

# The Impact of Film Piracy to Customer Behavior Toward Indonesian Film Market

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**Abstract:** *Indonesia is one of the biggest countries in the world that consumed pirated contents. It is concerning the film industry for the long term since it can potentially reduce the customers for legal film platforms like theater and streaming service. This study is aim to analyze the factors that influence Indonesian to watch a pirated film. The author uses qualitative approach where the questionnaire will be given to a sample size. From the data collection, the two factors that influence this behavior is because of the regulation is not implemented optimally and the variety of film catalogue of the theater and streaming services that still can't compete with illegal platforms. This issue will always arise in Indonesia unless major change happens from all the major stakeholders that can influence the piracy in film industry.*

**Keywords:** film piracy, customer behavior

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## 1. Introduction

The issue of film piracy in Indonesia once again back to the surface. According to [Bisnis.com](#) ([Aninda, 2020](#)), the rising is the result of [Joko Anwar](#), one of the famous film directors in Indonesia, thread regarding the issue in his personal twitter account. [Joko Anwar](#), in his tweet, said that the behavior of Indonesian film consumer toward piracy is very dangerous to the continuity of the film industry. He argues that this behavior can damage the film ecosystem including the workers inside it. The industry workers itself not only limited by director and actors, but also screenwriter, casting director, art decorator, and even an on set sweeper.

This issue actually not a new problem, even already happen since long time ago. In the beginning of the new millennium, a lot of outlets offered a pirated film. From Hollywood to local Indonesian film ([Pratista, Montase Film, 2019](#)). They seem to have freedom to sold their illicit goods to the public without any concern of getting caught by the legal officer ([HT, 2015](#)). The rose of internet helps the spread of film piracy. With internet, it is easier people all around the world to share data and information. Unfortunately, illegal film also become the subject of that data ([Ferri, 2013](#)).

In Indonesia, the rose of internet created numerous of illegal film streaming sites ([Wibowo, 2018](#)). The people ignorance makes many of them prefer to watch film throughout illegal sites and the illegal streaming sites gain lot of traffic on their server. Not to mention, the catalogue in their library is wider than what the local theatre offer ([Arli and Tjiptono, 2016](#)).

The Indonesian government is not without effort on handling this issue. Many rules and laws about copyright are created. The law that ruled this issue are *UU No.8 Tahun 1992 tentang perfilman* and *UU Hak Cipta pasal 72* (Mawari, 2019). The Ministry of Communication and Informatics (Kominfo) also blocked many illegal sites, even since 2017 there are 1745 sites blocked (Budiansyah, 2020). But this effort seems to be useless. Because after one sites was blocked, several new illegal sites come.

However, there are plenty ways to access legal film. From theatre to legal streaming services. The theatre ticket price in Indonesia is subjectively cheap and one of the cheapest among all countries (Rosmayanti, 2019). The price for legal streaming services can consider as affordable too, even some of it offer free films. But, many people still watch film in illegal streaming because of one or two things.

According to a research (Arli and Tjiptono, 2016), the Indonesian people behavior toward piracy are causes by several problems. The journal mentions that this behavior happens because of low moral obligation, low perceived of social control, and the benefit obtained. Moreover, the fear of receiving punishment is not a big factor to the attitude of pirated a film.

Based on the problem already stated, this paper will try to analyze the connection between film piracy and the customer's behavior in Indonesian film market with the variables of regulation, film catalogue availability, and ticket price.

## 2. Literature Review

Film piracy is a global phenomenon since long time ago, especially in emerging countries like Indonesia (Arli and Tjiptono, 2016). The form of pirating a film mostly happened in three platform: illegal DVD, torrent, and illegal streaming (Ellégo and Ijs, 2015)(De Vany and Walls, 2007)(Ellégo and Ijs, 2015). The invention of BitTorrent also help the piracy to spread wider with total 30% of its users use the platform to sharing film files (Ferri, 2013). Not to mention the proliferation of illegal streaming such as IndoXXI, Kissasian, Bioskopkeren, and more that also easier audience to pirating a film.

