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# Performance of “Joshua” A Short Film Through Viddsee and Its Shareability in Indonesia



## Abstract

Distribution and exhibition options of short films are limited, short film mostly circulated amongst certain community and film festivals. If the film makers wish a broader audience, they have to go online through online video platforms. One of the online video platforms is VIDDSEE, it was founded in 2012 in Singapore. Viddsee focused on sharing short films from film makers across South East Asia Nations. Viddsee provides curated videos online, which means each video went through a selection process before it is uploaded to the online platform. “Joshua” is a short film created by film students of Universitas Multimedia Nusantara. This research follows the performance of “Joshua”, reviewing the comments and shares on Viddsee and Viddsee Facebook page. “Joshua” performs well in The Philippines, but did poor in Indonesia, although Indonesia is the film’s home country. Indonesians have mixed feeling regarding the film, which hindered the chance to excel in Indonesia. As a multicultural nation, Indonesian audiences have a tendency to thoroughly think about race, religion and ethnicity before sharing a film.

**Keywords:** Short Film, Viddsee, Joshua

## 1 Introduction

Advances of technology in mobile devices and also years of exponential increase of mobile internet speed have lead us to smarter phones and 4G platforms. This advancement has created television consumption anytime, anywhere and any content phenomenon. Consumers are moving away from traditional TV station from their homes and embracing online video platform.[1]

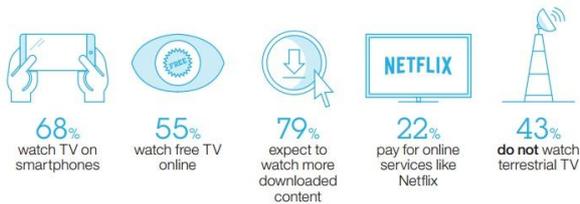
With YouTube, the leader of online video platform,

people are developing the practice of consuming short video clips on a range of media devices.[2]

Viddsee is an online video platform that offers curated short movies and documentaries focusing on South East Asia films. One of the videos featured in Viddsee is “Joshua”, a short narrative film produced and directed by film students of Universitas Multimedia Nusantara. As a student film, “Joshua” is one of the best performers in terms of views and likes in Viddsee.

## 1.1. Online Video Platform

Consumers are now faced with multiple choices and flexibilities to view videos, film or TV Broadcast. With smart phone and 4G capabilities, consumers can truly enjoy television everywhere, anytime and any content. They love



these options and embracing it fast.

Figure 1: Viewing habits are changing (IBM Research)

As we can see in Figure 1, European consumers are moving away from watching traditional terrestrial TV. Recently, it is only 57% of them are watching television at home, directly from the TV station. The rest are watching terrestrial TV from different platforms such as online streaming, pay TV and Over The Top (OTT) video content providers. [3]

The data shows that most of the consumers prefer free online video platform, streaming or downloaded television material. Only 22% of them pay for OTT content providers such as Netflix. Therefore, 88% of the consumers are currently watching free online television programs, such as YouTube, Vimeo and fee TV streaming website. Therefore, those platforms are thriving and they recognize the potential of monetizing from these viewers.

## 2. Viddsee

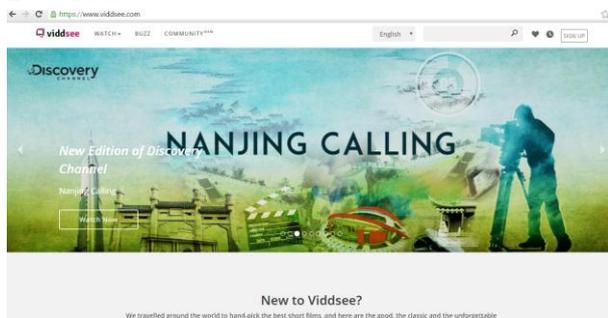


Figure 2 : Viddsee home page (www.viddsee.com)

Viddsee is a free online video content start up, based in Singapore, founded by Ho Jia Jian and Derek Tan in 2012. Viddsee is a curated video platform which means that film makers must submit their video to Viddsee, after a selection process, only selected videos can be viewed in Viddsee.

Due to the selection process, videos in Viddsee platform are relatively good in technical and story-wise. Viddsee is focused on short films sharing. Therefore, it gives short films a distribution platform opportunity, since short films are less likely to be screened in traditional movie theater. Currently, Viddsee videos can be viewed through its website in laptops and in cellphones using mobile apps in iOS and Android platforms.

