

Speak Out Your Films: When Asian Independent Film Festivals Send Messages to the World

Zaki Habibi

Dosen Program Studi Ilmu Komunikasi
Universitas Islam Indonesia (UII), Yogyakarta

Abstract

This article focuses on three independent film festivals held in three different countries in Asia. They are (1) Jeonju International Film Festival (JIFF) in Jeonju, South Korea, (2) Cinemalaya Philippine Independent Film Festival in Manila, The Philippines, and (3) Jogja-NETPAC Asian Film Festival (JAFF) in Yogyakarta, Indonesia. Multiple case studies is adopted to analyse the way in which these three independent film festivals are being organised, including the “messages” being circulated for their global audiences. The findings are analysed based on the conceptual framework that consists of three relevant concepts: film as cultural product, independent film festival, and cultural discourse. The conclusion shows that the three analysed film festivals offer an alternative way in film distribution, then demonstrate unconventional way of festival organising, and strengthening the power of community and its networks as the basis for the development of their festivals.

Keywords: *Film distribution, film festival, independent, community, case study*

Abstrak

Artikel ini menyoroti tiga festival film independen di tiga negara di Asia sebagai fokus studi. Ketiganya adalah (1) Jeonju International Film Festival (JIFF) di Jeonju, Korea Selatan, (2) Cinemalaya Philippine Independent Film Festival di Manila, Filipina, dan (3) Jogja-NETPAC Asian Film Festival (JAFF) di Yogyakarta, Indonesia. Kajian terhadap penyelenggaraan ketiga festival film independen tersebut dilakukan dengan mengadopsi pendekatan studi kasus berganda (*multiple case studies*). Pada tingkat analisis, seluruh temuan relevan dari ketiganya ditelaah lebih jauh melalui kerangka konseptual yang berbasis pada tiga sumbu, yakni film sebagai produk budaya, festival film independen, dan diskursus kultural. Muaranya, ketiga festival film di Asia ini ternyata menawarkan sistem alternatif dalam ranah distribusi film, lalu mempraktikkan cara yang tidak konvensional dalam mengelola sebuah festival, serta mendayagunakan komunitas dan jejaringnya sebagai basis pengembangan masing-masing festival tersebut.

Kata Kunci: *Distribusi film, festival film, independen, komunitas, studi kasus*