

Analisis Konten Opini Publik Tentang Film Khanzab di Akun *Autobase* Twitter @moviemenfes (Periode April – Mei 2023)

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Abstract

The increasingly massive development of the times makes it easy for individuals to interact, communicate, and discuss with each other. One of the impacts of the times is the use of social media Twitter. With the variety of features offered by Twitter, various auto base Twitter accounts appear. Auto base Twitter is a means to discuss and share opinions on Twitter with anonymous message senders. One of the Twitter bases that are quite active for sharing information and communication about the film industry is @moviemenfes. This study aims to find out how the @moviemenfes base account is used as a promotional tool for sharing information and forming public opinion regarding the film of Khanzab. This study uses a qualitative method. Researchers use the content analysis method with a descriptive approach. The primary data in this study are comments and tweets from the Twitter account @moviemenfes. Secondary data in this study is related to literature. Data collection techniques use observation and document analysis from the @moviemenfes account. The findings show that the content of the tweets found in the @moviemenfes auto base related to the Khanzab film shows the theme of the tweets related to the Khanzab film included in the promotion, review, and information sharing categories.

Keywords: *content analysis, public opinion, Twitter, Khanzab movie, autobase*

Introduction

Over time, social media has become a mandatory part of society and has been used by almost all layers of society. Social media makes it easier for people to communicate and connect without meeting anyone. In addition, access to the dissemination of information on social media is very easily accessible to everyone. The number of active social media users in Indonesia will be 167 million in JANUARY 2022¹. The number of active users is increasing from year to year, allowing for an annual increase in users. Twitter is among the five most used websites in Indonesia, alongside WhatsApp, Instagram, Tiktok and Facebook. The reason why Twitter can exist to this day is that Twitter has advantages such as the ease of expression of users, the reduction of odds, a lot of people who care about the others, the information up to the present moment, to the existence of Twitter and humor tweet². Although each social network offers its own advantages, such as WhatsApp with top performance in

¹ <https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>, diakses pada: 13 Juni 2023, pukul 14.08 WIB

² <https://mojok.co/terminal/8-alasan-orang-suka-main-twitter/>, diakses pada 13 Juni 2023, pukul 14.25 WIB

chat, Instagram in posts or feeds and Twitter in the area of quick update information and up to date³.

Social media are online media that allow users to easily interact, participate, and share and create content in a virtual forum (Liedfray et al., 2022). According to Kotler and Keller (Wahyuni Purbohastuti, 2017) there are three types of social media platforms: (a) forums and online communities. Social media is the type of social media created by users or groups of customers without the company's interference. Typically, forums or online communities are used to discuss products or brands with one another. It is an online website designed to reach a broad audience, with content that can be articles, videos, texts or photos. (c). Social networks are sites for sharing information and communication. Examples include Instagram, Twitter, Facebook, etc. The presence of social media, of course, also develops with the existence of auto-based accounts. The auto-based account is one of the features on Twitter that has the function of the automatic live messaging service (Syam & Maryani, 2019). Auto-Base Presence can make it easier for Twitter users to send a message (DM) to an account that owns this feature, and then the content of the message will automatically be uploaded to a tweet of the Auto-Basic account. Each auto-base account has its own thematic focus. Examples include an @ohmybeautybank account that focuses on the topic of Skincare, an @collegemenfess account focusing on teaching and educational topics, then there is an @discountfess that focuses on a product promotion or discount theme, and an @moviemenfes that focused on a movie theme.

@moviemenfes is an auto-based account that was established in 2013 and currently has 710,225 Twitter followers. Since it is based on an auto-based account, the @moviemenfes account is a means for movie fans to send and share information to send tweets about profiles in Indonesia or the world. By posting tweets on an auto-based account, users can share their opinions and at the same time get other people to see the movie that is being discussed. One of the things that drew the authors' attention was how the @moviemenfes account was used to share information and opinions about Khanzab films.

Khanzab is an Indonesian horror film directed by Anggy Umbara, released on April 20, 2023⁴. The film itself is being discussed on social networks, including Twitter @moviemenfes. At the time of broadcasting the Khanzab film, much was discussed about the Khanzabi films via the @moviemenfes Twitter account and advertised on the auto-based @moviemenfes account. In the active tweets of @moviemenfes there is always information about this film. Not uncommon information is also shared about the excavations of the stories, synopsis, up to the ratings of the film. There are a lot of positive and negative responses to tweets from @moviemenfes basic accounts sent by anonymous users. The activity of sending messages to the basic Twitter account @moviemenfes is a form of marketing communication in the digital age in the form of advertising (Tjiptono in (Priansa, 2017)). Marketing communication is a marketing activity to present a product, to persuade and influence a target market, to buy or accept its product, so that they can know the existence of a product and create a sense of loyalty. Marketing communication serves to connect the consumer with the