Viddsee is open to all genres, topics and themes, each film must be easily understood and relatable to audience. Until December 2015, Viddsee

has four million registered users, and 7 million viewers each months. Viddsee uploads at least two new videos everyday.[4]



Figure 3 : Universitas Multimedia Nusantara Channel in Viddsee

Viddsee also provides channels in their distribution platform. In Figure 3, film students from Universitas Multimedia Nusantara can submit their films. After selection process, their films can be viewed in UMN channel, part of Viddsee channel.

## 3 “Joshua” Short Film



Figure 4 : Joshua screen shots

“Joshua” short narrative film is about the story of an innocent boy (Joshua) who accidentally kissed a girl during a basketball game. Both of them were startled by the kiss and began to worry that the girl might get pregnant. Later Joshua (Jojo) stepped up as a gentleman; he agreed to marry her and promised to fulfill his fatherhood duty.

This film is directed by Alvin Ardiansyah and nominated for several film festival awards in Indonesia, such as Indonesia Film Appreciation Award (AFI) and Best Short film category in XXI short movie competition, all are in student category. The duration of the film is 11:34. It was made as a final project, part of requirements to earn a Bachelor Degree in Film at Universitas Multimedia Nusantara.[5]

## 4 Research Method

This research is focused on the performance of the film by following the trail of the movie through Viddsee and social media (Facebook). This paper shall look into comments made in “Joshua” Viddsee page. By analyzing each comment, each commenter and whether they share the film with other people on Viddsee. Also, through Viddsee social media, specifically Facebook, by analyzing comments, reactions, and shares, the research analysis shows

how the film is shared and the audience reception of the movie.

In order to gain more information, a Focus Group Discussion was conducted to understand the content sharing habit of Indonesian on social media and also Indonesian audience tendency in sharing films on their social media, specifically “Joshua”. The FGD was conducted at Universitas Multimedia Nusantara with non-film student participants. Focus Group Discussion is used to get wide range of data in short time period. [6]

## 5 Findings

### 5.1 Vidsee Audience

Vidsee audience are mainly from South East Asia nations, with 34% come from Indonesia, 33% come from The Philippines and the rest come from Singapore, Malaysia, Taiwan and other countries.

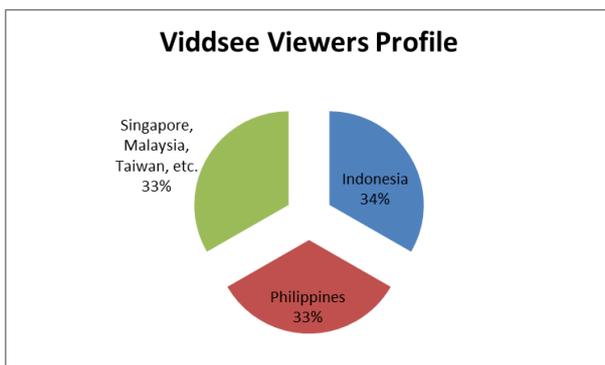


Figure 5 : Vidsee Viewers Nationality (By IP Address)

75% of the audiences are between 18 to 35 years old and the viewers are divided evenly between male and female audiences. Vidsee claimed that their online platform is currently the biggest online video platform in Asia.

### 5.2 “Joshua” Social Media Performance

In the age of social media, consumer seeks opinion and guidance not from companies or expert; but from peers and members of their community networks. It does not matter that these network members are actually strangers. What simply matter, they should be members of the network, and are prepared to engage in the conversation.[7]

Vidsee promoted “Joshua” by creating an article revealing “Joshua” short synopsis and screen shots. The article was posted on multiple website in order to create buzz about the movie and Vidsee.[8]

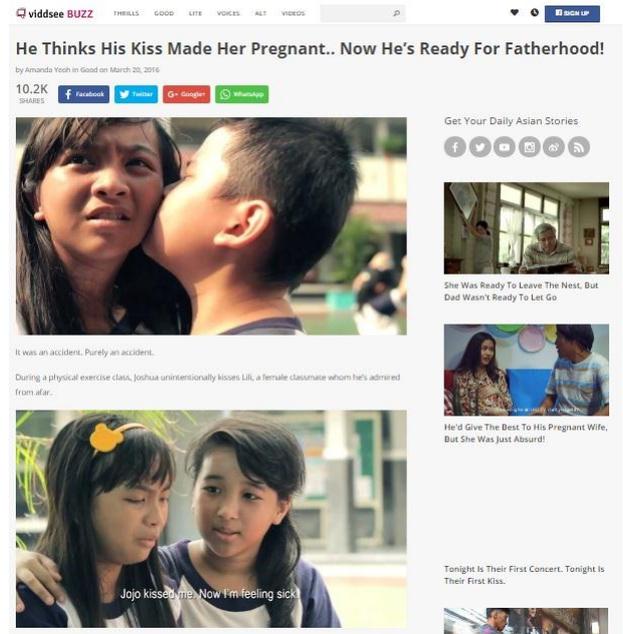


Figure 6: Vidsee Buzz Article on Joshua

This article, along with the video link, was then posted on Vidsee’s Facebook pages.

