

ABSTRAK

PERAN BADAN PERFILMAN INDONESIA (BPI) DALAM MENDUKUNG INTERNASIONALISASI BUDAYA INDONESIA (2014-2022)

Oleh

ARIF TRIHASTOMO

Badan Perfilman Indonesia (BPI) dibentuk dengan mandat untuk mendorong diplomasi budaya melalui film, namun eksistensi film Indonesia di kancah internasional masih terlihat minim. Kesenjangan ini terlihat dari ketidaksesuaian antara peran ideal BPI sebagai integrator internasionalisasi budaya dan kenyataan partisipasi film Indonesia yang masih terbatas di festival global maupun pasar internasional. Penelitian ini bertujuan untuk mengkaji peran BPI dalam mendukung internasionalisasi budaya Indonesia selama periode 2014–2022, serta mengidentifikasi tantangan struktural dan operasional yang dihadapi.

Penelitian ini menggunakan kerangka teori yang digunakan adalah lima dimensi arus budaya global dari Arjun Appadurai: *ethnoscapes*, *mediascapes*, *technoscapes*, *financescapes*, dan *ideoscapes*. Penelitian ini menggunakan pendekatan kualitatif deskriptif untuk menjelaskan dinamika peran BPI dalam kurun waktu 2014–2022. Data dikumpulkan melalui studi pustaka dan wawancara mendalam dengan narasumber kunci, termasuk Ketua Umum BPI. Penelitian ini juga didukung oleh data dari festival film, dokumentasi kelembagaan, dan praktik diplomasi budaya melalui sinema selama periode penelitian.

Hasil penelitian menunjukkan bahwa peran BPI masih didominasi oleh kegiatan simbolik seperti partisipasi dalam festival film, namun belum ditopang oleh strategi keberlanjutan yang kuat. Hambatan utama mencakup keterbatasan pendanaan, minimnya kerja sama internasional, serta absennya regulasi dan dukungan struktural dari negara. Dengan demikian, diperlukan penguatan institusional dan strategi diplomasi budaya yang lebih terintegrasi agar peran BPI lebih efektif dalam mendorong interaksi dan eksposur global film Indonesia.

Kata Kunci: Badan Perfilman Indonesia (BPI), Internasionalisasi, Diplomasi Budaya, Film Indonesia, Tantangan dan Hambatan

ABSTRACT

ROLE OF INDONESIAN FILM AGENCY (BPI) IN SUPPORTING THE INTERNATIONALIZATION OF INDONESIAN CULTURE (2014-2022)

By

ARIF TRIHASTOMO

Indonesian Film Board (BPI) was established with a mandate to promote cultural diplomacy through film, but the existence of Indonesian films in the international arena is still minimal. This gap can be seen from the inconsistency between the ideal role of BPI as an integrator of cultural internationalization and the reality of Indonesian film participation which is still limited in global festivals and international markets. This study aims to examine the role of BPI in supporting the internationalization of Indonesian culture during the period 2014–2022, as well as to identify the structural and operational challenges faced. This study uses a theoretical framework that uses five dimensions of global cultural flows from Arjun Appadurai: ethnoscapescapes, mediascapescapes, technoscapescapes, finanscapescapes, and ideoscapescapes. This study uses a descriptive qualitative approach to explain the dynamics of BPI's role in the period 2014–2022. Data were collected through literature studies and in-depth interviews with key informants, including the Chairperson of BPI. This study is also supported by data from film festivals, institutional documentation, and cultural diplomacy practices through cinema during the research period. The results of the study show that the role of BPI is still dominated by symbolic activities such as participation in film festivals, but has not been supported by a strong sustainability strategy. The main obstacles include limited funding, minimal international cooperation, and the absence of regulations and structural support from the state. Thus, institutional strengthening and a more integrated cultural diplomacy strategy are needed so that the role of BPI is more effective in encouraging global interaction and exposure of Indonesian films.

Keywords: Indonesian Film Board (BPI), Internationalization, Cultural Diplomacy, Indonesian Film, Challenges and Obstacles