Factors influencing the development of the creative film industry in Batam city

Jupriyatmoko[1], Yvonne Wangdra[2]

[1]Student of Magister Management, Putera Batam University, Batam, Indonesia, [2]Lecturer of Magister Management, Putera Batam University, Batam, Indonesia

Article Info	ABSTRACT
	The industrial development in Batam City, still dominated by the manufacturing sector, shipyards, and construction, necessitates the growth of new industries, one of which is the creative industry such as film. This research aims to 1) Evaluate the impact of Film Genre on the Film Industry in Batam City, 2) Analyze the influence of Film Distribution on the Film Industry in Batam City, 3) Measure the influence of Film Censorship on the Film Industry in Batam City. The study employs a quantitative approach with the population of Batam City residents and a sample of 386 respondents selected through random sampling. Data collection methods involve observation, questionnaires, and documentation. The research findings conclude that: 1) Film Genre has a significant impact on the Film Industry partially, 2) Film Distribution significantly influences the Film Industry partially, 3) Film Censorship has a significant partial impact on the Film Industry, 4) Collectively, Film Genre, Distribution, and Censorship have a positive and significant impact on the Film Industry in Batam City. Statistical test results show a regression coefficient of 5.544, with a t-test yielding a value of 6.193 and a significance level of 0.000 ($\alpha <$ 0.05). Additionally, the F-test reaches a value of 216.138, indicating that the F-value is greater than the F-table (216.138 > 2.24). Thus, the hypothesis of this study is accepted.
	Corresponding Author: Jupriyatmoko Student of Magister Management, Putera Batam University Batam, Indonesia jupriyatmoko@gmail.com

INTRODUCTION

The industrial development in Batam City is indeed still dominated by the manufacturing sector, shipyards, and construction, which have remained the leading sectors in Batam City until now(Khair et al., 2022). With the growth of the creative industry such film (Alexandri & Arifianti, 2019), opportunities arise to create new employment opportunities. The existence of an adequate job market is expected to reduce unemployment rates, thereby positively impacting the resolution of social issues(Rostiana & Rodesbi, 2020). As the community becomes more productive(Patawari & Sugiyanto, 2022), the acceleration of

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development towards self-sufficiency can be achieved more smoothly (Panjaitan & Hutahuruk, 2021).

Film as one of the subsectors out of a total of 16 subsectors in the creative industry being developed by the government of the Republic of Indonesia, is expected to contribute significantly as a main driver of the country's economic growth (Peraturan Presiden No. 142, 2018). As the film sector is part of the creative economy ecosystem(Jelinčić, 2021), its implementation naturally attracts investors to participate in the industry(Kerrigan, 2013), as a business advantage to be gained (Ulum et al., 2021). As noted by the Ministry of Tourism & Creative Economy, in 2021 alone, the film, animation, and video subsector contributed revenue of Rp 2.35 trillion or equivalent to 0.21% of the national Gross Domestic Product (GDP) (Kementerian Pariwisata & Ekonomi Kreatif, 2021).

Figure 1. 16 Sub-sector Creative Economy
Source: bisma.bekraf.go.id, 2019

In its development, the film industry can be influenced by several determinant factors to achieve its success(Li et al., 2023). Among these determinant factors are the selection of film genres, as well as equally important is the distribution of the film (Dastidar & Elliott, 2020). Films also have a significant influence on audience behavior, beliefs, and opinions, as well as stereotypes and attitudes. Films can have a significant impact on gender and ethnic stereotypes for their audiences (Kubrak, 2020).

The film industry in Batam City can be observed through the distribution of films in cinema buildings, which is still uneven. According to the 2021 Sectoral Statistics report published by the Batam City Government, the total number of cinemas in Batam City is 11, scattered across the city, with the highest concentration in the Batam Kota district (Dinas Komunikasi dan Informatika Kota Batam, 2021).