³ <https://www.brilio.net/gadget/6-keunggulan-twitter-dibandingkan-instagram-hemat-kuota-191219n.html>, diakses pada 13 Juni 2023, pukul 14.33 WIB

⁴ <https://www.cnnindonesia.com/hiburan/20230418215000-220-939575/sinopsis-khanzab-teror-seram-jin-pengganggu-salat>, diakses pada 13 Juni 2023, pada 15.32 WIB.

producer to form a symbiosis of reciprocity between consumer and producer (Batjo, 2018). It can be said that marketing communication is a combination of the theory of communication science concepts that serve to market a product to the consumer in order to create a symbiosis of reciprocity between the producer and consumer. Marketing communication models include advertising, promotion, sponsorship, public relations, direct marketing, word of mouth, and personal selling.

Promotion is any method used to personalize a company's goal in relation to a product or service or something to influence it. Advertising activities are a useful form of activity to persuade consumers. Promotion is an activity of information communication between one person and another in a channel to influence attitudes and behaviors (Canon, Perreault and McCarthy in (Yolanda & Wijanarko, 2018)). Advertising is a form of communication to communicate the advantages of a product or service, to persuade someone to buy, and to raise awareness of the existence of a good or service offer.

The researchers rated the formation of opinions about khazab films that appeared on the auto-based @moviemenfes account as interesting to investigate since the khazab film is a new horror film that is the result of the work of a well-known director in Indonesia. The opinions are uploaded to the auto-base @moviemenfes and the public in this case is Twitter users as recipients of messages or readers of tweets from @moviemenfes where the opinions or comments are not only for but also against. By using the auto-base function @moviemenfes as a means of sharing information, the anonymous user tries to convey the message and the intention of the target through the DM-Tweets function. In this case, Twitter text posts in @moviemenfes are analyzed in connection with khazab movies with qualitative content analysis.

Method

The research uses the method of content analysis with a qualitative approach. This research method is used because researchers do not just want to limit themselves to analyzing the content of the text, but focus on latent interpretations of meaning in order to obtain the deepest data. A qualitative method is a research method used to obtain in-depth data, data that contains meaning (Sugiyono, 2015). Qualitative research involves the use and collection of data such as observations, history, visual texts, etc. that describe routine and problematic moments as well as the significance in an individual's life. To interpret the meaning in twitter @moviemenfes, the study uses content analysis. This makes it easier to analyze and interpret data to a modern understanding. Content analysis is a technique in a study to make references for the introduction of certain characteristics into texts systematically and objectively (Stone in (Arafat, 2018)). The target of the study was the automated Twitter base @moviemenfes with 710,225 followers accounts. Tweet by @moviemenfes in the period from 1 April to 31 May 2023 are specific objects that are being investigated. For the unit of analysis in this study, the Twitter text is auto based @moviemenfes in the period April – May 2023 with a total of 120 tweets. The text of the selected tweets is relevant to the topic of the khazabian film.

Results and Discussion (12 pt bold)

Research is a study with qualitative content analysis that involves a process to shorten raw data into categories or topics based on the interpretation of meanings (Arafat, 2018). The purpose of qualitative content analysis is to form a category, pattern, or theme that characterizes a meaning. Based on the assumption that the selected categories were selected from the raw data, the authors group the categories into the following tables:

Table 1. Classified Category

Category	Description	Example
Promotion	Information submitted or transmitted by Twitter users who send an anonymous message to the auto base @moviemenfes account that aims to persuade, persuad, and remind those who read to watch khanzab movies.	“mvs KHANZAB, tayang 19 April di bioskop”
Sharing Personal Opinion (Review)	Related to the personal opinions of people who give judgments to khanzab films.	“mvs ini reviewku buat film Khanzab, sesuai ekspektasi aku sii. Ga sia2 debat dulu sama temen buat mutusin mau nonton apa karena se - worth it ituu. Dan overall film horor terbaik menurutku ditahun ini Khanzab siihh”
Sharing Information	Information provided relates to acknowledgement or information related to the film.	Mvs lebaran tayang hari ini di bioskop: Sewu Dino – 13+ - 121 menit Buya Hamka – SU – 106 menit Khanzab – 13+ - 105 menit Jin&Jun – SU – 115 menit