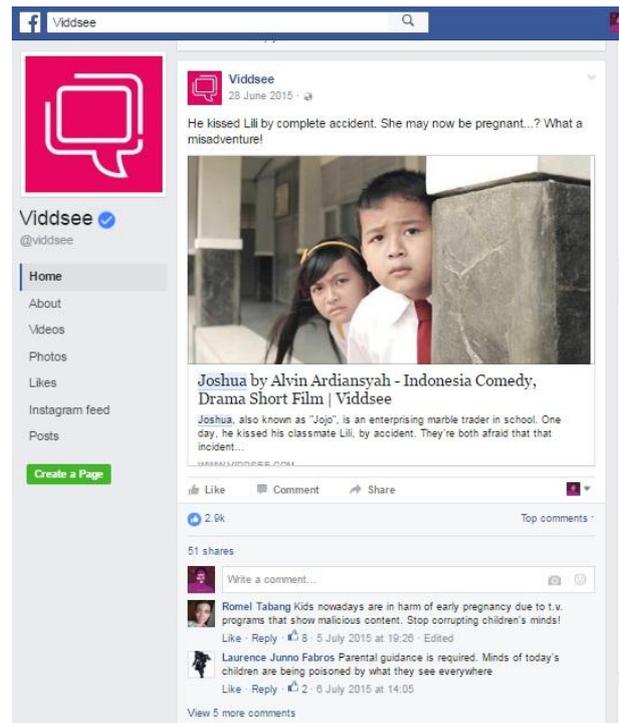


Figure 7: Joshua on Vidsee main Facebook Page

On Vidsee main Facebook page, "Joshua" was first posted in June 2015. Until now it has been shared 51 times, commented 7 times and gained 2.9 thousand Likes.



Figure 8: Joshua on Vidsee Philippines Facebook Page.

As we can see in the Figure 8, "Joshua" performed well in Philippines Vidsee Facebook page, as the numbers of likes, comments and shares are relatively high. The article about "Joshua" was posted in January 2016, and responded with 1,351 shares and 633 total comments. It also gained 19,789 posts which can be categorized further into 11 Angry, 11 Sad, 253 Love, 859 Laugh and more than 18 thousand Like. In February 2016, Facebook introduced six different emoticons to enhance Like button, therefore after February 2016, we can see range of emotions from "Joshua" viewers. [9]

Meanwhile, "Joshua"s performance in Indonesian Vidsee Facebook Page is relatively low; it was only responded by 3 Shares, 62 Likes and one comment.

Further review on Facebook page, by selecting 10 random comments on it, most of the comments showed the viewers' ability to relate to the story. The comments mostly expressing reminiscence of their childhood memory while some also pointed out the exact incident of their own or other people related to the film's story. The first commenters on the Facebook page (excluding the reply comments) are relatively social. From total of 235 first commenters, 96 of them tagged their Facebook friends.

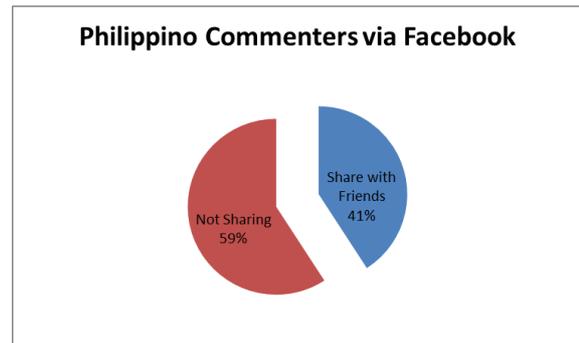


Figure 9 : Comments on Vidsee Facebook page in The Philippine

### 5.3 "Joshua" on Vidsee Performance

On Vidsee Platform, "Joshua" gained more than 31.2 thousand Loves from the viewers.



