

OPPORTUNITIES FOR THE ASIA'S FILM INDUSTRY AS AN ECONOMIC ENHANCER IN ASIAN COUNTRY

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Abstract. Asia as the largest physical continent that has potential natural resources and human resources are very in price. The magnitude of the Asian continent stretching from the Eastern world until the middle world has potential culture. It can be shown in a film industry that is present in some countries to promote the culture of each country. Film Industry will help the economy of a country because in addition to getting the tax from the movie, the State would get long-term effects that will affect the economy. With the goal of community building efforts in Asia film industry will be one of the profitable industry because it has been proved by two Asian countries that succeed in the industry, State of India with film industry called "Bollywood" and South Korea is also famous for its "K-Drama". This potential will develop the economies of Asian countries. Asia has a big market as a power but also the film production of Asia must raise the culture and Asian country's potential to promote the cultures so it can enhance economic of the country. If all Asian Country strengthen its cooperation in film industry then Asian Film Community will dominate the world film remembering Asia's today is a large part of the world and becomes a center of world attention.

Keywords: Creative Industry; Movies; Economy

I. INTRODUCTION

Creative Industry is an industry that play in the realm of human creativity, Creative Industry based on references are: *Industries as those industries which have their origin in individual creativity, skill & talent, and which have a potential for wealth and job creation through the generation and exploitation of intellectual property. This includes: advertising, architecture, the art and antiques market, crafts, design, designer fashion, film and video, interactive leisure software, music, the performing arts, publishing, software and computer services, television & radio.* (DMS Creative Industries Task Force, 1998)

In the above explanation of creative industry have great potential in today's era, because with individual skill, human will freely create something with his mind. In the age of postmodernism where a truth comes from the human mind than simply put if the current presence of creative industry focusing industry source of human mind then they will create their works their own way with their creativity. The continent of Asia as the world's largest continent has many great cultures and very heterogeneous so that some countries began using the creative industry to reveal the culture. Usually, the countries in Asia use the platform of the films as one way to promote culture.

In some Asian countries such as India that have "Bollywood" as the movies that promote the culture of India, then "K-Drama" owned by Koreans as a promotional tool is not only present their cultural but also food and political conditions that occur in South Korea. But many countries that have yet to do so then felt the need to form a study in order that countries in Asia were able to utilize in order to boost the economy in the Asian countries.

Revolution industry 4.0 became one of the new challenges which must be faced by some countries in the world. Inevitably revolution industry 4.0 should be a concentration of countries in order to get benefit and be able to master the revolution industry 4.0. This revolution has the characteristic that is leveraging technology as a tool of

production, marketing/distribution tool and consumption tool. The means of production here means all relating to the manufacture of products or in case it is filming using technology related to films such as the camera, edit tools to tools for scripting is already using the latest technology. Then continue to distribution's tool is in this regard if we are to promote a movie works then use technologies such as social media or other media. And finally, consumption tool is a tool that uses current technology in this case seeing a work of film through platforms that have been there like YouTube, Netflix, and more.

II. BASIC THEORY

A. The Theory Of Chance

This theory was first used as a theory in playing gamble that is now used by academics in mathematics. This theory was introduced by a French nobleman named Pascal and Fermat (1601-1665). In simple, theory of chance is the branch of mathematics concerned with opportunities, analysis of random phenomena. The main objects of the theory of chance are random variables, stochastic processes, and events/phenomena: mathematical abstractions of non-deterministic events or measured quantities that may either be single occurrences or evolve over time in an apparently random mode. Occurrence or event is a subset of the sample space definition of opportunity: the chance of an event that desired is a comparison of the number of sample points with events quantities of the sample space. Opportunities also called with the value of the possibility.

B. SWOT Analysis

This analysis is used to find a problem and opportunity. In SWOT analysis we can evaluate the strengths, weaknesses, opportunities and threats in a project or a business venture. Those factors which forms the acronym SWOT (strengths, industry, opportunities, and threats). This process involves the determination of the specific goals of the business venture or project and identifying the internal and external factors that support and

cause difficulties for achieving those goals. SWOT analysis may be applied by means of analysing and sorting out the various things that affect all four factors, then apply it in the image of the SWOT matrix, where its application is how strengths are able to take benefit of opportunities that exist, how to address weaknesses which prevents benefit of opportunities, next how power (strengths) are able to face the threats and the last is how to overcome the weakness of (industry) are able to make real threats or created a new threats.