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Table 1. List of Theater

No	Theater Name	Area	Type of Theater
1	Kinos Hometheater	Batam Kota	Non Network
2	Mega XXI	Batam Kota	Network
3	Premiere XXI	Batam Kota	Network
4	Cinepolis MB2	Batam Kota	Network
5	CGV Park Avenue	Batam Kota	Network
6	Kinos Dreamland	Batu Aji	Non Network
7	Muvi Theatre Batam	Batu Aji	Non Network
8	Studio 21 Nagoya Hills	Lubuk Baja	Network
9	XXI BCS Mall	Lubuk Baja	Network
10	CGV Grand Batam Mall	Lubuk Baja	Network
11	Cinema XXI Panbil	Sei Beduk	Network

Source: (Dinas Komunikasi dan Informatika Kota Batam, 2021)

This research aims to identify the factors influencing the creative film industry in Batam City. The analytical focus includes the influence of film themes or genres on cinema audience preferences, the impact of distribution and city infrastructure on film production, as well as the influence of age classification based on sensors on viewers' decisions to watch national films in Batam City. Consequently, this study is expected to provide a comprehensive understanding of the development of the film industry in the region.

METHODS

The research method employed adopts a descriptive research design, where the focus is on describing the influence of film genre, film distribution, and film censorship with certain age classifications on the film industry in Batam City. The data collection process is conducted with the aim of elucidating the impact of these factors on the film industry in the region.

In the context of research using a descriptive approach, the researcher will ensure that the collected data is representative for the research period and encompasses the issues described without being overly broad in its scope. This research method involves survey and literature review methods, where data collection will utilize questionnaires as a technique distributed to film audiences at various cinemas in Batam City for completion.

Sampling Methods

Respondents in this study are drawn from the productive-age population in Batam City, totaling 848,628 individuals. The Isaac and Michael Table method with a 5% margin of error is used to determine the total number of respondents. According to the table, the number closest to 848,628 individuals is 850,000, and the minimum sample size obtained is 384 individuals. Therefore, in this study, 384 individuals are used as the minimum sample size (Isaac & Michael, 1995).

Isaac and Michael Formula

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$$s = \frac{\lambda^2 . N . P . Q}{d^2(N-1) + \lambda^2 . P . Q}$$

λ2 with df = 1, error level may be 1%, 5%, 10%.
P = Q = 0.5
d = 0.05
s = Total samples

Explanation:
s = Total samples
λ2 = Chi-Square which its value is related to the degrees of freedom and also the error level. For Degrees of Freedom 1 and 5% error, the chi-square value is 3.841. Refer to the Chi-Square t-table.
N = Total population
P = correct probability (0.5)
Q = incorrect probability (0.5)
d = Difference between the sample mean and the population mean. The difference can be 0.01, 0.05, and 0.10.

In this study, the population in Batam City totals 84,628 individuals. By setting a tolerance error limit of 10% and a value of d = 0.05, the research sample size can be calculated as follows:

$$s = \frac{3{,}841 \times 848.628 \times 0{,}5 \times 0{,}5}{(0{,}05^2 \times (848.628-1)) + 3{,}841 \times 0{,}5 \times 0{,}5}$$

$$\frac{814.895{,}037}{2.122{,}5277}$$

$$= 383{,}926$$

$$= 384 \text{ The sample size (rounded)}$$

Reliability Test

Reliability measures the extent to which the results of a measurement remain consistent and free from measurement errors. The process of reliability testing aims to ensure the reliability of data obtained through questions or statements in an instrument. In testing reliability, Cronbach's alpha values are used and compared with the level of significance, which can range from 0.5, 0.6, or 0.7, depending on the research needs. The criteria for reliability testing are established according to the desired standards (Darma, 2021):

❖ If the Cronbach's alpha value is greater than the established level of significance, the instrument is considered reliable.
❖ If the Cronbach's alpha value is less than the level of significance, the instrument is considered unreliable.