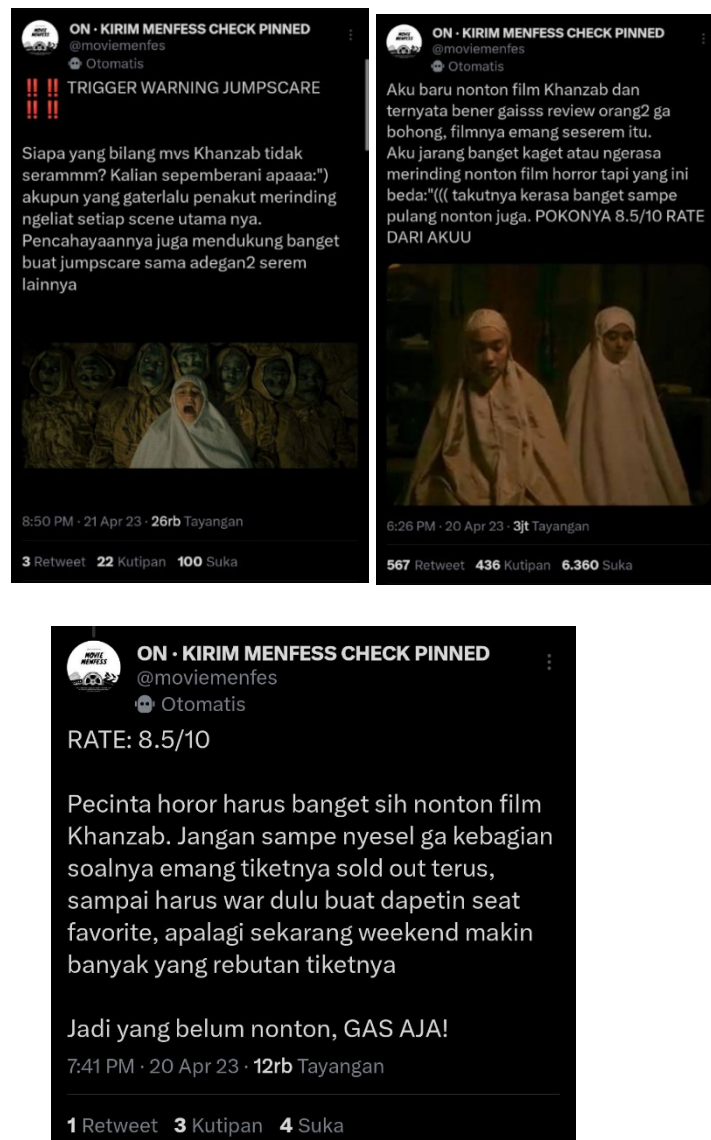
Source: The Writer (2023).

The researchers obtained 15 codes based on the results of raw data observations based on three categories set out in the above table. Data collection results are obtained as follows.

Data Analysis Based on Personal Opinion Sharing (Review)

Sharing Personal Opinion relates to the personal opinions of people who give judgments on khanzab films. Usually reviews are done by giving their personal opinion. In this case it is the audience after watching the khanzab movie. The auto-based @moviemenfes account on every tweet relevant to the sharing of personal opinion category displays a form of evaluation of either a sentence or an image that can attract its followers to immediately make the purchase of tickets and are interested in watching the film.

There are more than 300 tweets that are included in the sharing of personal opinion category, including retweets with quotes or directly from anonymous messages from auto base @moviemenfes followers. Here is an example of personal opinion sharing.

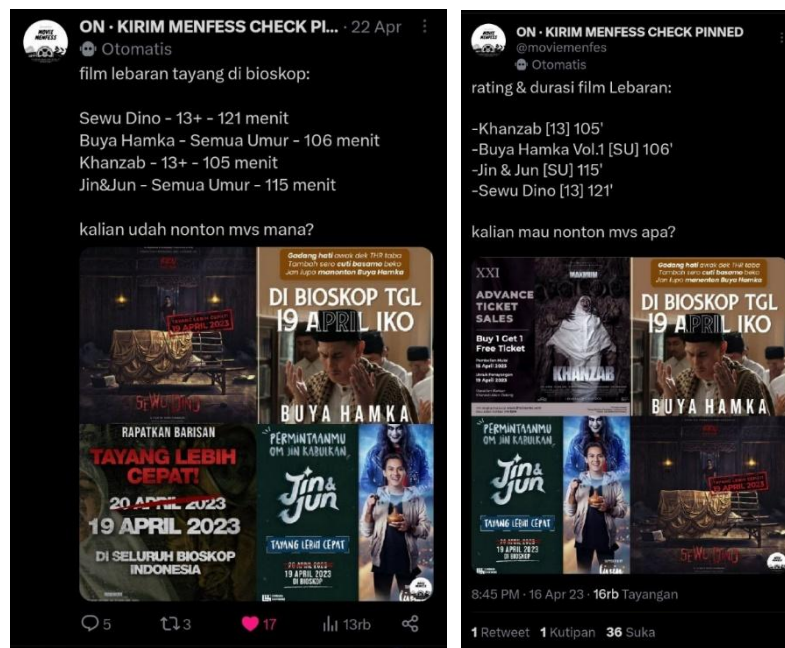


Source: Olahan Penulis, (2023)