As the fourth largest country in the world, the number of digital piracy in Indonesia also shown high number (Arli and Tjiptono, 2016). Even a study from McGuire stated that film DVD that sold in Indonesia were 95% pirated products (Arli and Tjiptono, 2016). With many people in Indonesia enjoy watching film through illegal platform, of course it is very concerning for the film industry development in the future.

Quoted from Kemendikbud Website (KBBI Daring, 2016), the regulations governing piracy issue are *Undang-Undang Republik Indonesia Nomor 28 Tahun 2014* about copyright. In Article 8, it mentions about the rights of copy right owner to gain economic benefit from the invention.

The objective of the copyright itself is must be related with the theories of regulation itself (Syeh). First, the ethic theory refer regulation are intended to find a justice. In other way, regulation can be defined as tool to bring justice to the society. Second, utility theory where it stated that regulation is created to bring greater happiness for human being. The happiness in this sentence is refer to happiness for many people rather than few people. Third. Mixed theory, that believe the objective of regulation is to create order. Therefore, order is the requirements of the existing of orderly society.

Although the regulations are clear, the data from APJML (Arli and Tjiptono, 2016) show that the fear to be imprisoned or fine based on Indonesia digital piracy law is only a small factor to be a reason why people stop pirating.

The limited film catalogue that available in local theatre chain also can be one of the variables of the film piracy in Indonesia. The catalogue can be varying from the genre, release date, and country of origin. In Hungary, people tend to pirating film that already out from theater screen or film that never release in their local theater (Bodó and Lakatos, 2012).

For the ticket price, compared to other countries, it can be determining as cheap (Pratista, Montase Film, 2019). In the normal day, Monday to Thursday, the average ticket price in Indonesia is 3.5 USD or around fifty thousand rupiahs. The data also show the ticket price in Indonesia neighbouring countries like Singapore, Thailand, Malaysia, Vietnam, and Philippines. Compared to them, Indonesia is the lowest in term of ticket price.

**Table 1: Ticket Price Comparison**

Number	Country	Normal day ticket price
1	Hong Kong	\$16.6
2	France	\$14.7
3	United States	\$13.9
4	Japan	\$12.0
5	South Korea	\$10.3
6	Singapore	\$6.6
7	Thailand	\$6.5
8	Malaysia	\$5.1
9	India	\$4.5
10	Vietnam	\$4.1
11	Philippines	\$4.0
12	Indonesia	\$3.5
13	Mexico	\$3.0

Although the relatively cheap price, the price perception is still a variable to consider. If the price perception is increase, then the purchase intention decrease. Not to mention the food and beverage theatre in theatre chain are consider expensive by many (Drs. Ec. Ibnu Widiyanto, 2019).

With total population of 206 million people, Indonesia can be considered as one of the biggest film market in the world (Ahluwajia, 2019). Indonesia has a total of 1600 screens that spread all over Indonesia, it helps major films like Avenger Endgame to gain at least 25 million USD and also help local film like Dilan 1990 to grossed for around 16.6 million USD (Twigg, 2020). But this development can be hampered by the high number of piracy in Indonesia.

The relation between film industry and piracy can't be separated. Theoretically, with more people prefer watch film through pirating means the revenue for film ticket will be decline. Based on a research from Springer Science Business Media (De Vany and Walls, 2007), in the US film pirating cost the industry in term of ticket sales to loss revenue around 41.7 million USD.

