

ABSTRAK

Bioskop sudah hadir di Hindia Belanda sejak awal abad ke-20. Kehadiran bioskop mulai dikenal masyarakat sebagai sebuah hiburan baru yang sebelumnya hanya ada pertunjukan tradisional. Dengan segera usaha bioskop menyebar ke berbagai daerah. Dalam perkembangannya, perbioskopian mengalami berbagai perubahan yang berkaitan dengan kebijakan pemerintah di setiap periodenya. Situasi dan kondisi dalam industri perfilman dan perbioskopian dalam lingkup nasional juga turut mempengaruhi perbioskopian di daerah. Akibatnya kondisi perbioskopian mengalami pasang surut. Penelitian ini bertujuan untuk mengetahui kondisi perbioskopian di Kota Malang sesudah masa kemerdekaan, termasuk memahami faktor-faktor yang menyebabkan terjadinya kemunduran usaha bioskop, serta upaya yang dilakukan para pengusaha bioskop dalam mempertahankannya.

Untuk menjawab permasalahan-permasalahan tersebut, penelitian ini menggabungkan sumber-sumber primer dan sekunder, seperti koran, majalah, wawancara, buku, dan lainnya. Penelitian ini menemukan bahwa perkembangan ini membawa kondisi perbioskopian mengalami berbagai perubahan. Perubahan jenis bioskop, golongan bioskop, klasifikasi penonton, pemilik, tema film, dan sistem pengelolaan mewarnai perbioskopian di Kota Malang. Usaha bioskop di Kota Malang sendiri sudah dimulai sejak tahun 1924 dengan adanya Bioskop Flora. Sementara usaha bioskop di Kota Malang periode 1950-an merupakan kelanjutan dari usaha bioskop pada periode sebelumnya. Usaha bioskop pada periode ini mengalami kemajuan karena dibukanya keran film impor lebar-lebar. Kelesuan usaha bioskop dirasakan pada periode 1960-an setelah didirikannya organisasi Papfias. Pelarangan film Amerika dan pembubaran AMPAI berdampak pada tersendatnya pasokan film impor untuk bioskop. Sementara tahun 1970 – 1980-an menjadi periode yang baik bagi usaha bioskop dan film. Kondisinya semakin berkembang dimana jumlah bioskop mencapai angka 14 buah di tahun 1984. Berbagai kesulitan seperti kurangnya pasokan film, kemunculan siaran televisi, maraknya peredaran VCD bajakan, dan monopoli jaringan bioskop dan distribusi film oleh perusahaan besar diketahui mengakibatkan kemunduran kondisi perbioskopian di Kota Malang.

Kata Kunci: bioskop, film, penonton, distribusi, monopoli, Malang.

ABSTRACT

Since the beginning of the 20th century, cinema had been developed in the Dutch East Indies. The presence of cinemas began to be recognized by public as a new form of entertainment, which previously only had traditional performances. Soon the cinema business spread to various regions. During its development, the cinema business has undergone various changes related to government policies in each period. The situation and conditions in the film industry and cinemas at the national level also influence the cinema business in the regions. As result, the cinema business conditions underwent ups and downs. This study aims to investigate the condition of cinema business in Malang after the period of independence, including understanding the factors that led to the decline of the cinema business, as well as the efforts made by cinema entrepreneurs in maintaining it.

To answer these problems, this study combines primary and secondary sources, such as newspapers, magazines, interviews, books, and others. This study found that this development has led to various changes in the conditions of the cinemas. Changes in the type of cinema, cinema class, audience classification, owner, film genre, and management system affect the cinema bussiness in Malang. The cinema business in Malang was started in 1924 with the Flora Cinema. Meanwhile, the cinema business in Malang in the 1950s was a continuation of the previous cinema business. The cinema business in this period experienced progress due to the opening of a wide tap of imported films. The sluggishness of the cinema business was felt in the 1960s after the establishment of the Papfias organization. The ban of American films and the dissolution of AMPAI resulted in a halt in the supply of imported films for cinemas. Meanwhile, the 1970s – 19080s were a good period for the cinema and film business. The condition is increasingly developing where the number of cinemas reached 14 units in 1984. Various difficulties such as the lack of supply of films, the emergence of television broadcasts, the rampant circulation of pirated VCDs, and the monopoly of cinema networks and film distribution by large companies are known to have resulted in the deterioration of conditions of cinema business in Malang.

Keywords: cinemas, film, moviegoers, distribution, monopoly, Malang.