Based on the category of sharing personal opinion above, the auto base @moviemenfes account displays a variety of forms of personal opinion sharing. Twitter as a means of communicating and exchanging thoughts or opinions makes it easy for its users to share their personal opinions about something. Usually followers or target consumers will have a desire to make a purchase or do an action based on reviews from other people who have bought or have already done something (Farki et al., 2016). This is also reflected in how other Twitter users' accounts attempted to share their opinions and judgments after watching khanzab movies. Their opinions are not all positive but there are also contrary opinions that say that khanzab films are not in line with expectations. The category of sharing personal opinion dominated in tweets @moviemenfes from April to May 2023 related to khanzab films due to the abundance of information and feedback provided by netizens or followers of auto base accounts @mowiemenfes.

Data Analysis Based on Promotion

Promotions relate to information submitted or sent by Twitter users who send an anonymous message to the auto base @moviemenfes account that aims to persuade, personalize, and remind those who read to watch khanzab movies. The promotion is made to attract the interest of people who read to do the action of either buying tickets or interested in watching khanzab movies. There are about 30 tweets that are included in the promotion category. The promotion form can be as follows.

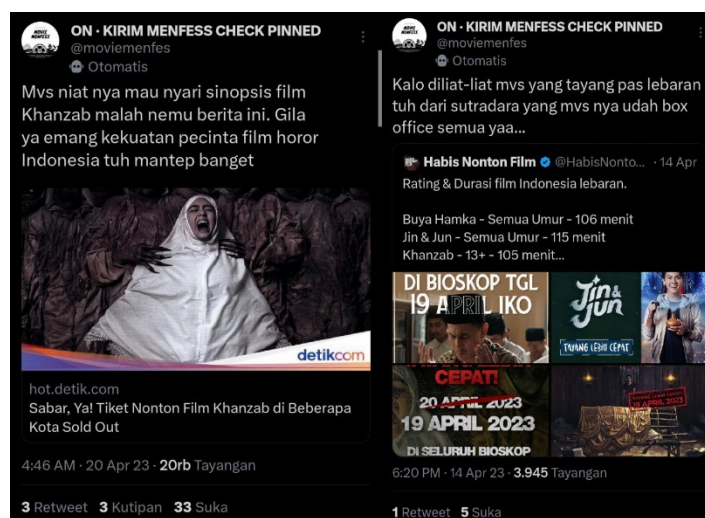


Source : Olahan penulis, (2023)

Based on several screenshots above, the promotion was made to introduce and remind followers of the existence of khanzab films.

Data Analysis Based on Information Sharing Categories

Sharing information is information provided related to acknowledgement or information related to the film. There are about 10 tweets that are included in the information sharing category. In this case it falls into the sharing information category as follows.



Source : the writer, (2023)

Discussion

There are three categories of results: promotion, sharing personal opinions, and sharing information. The information shared by the website is free, in the sense that any information that is transmitted is free flowing, spontaneous, and even personal. The auto base twitter account @moviemenfes was quite active sharing tweets related to khanzab films in the period April – May 2023 especially at the time of the khanzabi movie premiere. The review category is the largest category obtained from the results of the research. The dominance of the category of sharing personal opinion is enough to get a lot of good responses from those that are pro and contra. By reviewing or sharing personal information will help others in making a decision to buy a product or service (Nabila, 2019). In line with the statement, reviewing or sharing personal opinions can be a promotional tool for marketing communication, but reviewing is just one of a few factors that determine whether a person will follow the action to buy or not. And it's not the main factor in changing someone's actions. Strengthened with the results of tweet quotes from Twitter users who looked upset and just felt annoyed with the review of khanzab films in a row.

The promotion category was also done by Twitter users who shared information related to khanzab films to raise awareness of the existence of khanzabi films. Promotions carried out by Twitter users through auto base @moviemenfes accounts are not as many as reviews or sharing personal opinions. Then for the category, sharing information is also not as much as the category review and promotion.

Conclusion

Khanzab is a horror film directed by Anggy Umbara. The film, which premiered in April 2023, reached more than a million viewers. The film is often discussed on the auto base @moviemenfes account where Twitter users can send anonymous messages to the account. The category of messages related to the movie shared on the auto base account @moviemenfes is dominated by the review category followed by promotion and sharing information. It can be said that the excessive submission of opinions about a product or something causes an uncomfortable effect and causes people to feel annoyed with a product.

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