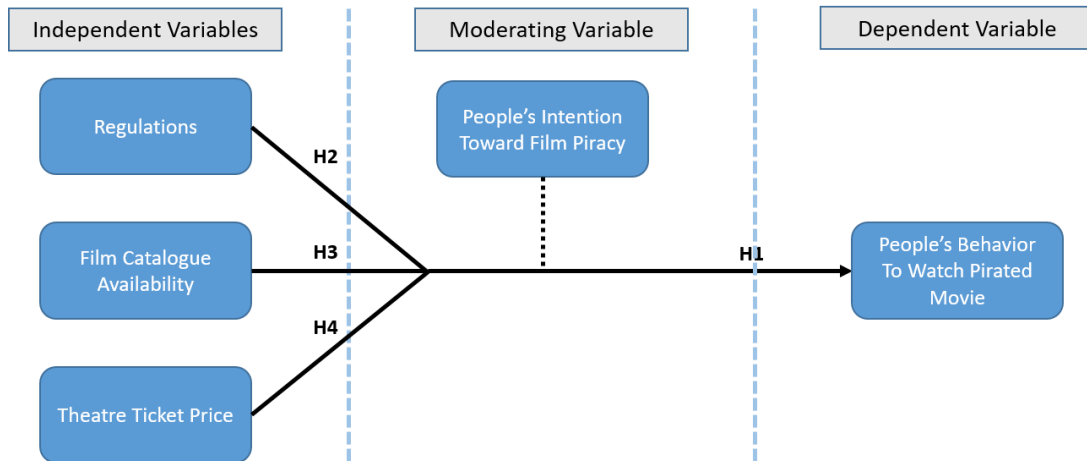


Figure 1: Conceptual Framework

### 3. Methodology

#### Research Design

The first step of this research is to determine the problem that occur in the society, author then decided to write Indonesian people behavior toward pirated film as the problem. The second step is to build the theoretical foundation in the form of literature review. The theoretical foundation is use to understand what already known based on previous study (Library, 2017). The third step is to create the hypothesis. The hypothesis based on the literature review. The fourth step is data collection, this step is covering questionnaire development, validity and reliability test of the questionnaire, and include the elaboration of questionnaire population and sample size. Then, the questionnaire will be spread out to target respondents. The data from target respondents will be analysis and the result of it will be use as the conclusion and recommendation of the research. The research stream has been design as following flowchart.

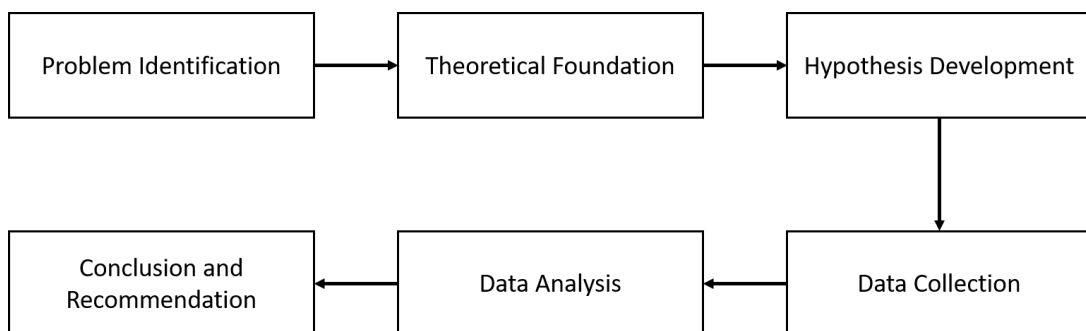


Figure 2: Research Stream Framework

#### Data Collection Method

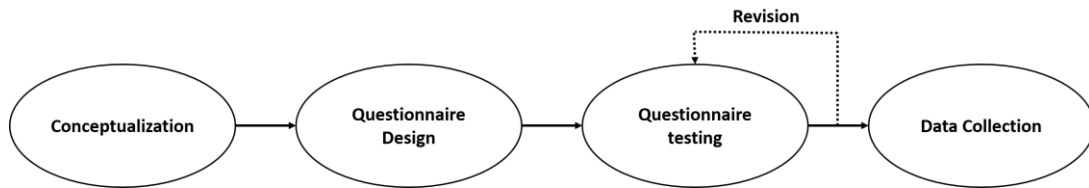
The data collection is divided into two methods, secondary data collection and primary data collection. For the secondary data, author will use data from journal, book, and previous research. Moreover, to find the specific info regarding piracy in Indonesia and the urgency of it, author will use news outlets as the data provider.

