

**THE EFFECTS OF FILM TRAILERS ON FORMING CONSUMER  
EXPECTATIONS IN THE INDONESIA'S CREATIVE INDUSTRY**



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**THE EFFECTS OF FILM TRAILERS ON FORMING CONSUMER  
EXPECTATIONS IN THE INDONESIA'S CREATIVE INDUSTRY  
UNDERGRADUATE THESIS**

The Requirements of Bachelors' Degree in Faculty of Economics and Business.  
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Yogyakarta



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## STATEMENT PAGE

The result of this study,

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The author of this study declared this thesis with the title: "THE EFFECTS OF FILM TRAILERS ON FORMING CONSUMER EXPECTATIONS IN THE INDONESIA'S CREATIVE INDUSTRY" has no work has been submitted to achieve a bachelor degree in other institutions. As far as the author's knowledge, there are no words that have been written or published by others unless the written document has been referred to in this text and mentioned in the Bibliography. The author is willing to cancel this thesis, whether research or works written and published by anyone else.

Yogyakarta, December 2021



Regan Muammar Nugraha

## MOTTO AND DEDICATION

إِنْ أَحْسَنْتُمْ أَحْسَنْتُمْ لِأَنْفُسِكُمْ وَإِنْ أَسَأْتُمْ فَلَهَا

If you act rightly, it is for your good, but if you do wrong,

it is to your own loss.

(QS. Al-Isra: 07)

“A life without no changes can’t be called life. You can only call it experience.”

*- Lelouch Lamperouge*

“We’ve all been special since the day we were born... We’re free!”

*-Eren Jeager*

"Hope is a good thing, maybe the best of things, and no good thing ever dies."

*-Andy Dufresne to Red*

“Nothing is impossible if you try. Even a mute girl can scream and  
the whole world hears."

*-Eden*

## ABSTRACTS

As films become the lifestyle for most people nowadays, the increasing of viewers and films offered in the industry steer the trailers as judgmental aspects play pivotal roles in determining film success. The research objectives are to analyze the effects of film trailers constructed by quality and content on shaping consumer expectations toward four film genres: action, horror, drama, and comedy. This research used a qualitative experiment approach with participants are the consumer who has experience watching trailers. The analytical used in this study is interactive model data analysis (IMDA) with NVivo 12 as the application program. The research shows that the quality and content of a trailer shape consumer expectations. People's power becomes the most affecting aspect that influences the expectation from prior knowledge and experience of consumers. At the same time, the story affects the expectation by providing information about the full film needed by consumers on judging whether the film is worth it or not to watch.

***Keywords: Consumer expectations, film trailers, film trailers content, and film trailers quality.***

## ABSTRAK

Film telah menjadi gaya hidup bagi kebanyakan orang saat ini, peningkatan jumlah penonton dan film yang ditawarkan di industri mengarahkan trailer sebagai aspek penilaian, serta memainkan peran penting dalam menentukan kesuksesan film. Penelitian ini bertujuan untuk menganalisis pengaruh trailer film yang dikonstruksi oleh kualitas dan konten dalam membentuk ekspektasi konsumen terhadap empat genre film: aksi, horor, drama, dan komedi. Penelitian ini menggunakan pendekatan eksperimen kualitatif dengan partisipan adalah konsumen yang memiliki pengalaman menonton trailer. Analisis yang digunakan dalam penelitian ini adalah analisis data model interaktif (IMDA) dengan program aplikasi NVivo 12. Penelitian menunjukkan bahwa kualitas dan isi trailer membentuk ekspektasi konsumen. Kekuatan orang (People's power) menjadi aspek yang paling mempengaruhi yang mempengaruhi ekspektasi dari pengetahuan dan pengalaman konsumen sebelumnya. Pada saat yang sama, cerita mempengaruhi ekspektasi dengan memberikan informasi tentang film lengkap yang dibutuhkan konsumen untuk menilai apakah film tersebut layak untuk ditonton atau tidak.

***Kata kunci: Harapan konsumen, trailer film, konten trailer film, dan kualitas trailer film.***

## **PREFACE**

Alhamdulillah, all praise to Allah the Almighty and the Most Merciful that because of His blessings, so the author could finally finish this undergraduate thesis to attain a bachelor's degree of economics with the title "THE EFFECTS OF FILM TRAILERS ON FORMING CONSUMER EXPECTATIONS IN THE INDONESIA'S CREATIVE INDUSTRY." This undergraduate thesis is structured to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

This undergraduate thesis is focused on the film trailers that affect consumer expectations. Moreover, this undergraduate thesis tries to help provide references and contributions to the film marketing industry. The result shows that the quality and content of film trailers shape consumer expectations toward the full film.

Finally, the authors get guidance, help, and support from various parties to complete this thesis. Therefore in this opportunity, the authors would like to say thanks as much as possible to:

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