

ABSTRAK

Pemanfaatan teknologi dalam industri film memunculkan kebangkitan jalur distribusi film secara alternatif dengan pola berbeda dari arus utama. Penelitian ini membahas mengenai bagaimana praktik distribusi sinema digital dalam distribusi alternatif film digital di Indonesia. Objek dari penelitian ini adalah Buttonijo dan Kolektif selaku distributor yang menyelenggarakan alternatif peredaran film secara profesional di Indonesia. Penelitian ini menggunakan metode studi kasus, dengan berfokus pada proses akuisisi dalam mekanisme distribusi alternatif Buttonijo dan Kolektif, serta mengamati praktik distribusi sinema digital yang dijalankan keduanya melalui lima komponen distribusi sinema digital dari Darcy Antonellis, di antaranya komponen *content preparation*, *delivery*, *security*, *digital asset management*, dan *digital archiving*. Pencarian data penelitian dilakukan melalui wawancara dengan pihak-pihak Buttonijo dan Kolektif, juga dengan Jason Iskandar selaku sutradara serta pihak Sinema Rabu selaku ekshibitor yang bekerja sama dengan kedua distributor. Proses akuisisi yang dilakukan kedua distributor berfokus pada film-film independen yang kerap terkendala masalah tata edar di Indonesia. Temuan dalam penelitian ini juga menunjukkan bahwa dalam praktiknya, distribusi sinema digital sangat bergantung pada peran para pelaku distribusi juga bagaimana teknologi dimanfaatkan oleh para distributor, bukannya malah menitikberatkan pada teknologi apa saja yang ada pada praktik distribusi ini.

Kata kunci: teknologi film, film digital, distribusi film, distribusi alternatif, distribusi sinema digital

ABSTRACT

The use of technology in film industry gave rise to an alternative film distribution channel with a different system from the mainstream. This study discusses on the digital cinema distribution practice in the alternative distribution of digital movies in Indonesia. The object of this research was Buttonijo and Kolektif, as distributors who professionally organize the alternative film distribution in Indonesia. This research use a case study method, focusing on the acquisition process in the alternative distribution mechanism of Buttonijo and Kolektif. The research also observing the digital cinema distribution practice of both distributors through the five components of digital cinema distribution from Darcy Antonellis, including content preparation, delivery, security, digital asset management, dan digital archiving. The data were collected by interviewing the representatives of Buttonijo and Kolektif, also with the filmmaker and exhibitor who worked with both distributors. The acquisition process conducted by two distributors focuses on independent movies that were constrained oftenly by the distribution issues in Indonesia. The obtained data in this study shows that in practice, the digital cinema distribution is very dependent on the role of the distribution actors as well as how the technology used by the distributors, rather than focusing on what technology is available in the distribution practice.

Keywords: *film technology, digital movie, film distribution, alternative distribution, digital cinema distribution*