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Multiple Regression Test

Multiple regression typically involves more than two independent variables (Santoso, 2022). The influence of Genre Film, Film Distribution, and Film Sensor on the Film Industry can be identified through multiple linear regression analysis using the formula equation as follows:

F Test

F Test is aimed at determining whether independent variables collectively have an impact on the dependent variable. This test is applied in research involving two or more independent variables, comparing the F-calculated and F-table values for evaluation (Darma, 2021) .

RESULTS AND DISCUSSION

Reliability Test Results

The table below presents the computed correlation coefficients and reliability for each variable examined using the Cronbach's Alpha method.

Table 2. Reliability Test Result

No	Variabel	Cronbach's Alpha	Required values.	Remarks
1	Film Genre	0,775	0,6	Reliable
2	Film Distribution	0,737	0,6	Reliable
3	Film Censorship	0,688	0,6	Reliable
4	Film Industry	0,835	0,6	Reliable

*) The data processing results were obtained through SPSS.

The data in Table 1 indicates that the Cronbach's Alpha coefficients for each variable exceed the expected threshold (>0.6). Therefore, it can be concluded that the questionnaire constructs covering the variables Film Genre, Film Distribution, Film Censorship, and Film Industry are considered reliable or have adequate reliability.

Multiple Regression Test Results

The outcome of the multiple regression analysis processed using the SPSS application is as follows:

Table 3. Statistic T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.544	.895		6.193	.000
Film Genre	.386	.052	.358	7.374	.000
Film Distribution	.266	.054	.240	4.936	.000
Film Censorship	.373	.061	.287	6.100	.000
a. Dependent Variable: Film Industry					

*) The data processing results were obtained through SPSS.

From the above multiple linear regression formula, the constant value obtained is 5.544. This means that if the dependent variable, Industri Film, is influenced by its independent

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variables, namely Film Genre, Distribusi Film, and Sensor Film with values of zero, then the average value of Industri Film would be 5.544.

F Test Results

The F Test aims to determine whether independent variables collectively have an impact on the dependent variable.

Table 4. F-Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4000.971	3	1333.657	216.138	.000b
Residual	2357.093	382	6.170		
Total	6358.065	385			
a. Dependent Variable: Film Industry					
b. Predictors: (Constant), Sensor Film, Genre Film, Distribusi Film					

*) The data processing results were obtained through SPSS.

Based on the research findings, the F-test result yielded an F value of 216.138 > F table 2.24. This indicates that the calculated F value is greater than the tabulated F value; therefore, H0 is rejected and Ha is accepted. This implies a significant influence of Genre Film, Film Distribution, and Sensor Film on the Film Industry in Batam City.

The Influence of Film Genre, Film Distribution, and Film Sensor on the Film Industry in Batam City

The analysis results indicate that Genre Film, Film Distribution, and Film Sensor show significance levels of 0.000 ($\alpha < 0.05$). Simultaneously, the F-test value is 149.301, which means that F-calculated > F-table (216.138 > 2.24). This indicates a significant and positive influence of Genre Film, Film Distribution, and Film Sensor on the Film Industry in Batam City.

CONCLUSION

The research findings illuminate the substantial influence of various factors on Batam City's Film Industry. Individually, Genre Film emerges as a pivotal factor, contributing to 38.6% of the industry's variation, with its influence being statistically significant. This underscores Genre Film's significant impact on Batam City's Film Industry. Similarly, Film Distribution exerts a notable influence, accounting for 26.6% of the industry's variation, and displaying a positive and significant relationship with the Film Industry. Additionally, Film Censorship significantly shapes the Film Industry, contributing 37.3% to its variation, with its influence being statistically significant, thereby rejecting the null hypothesis. Collectively, Film Genre, Film Distribution, and Film Censorship wield significant influence on the Film Industry. The regression coefficient of 5.544 and an F-test result of 216.138 affirm their combined impact, supporting the alternative hypothesis. Hence, it is evident that these factors play a pivotal role in molding Batam City's Film Industry, as evidenced by the research findings.

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