III. DISCUSSION

The largest film industry in world is still held by Hollywood. The Film Industry which originating from the USA always makes the bestselling work for the movie market all around the world in example of its new film is "Avenger End Game" the stories that came from America. This is as an example that we as Asian countries which have more stories that can be displayed based on the culture of each Asian country. This culture which became the capital for these countries to make a film that shows and promote what is owned by the country.

By using SWOT analysis will extract anything that influences a film industry: 1) Strength: Asian countries have a large capital in its culture and societies, as a power Asia have financial capital and big market as a tool to support film industry; 2) Weakness: Lots of Asian countries who have not been able to enter into it because a society that is still lack of technology, and less economically, it would be very difficult for some countries to apply this; 3) Opportunity: With its various cultures this becomes a chance for movie maker to create a story that will be visualize in a film, in addition to the presence of how rich the natural resources in Asia rather than the country outside Asia; and 3) Challenge (Threat): Asian film industry will directly face with Industry movies that originating from America or Europe that in fact already has its market and more famous so it becomes a challenge to be solved in this industry.

The development of the film industry in Asia is currently progressing rapidly; it is seen from the producers of the film in several countries such as India, South Korea, Japan, Thailand, and others. In every country have its own character, in example India's movie that has characteristic by dances and songs, and then South Korean drama film with a character which describes life in South Korea because the film is able to introduce Korean food specifically by means of a typical meal, Japan with its famous worldwide cartoon movie/anime the character make a film to educate the children of Japan in particular to progress the nation proved in the cartoon series "Doraemon" which describes about future technologies and proven children who watch the series become a scientist who made Japan into a forward nation at this time.

Countries in Asia have potential to build a film industry that can develop the economy. Some of the supporting factors are:

A. Cultural Factor

Culture is a whole system of ideas, actions and results of the work of people in public life, which belonged to people with a study or in another explanation today is things

that are concerned with. From the above notions of cultural factors in film industry is the factor that comes from people who lived in the middle of the environment that affect the way of thinking and how to act, in the case of this culture can be basic stuff or things that need to be shown at the time of making a film, it is also supported by countries in Asia which have different culture so its culture can be the hallmark of film industry in the country.

B. Community

Community here means people congregated in the area by having the same culture. Same thing with the first factor of this society will affect a film industry, for example if the system is a hard-working society then the average movie made to lead to such a destination, like a Japanese renowned for its work ethic is good then it became one of the characteristic of the film production also displays things related to building the nature of hard work.

C. Education

In some Asian countries education of film making has become one of the lessons to be taken at this time, such as in Indonesia aspirants filmmakers have detained from secondary school onwards. Not only does it with the presence of a digital platforms such as YouTube can help the filmmaker get information and education about the world of film, as it says above in the revolution industry 4.0 people must utilize technology as a tool needs. It will also help countries to run revolution industry 4.0, because in some countries the technology is still not much known so to socialize it the way by means of making the community need with the technology so by using community and exploit the technology.

D. Technology

As already described above, a little technology can be used as a tool of human needs, so in this case the presence of technology in film industry it will help the filmmaker to make paper. This technology also will help promote a film work to be able to watch over the world.

By Factors above we can see that all Asian countries can make creative industry in the field of Film Industry. From this industry will make Asian countries advanced in its economy, it can be taken from the tax results of filmmaking, the attractions promoted in films, and others indicated in the film made by producers and filmmaker of Asian Countries. Opportunities in Asian film industry by using a theory of opportunities that saw the abundance of an event with many of its events that may and deployment in Asia, if there are some of the Asian countries in building or creating the success film industry then this is also possible for another Asian countries to be capable of success in building industry.

IV. CONCLUSION

Today's creative Industry will increase the economy of Asian Countries. This will be obtained from the film industry because in addition to the works of film, the country also get long term effects that affect the income of the country such as the increasing number of foreign tourists who come to visit places that are on show in the movie, and then exporting food ingredients due to the effects of the film showed the food typical of a country. With the development of technology that is able to help promote for free so simply

put the new movie maker no need to think of the promotion budget simply by submitting his work to social media platforms.

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