

## **ABSTRAK**

Fokus penelitian ini adalah distribusi film indie. Distribusi film menarik untuk diteliti karena saat ini belum banyak penelitian mengenai distribusi film terutama film indie. Objek penelitian ini merupakan film SITI karya Eddie Cahyono di bawah PT Fourcolours Cipta Sinema atau Fourcolours Films. Film SITI menjadi pelopor film indie karya komunitas film yang mampu menembus untuk tayang di bioskop nasional. Penelitian Film Indie Menembus Bioskop Nasional dilakukan dengan metode studi kasus dengan mendeskripsikan data proses distribusi yang didapat melalui wawancara mendalam.

Pendistribusian film SITI dibagi menjadi dua, yaitu pendistribusian di jalur alternatif dan jalur mainstream. Pada jalur alternatif film SITI di distribusikan oleh dua pihak yaitu oleh Fourcolours Films dan Asian Shadows. Fourcolours Films memegang hak penuh untuk mendistribusikan film SITI dengan jangkauan wilayah Asia Tenggara sedangkan Asian Shadows memegang hak untuk mendistribusikan film SITI secara global. Penyebaran film SITI pada jalur alternatif menyasar pada festival film dan pemutaran-pemutaran regular maupun non-reguler oleh berbagai komunitas film. Pada jalur mainstream Fourcolours Films mendistribusikan film SITI di bioskop nasional. Kemenangan film SITI di berbagai festival film internasional dan setelah memperoleh gelar Film Terbaik pada Festival Film Indonesia 2015 menjadi pembuka jalan untuk film ini hadir di bioskop nasional.

**Kata Kunci : Film, Film Indie, Distribusi Film**

## **ABSTRACT**

The focus of this research is the distribution of indie films. Distribution of film is interesting to be studied because currently not much research on the distribution of films, especially indie film. The object of this research is a film titled SITI by Eddie Cahyono under production of PT Fourcolours Cipta Sinema or Fourcolours Films. The film SITI became a pioneer of indie film works of the film community that is able to penetrate to appear in national theaters. Indie Film Research Through National Cinema is done by case study method by describing data of distribution process obtained through in-depth interview.

The distribution of SITI film is divided into two, namely distribution in alternative paths and mainstream paths. On the alternative path of SITI film is distributed by two parties by Fourcolours Films and Asian Shadows. Fourcolours Films holds the full right to distribute SITI films with Southeast Asia coverage while Asian Shadows holds the right to distribute SITI movies globally. The dissemination of SITI films on alternative paths is targeted at film festivals and regular or non-regular screenings by various film communities. On the mainstream path Fourcolours Films distributes SITI movies in national theaters. The victory of SITI films at various international film festivals and after obtaining the Best Film title at the 2015 Indonesia Film Festival became the opening way for this film to be present in the national cinema.

**Keywords: Film, Indie Film, Film Distribution**