The primary data collection for this research will be conducted by online questionnaire. The questionnaire design will be made in Google Form. Since the target audiences of the

questionnaire are Bandung people, therefore for the questionnaire will use Indonesian as the instruction language.

author choose to use questionnaire as data collection method because questionnaire can distribute to large amount of respondents, able to collect uniformity answer, and may make the respondents answer more honest because they don't need to do a face-to-face interview (Gangrade, 1982). The previous research (Arli and Tjiptono, 2016) also use this method to cover population of Indonesian, especially students, to cover the wide range of respondents.

The process of primary data collection through online questionnaire will follow this steps (Brancato *et al.*, 2006):



**Figure 3: Questionnaire Stream**

### Questionnaire Testing

To measure the quality and accuracy of the questionnaire, author use the reliability and validity test. Based on a journal published by MPRA (Mohajan, 2017) The reliability test is to measure the consistency of the answer on the questionnaire and validity test is use to find if the research variables can correctly measure the independent variable.

### Reliability Test

For the reliability testing, this research will use *Internal Consistency Method*. To assess using this method, author compare multiple answers if they are reliable or not by using Cronbach Alpha. The formula for Cronbach Alpha is (Goforth, 2015):

$$\alpha = \frac{K}{K - 1} \left( 1 - \frac{\sum_{i=1}^k \sigma_{y_i}^2}{\sigma_x^2} \right)$$

To calculate the data, author will use the SPSS software. The result will be determine using an indicator as the following table (Glen, Use and Interpretation, 2014):

**Table 2: Cronbach Alpha Table**

Cronbach Alpha Value	Definition
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

### Validity Test

For the validity test, author use *content validity*. Content validity is use to make sure that the questions on the questionnaire can satisfy the concept that being measure. For the content

validity, author use Pearson Product Moment correlation formula to test the validity. The formula is (Fleetwood, 2020):

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Same as when calculating Cronbach Alpha, for this calculation author will use SPSS software too. To interpret the result, it can be interpreting as table below (Fleetwood, 2020):

**Table 3: Pearson product Moment Correlation Table**

Value	Strengths of Correlation
0.1 to 0.3	Small
0.3 to 0.5	Medium
0.5 to 1	Large

### Sample Size

To determine the sample size for this research, this research use Slovin's formula to determine the sample size (Ellen, 2018):

$$n = \frac{N}{(1 + Ne^2)}$$

Where  $n$  is sample size,  $N$  is total population, and  $e$  is error tolerance.

The total population of Bandung people age between 15 to 24 is 475,011 based on August 2019 census (Kusnandar, 2019). Therefore, with 85% confidence level it means the error tolerance is 0.15. Then, the sample size number:

$$n = \frac{475,011}{(1 + 475,011 \times 0.15^2)}$$

$$n = 44.44 = 45$$

### Data analysis

The objective of the research is to find the correlation between the independent variables and dependent variables. To analyze the data from the questionnaire, author use linear regression method. Based on ScienceDirect (Uyanık and Güler, 2013), regression method is use to find the connection between two or more variables that having a cause-effect relation.

Since in this research, the independent variables are more than one, therefore author use multiple linear regression. The formula for multiple linear regression is (Olive, 2017):

$$y = \beta_1x_1 + \beta_2x_2 + \beta_3x_3$$

Where  $y$  is independent variable,  $x$  is dependent variables, and  $\beta$  is the slope of each variables. In this research, the  $y$  and  $x$  are:

$y$ : People's behavior to watch pirated film  
 $x_1$ : Regulation  
 $x_2$ : Film catalogue availability  
 $x_3$ : Theatre ticket price

The data then will calculate using SPSS software to easier the author. The result then will show in scatter plot diagram to analyze the trends. Based on Dummies (Ramsey, n.d.), If the data indicate there is an increase from left to right, then there is a positive correlation between independent variables and dependent variable. Moreover, If the data indicate a decrease from left to right, then there is negative correlation between those variables. Lastly, if the data seem to be random without any pattern, it means the variables doesn't have any correlation.

