

INTISARI

Saat ini, film nasional memegang *market share* sebesar 35% dan berkontribusi terhadap 0,17% Pendapatan Domestik Brutto Ekonomi Kreatif Indonesia. Meskipun angkanya terbilang kecil, industri perfilman nasional terus tumbuh dan berkembang dari tahun ke tahun. Pertumbuhan ini dilihat dari peningkatan jumlah bioskop, jumlah film yang diproduksi, jumlah penonton, dan peningkatan kualitas karya itu sendiri. Penelitian ini hadir untuk mengidentifikasi faktor kesuksesan film dan berapa besar porsi pengaruhnya, sehingga membantu pelaku industri film dalam *decision making* sejak proses pra-produksi untuk menghasilkan film yang sukses di bioskop.

Penelitian ini menggunakan 225 judul film yang dirilis pada tahun 2017 dan 2018 yang dikategorikan sukses atau gagal menurut jumlah raihan penontonnya selama penayangan di bioskop konvensional. Faktor kesuksesan ditentukan berdasarkan studi literatur dan beberapa justifikasi yang sesuai dengan keadaan industri perfilman Indonesia. Faktor yang diteliti adalah popularitas aktor, genre, kompetisi, tipe produksi, tipe naskah, dan kategori usia.

Model identifikasi dibangun menggunakan *decision tree*. Model tersebut menghasilkan *Area Under Curve* dari kurva *Receiver Operating Characteristics* sebesar 0,787 dengan faktor yang paling berpengaruh yaitu tipe produksi, popularitas aktor, dan kompetisi.

Kata kunci: Kesuksesan Produk, *Decision Tree*, Film Indonesia

ABSTRACT

National film currently holds 35% of the market share and contributes as much as 0,17% of GDP for Indonesia's creative economy. Despite the small proportion, national film industry keeps on growing. It can be seen from the increase in the number of cinema chains, films produced per year, number of attendance, and the improvement in the quality of the motion picture itself. This research aims to identify the success factors in film and seeks for its significance to help filmmakers and film producers in decision making since the pre-production phase to achieve theatrical success.

This research uses 225 films released from 2017 to 2018. They are categorized as success or failure according to the number of attendance throughout its presence in conventional cinema theatre. The success factors are determined from literature review with several adjustments to suit the film industry in Indonesia. There are five main factors used in this research, namely actor popularity, genre, competition, production type, type of screenplay, and age category.

Decision tree approach is used to build the identification model. The model yields the Area Under Curve value from the Receiver Operating Characteristics curve of 0,787. It is found that production type, actor popularity, and competition have the strongest influence on the film success.

Keywords: Product Success, Decision Tree, Indonesian Film