



## INTISARI

Perfilman nasional (Indonesia) dalam memenangkan persaingan dengan para produser dari industri perfilman internasional, misalnya Hollywood dan Korea diharapkan bisa memenuhi kebutuhan *entertainment* para konsumen Indonesia. Konsumen (Penonton) film memiliki kebutuhan yang berbeda-beda dalam memenuhi dan memuaskan pengalaman mereka selama menonton suatu film. Dari sisi motivasi *hedonic*, beberapa orang lebih suka bersenang-senang, sementara dari sisi motivasi *eudaimonic* orang lain mungkin lebih suka menghabiskan waktunya untuk merenungkan makna dan tujuan hidup. Dengan menganalisis motivasi para penonton Indonesia dapat memunculkan potensi-potensi yang ada bagi para sineas Indonesia dan para produser film Indonesia untuk menciptakan produk-produk film nasional (Indonesia) berdasarkan motivasi para konsumen (penonton) Indonesia, sehingga memiliki keinginan untuk menonton film-film nasional (Indonesia). Data primer dikumpulkan melalui wawancara mendalam (*in depth-interview*) dengan para narasumber, total terdapat tujuh belas (17) narasumber yang diwawancarai. Penelitian ini memberikan hasil bahwa tujuan konsumen (penonton) Indonesia untuk menonton film-film nasional (Indonesia) dari aspek motivasi *hedonic*, yaitu untuk mencari hiburan, kesenangan, tawa, dan memenuhi rasa penasaran yang dikaitkan dengan teori SWB (*Subjective Well-Being*). Di sisi lain, dari aspek motivasi *eudaimonic*, ditemukan bahwa tujuan konsumen (penonton) Indonesia untuk menonton film-film nasional (Indonesia), yaitu untuk mencari makna yang mendalam, mendapatkan pesan moral, mendapatkan wawasan yang bermanfaat, *related* dengan kehidupan, dan terdapat unsur-unsur khas budaya lokal dari Indonesia yang dikaitkan dengan teori SDT (*Self-Determination*), yaitu *autonomy*, *competence*, dan *relatedness* lalu teori PWB (*Psychological Well-Being*), yang terdiri atas *autonomy*, *personal growth*, *self-acceptance*, *life purpose*, *mastery*, dan *positive relatedness*. Kemudian *genre* pada film dapat menjadi acuan atau pengukuran dalam pengelompokan dan pemetaan untuk motivasi *hedonic* dan motivasi *eudaimonic*.

Kata Kunci: motivasi *hedonic*, motivasi *eudaimonic*, *subjective well-being*, teori *self determination*, *genre*, film nasional (Indonesia).



## **ABSTRACT**

*National (Indonesian) films in winning the competition with producers from the international film industry, such as Hollywood and Korea, are expected to meet the entertainment needs of Indonesian consumers. Consumers (audiences) of films have different needs in fulfilling and satisfying their experience while watching a movie. From the hedonic motivation side, some people prefer to have fun, while from the eudaimonic motivation side others may prefer to spend their time reflecting on the meaning and purpose of life. By analyzing the motivations of Indonesian audiences, it can bring out the potentials that exist for Indonesian filmmakers and Indonesian producers to create national (Indonesian) film products based on the motivation of Indonesian consumers (audiences), so that they have the desire to watch national (Indonesian) films. Primary data were collected through in-depth interviews with the speakers, a total of seventeen (17) interviewees were interviewed. This research provides the results that the goal of Indonesian consumers (audiences) to watch national (Indonesian) films from the aspect of hedonic motivation, namely, to seek entertainment, pleasure, laughter, and meet curiosity associated with the SWB (Subjective Well-Being) theory. On the other hand, from the aspect of eudaimonic motivation, it was found that the purpose of Indonesian consumers (audiences) to watch national (Indonesian) films, namely to seek deep meaning, get moral messages, get useful insights, related to life, and there are elements typical of local culture from Indonesia that are associated with the theory of SDT (Self-Determination), namely autonomy, competence, and relatedness then the theory of PWB (Psychological Well-Being), which consists of autonomy, personal growth, self-acceptance, life purpose, mastery, and positive relatedness. Then genre on the film can be a reference or measurement in mapping and grouping for hedonic motivation and eudaimonic motivation.*

*Keywords: hedonic motivation, eudaimonic motivation, subjective well-being, self determination theory, genre, national films (Indonesia).*