Psychography Analysis of Movie Audience in Surabaya

Abstrak:

The purpose of this research was to find segmentation of Indonesian movie audience in Surabaya and its characteristic based on the psychography aspect. This research aimed to solve the problems that happened in the movie industry, in which the movie industry hasn't known the characteristic of its consumers very well proved with many complaints of Indonesian movies. The segmentation of psychography used in this research was personality based psychography, which identified movie audience based on the characteristic of personality type. The type of research was using descriptive-exploratory method. The variables used to form profile of each segment were taken from Myers-Briggs personality type, demographic variable and variable of watching movie habit. The tools for data collection used here are demographic questionnaire, habit of watching movie, and Myers-Briggs personality type questionnaire. Population in this research was Indonesian movie audience in Surabaya. The sampling technique used accidental sampling with 402 respondents. The data analysis had been done in two steps, 1) cluster analysis using KMeans cluster technique to form segment based on personality type; and 2) chi-square test (crosstabs) to determine the demographic variable and watching movie habit that can be used to form the profile of each segment. Based on the result of research data analysis, there are 4 segments of Indonesian movie audience in Surabaya: 1) devotee in which the segment was 22%; 2) scientist in which the segment was 29.1%; 3) Artist in which the segment was 19%; 4) detective in which the segment was 28%.

Keyword:

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