In this paper, if the data show positive correlation it means the independent variables impacting the people's behavior to watch pirated film. If the correlation is negative, it means the independent variables impacting the people's behavior to not watch pirated film. If the data is random, therefore there is no correlation between the independent variables with the people's behavior to watch pirated film.

#### 4. Conclusion

The aim of this study is to analyze the people's behavior toward film piracy and to find what factors cause such behavior to watch film through illegal platforms. Author use the qualitative approach to gain the data. The data are collected by questionnaire and process the data analysis using Cronbach's alpha to test the reliability, Pearson correlation to test the validity, and linear regression to test the hypothesis. The SPSS software is used to easier author to analyze the data. Then, author discuss the findings which makes the author to be able to answer the research question and provide recommendations to involved parties. Below is the answer for the research question.

From the analysis, author can conclude that Indonesian people's behavior toward film piracy is positive. It is shown from the questionnaire where majority of the respondents are used or still watching film through illegal platform. This behavior also supports by the habit of teenagers who often watch film in their spare times.

The factors that make the Indonesia people especially teenagers to watch pirated film is because of the regulation and the film catalogue. Although, from the questionnaire, author can conclude that most of the respondents know the regulation and the punishment of breaking the rules, it still not influences them to stop watching film through illegal site. It can be because of the law enforcement still not run the rules well enough. The catalogue also become one of the strength of the illegal platform since they offer more than what theatre and legal streaming services offers. The price is not a major impact for the Indonesian because they already perceive the price of ticket and subscription as affordable. But, because the illegal platforms usually offer free price for their film catalogue, it might be having an impact to the behavior of the Indonesian people toward film piracy.

To end this research, author provide some recommendations for some parties that got influenced with the film piracy phenomenon in Indonesia. The parties mention below are theater chains, streaming services, and marketers on film industry.

For theater chains, a lot of people in Indonesia already perceive the ticket price as affordable or even cheap enough. Therefore, the theater management no need to worry to lowering their



price. But, because of the regulation and film catalogue they offer, it can damage the theater chain in long run. Therefore, the management must synergize with other film legal platforms and filmmakers to put pressure for the law enforcement to put the matter of film piracy seriously. With the strict policy regarding film piracy that includes the pirate and the consumers, it can make them afraid to violates the rules and prevent them to do so. Moreover, for the film catalogue, most of film showing in Indonesian film theater are only from Hollywood and local Indonesian film. They can ask the film distributor to buy the film rights from other countries too such as Japan, South Korea, China, Thailand and more since the demand for East Asian film can be classified as good enough. Since pirated film can only distribute after the film release on the DVD or online streaming, theater have a competitive advantage to show the film exclusively if they release it before the film release on the DVD or streaming service.

Same with the theater sector, streaming service issue is the regulation and the catalogue of the film they offer. As in for the theater, streaming service management also should collaborate with all parties involves in film industry to give a pressure for the law enforcement. To compete their catalogue, streaming service can offer different films from different countries, years, and genres by buying the film right or produce their own contents. Streaming service can also experiment with their content to make an exclusive content that can be enjoy on their platform like what Netflix did with their Black Mirror series where the audience can decide their own plot of the film.

For the marketers, they can create a campaign for anti-piracy movement where they encourage the people of Indonesia to stop watch film through illegal website. The marketers can collaborate with the government and industry icons such as actor and director to launch the campaign itself. With the campaign, we can hope it can make people aware the damage of piracy to the film industry as a whole.

For the future research, the author doesn't analyze all the possible variables that can impact the people of Indonesia to watch pirated film. Therefore, author recommends future researchers to find and analyze other variables that may have an impact to such behavior. Moreover, with current situation of Covid, the future researchers can also connect the behavior of people watching pirated film nowadays with the current situation.

Furthermore, since the sample size for this study only limited for teenagers between 15 to 24, the author recommends future researchers to wider the age gap or research different age group like elderly. The confidence level of this study is only 85% because of the time limit of the data collection, the author recommends the future researchers to increase the confidence level to higher percentage.

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