Contrary to YouTube, viewing experience here is set to enjoy movies without disturbances. TikTok and Instagram are mostly used to trailer, behind-the-scenes clips, interview with the casts or crews (Xue, 2024).

Even though the users of Instagram and TikTok in Indonesia are huge, yet those platforms prioritize organic contents compared to paid ads. However, all the platforms will likely adapt the content displayed to the users based on their preferences and behaviors, so only the relevant ads will be mostly watched. The other factors which influence the effectiveness of the movie ads in social media is the ads format according to the platform. Twitter (X) may have more proper format for ads to fully display while expecting the deep understanding from the viewers with specific characters. The integration of vlogs and marketing strategy of this movie brings more and deeper interaction with audience as the main point about marketing strategy by social media in terms of visibility and engagement (Amri & Rozi, 2024).

Best (2013) stated that low ad awareness and low comprehension are usually caused by the low frequency or ineffective content meanwhile the low intention to take action relates to the weak value proposition of the advertised objects, in this research is the movie and the low intention to take action will make low levels of action as expected by the advertiser which is usually caused by unclear action specified in the ad. So, the The trailer helps the positive experience in viewing (Kurniawan & Rofiki, 2024) that will help from intention to action. The preferences

of watching movies as hobby or consumers' life style, reference groups by word of mouth method and going viral (Satrio, 2024; Thahirah et al., 2024), ticket price matter and the preference of genre will involve in the choice of movie to watch. In this case, 'Agak Laen' is basically a horror-comedy genre which is unique packed (Satrio, 2024) which horror-movie lovers may not be satisfied enough because the comedy element in it, and vice versa. However, due to the trailer shows the exciting scenes, the horror genre viewers, whose unique characteristic as excitement of scene seekers (Kiss et al., 2024), they are interested to watch it. Other factors may influence the effectiveness of the movie ad are factors supporting the viral marketing, such as audience targets' affective, cognitive and environmental responses (Afifah et al., 2022).

E. CONCLUSIONS

According to the data analysis, seen from CRI value, effectiveness of 'Agak Laen' the movie varies regarding the platforms or medias used to advertise. Social media, as the common media used by the audience targets to access or know the ads for the first time, has its own characteristics. The effectiveness categories based on the CRI values of each media shows that the the X (Twitter) is the highest level of ad effectiveness of this movie, the medium level is Instagram, YouTube, in Cinema, and Netflix followed by the lowest CRI value is the ad in TikTok. However, there are many factors influencing the action from respondents' side which are not explained in details in this research, and it means that further research which more detail analysis for each platform is required. The suggestions for the movie advertising either 'Agak Laen' the movie or else given are in terms of the necessity of ad content creativity and its relevancies to the characteristics of platform and the users instead of the behavior of audience targets for the respected movie.

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