Figure 10: Joshua on Vidsee website

This research takes a closer look on the video from the commenters point of view. In total, there are 1,113 unique commenters about "Joshua" short film. This research tried to identify where the commenters come from by reviewing their name and language they used. 423 of them are identified from Philippines, 279 are from Indonesia and 411 are unidentified. The inability to identify commenters is mostly due to generic names, using nicknames and using international language (English and Mandarin).

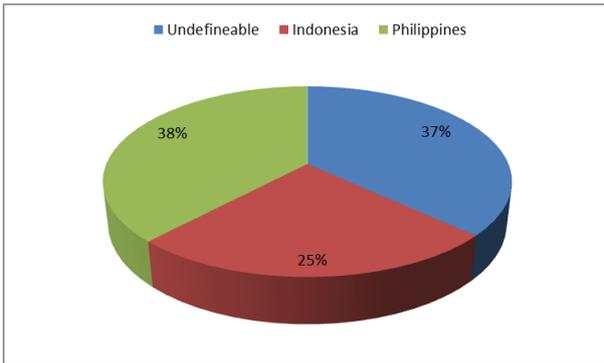


Figure 11: Commenters of Joshua

Most of the comments (38%) are identified from The Philippines while 25% are from Indonesia and the rest are unidentified (37%). After reviewing each commenters, we classify them into two groups, one that are not sharing the film with other, and another group that shares the film by tagging their friends. Commenters from Philippines are more likely to share the video with their online friends; 42% of them shared the film with their friends by tagging them and conducted an online conversation with them. On the contrary, only 11% of the commenters from Indonesia shared the film with their online friends. Outside of Philippines, the share rate is 21.5% (Indonesia and unidentifiable).

Out of 279 commenters from Indonesia, 102 commenters expressed their love/like of the film sample of such comment; the film is so funny, Jojo is my hero. 69 of them expressed their hate towards the film, sample of the comment; why you asked the kid to kiss? It is not an educative film to be viewed by kids. The rest, 171 comments, are not specifically expressing any feeling toward the film, most of them only reminiscing their childhood, sample of such comment; when I was young, I thought kissing leads to pregnancy too!

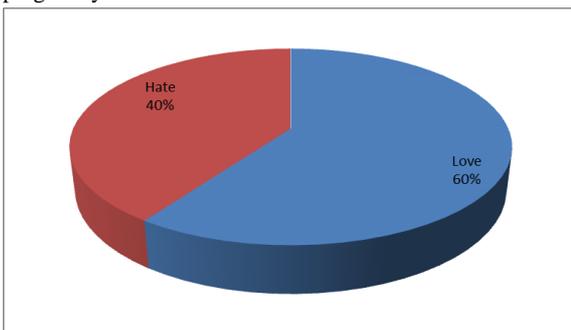


Figure 12: Indonesia Commenters Expression toward Joshua

This research also finds that the film title, “Joshua”, somewhat attracting an online discussion. Several commenters tagged their friends who have the same name; Joshua. This created an online conversation between them, but they did not discuss the film further, just a casual conversation about the name Joshua as the film title.

## 6 Performance Analysis Based on Vidsee and Facebook Page

The first impression upon analyzing the data is that “Joshua” short film performed well on Vidsee UMN Channel. Viewers really related to Jojo, the innocent boy, most of the commenters reminisced their younger days and how innocent they were back then.

This shows when audience can relate to the story or character; they will embrace the film regardless nationality, culture and language. The film content which deeply rooted in Indonesian culture is very well received in The Philippines. Surprisingly, Indonesians have mixed feeling about the film. 40% of Indonesian commenters express their dislike of the film. After further review, most commenters expressed their dislike due to the fact that they were worried, the children will imitate the action of kissing in the real life. Some of them refer to eastern culture norm and religion's law to express their dislike of the content. This mixed feeling from Indonesians might be the reason of low virality of the film in Indonesia.

Other interesting fact is that commenters from The Philippines are very social. They tagged their friends in Vidsee and Facebook comments. The fact that it received 1,351 shares via Facebook is very contrast, compared to the low Indonesian Facebook shares (3 shares).

## 7 Indonesian Audiences

Based on poor performance of “Joshua” in Indonesia, this paper tries to understand more on how Indonesian's behavior on social media; how they use social media and sharing culture. Prior to discussing the film “Joshua”, the research have collected data to understand how participants react to content on social media, not necessarily film related contents.



Figure 13: Indonesia Internet User Behavior, accessed internet content

The latest survey done by APJII (Association of Indonesia Internet Provider), November 2016, shows that social media is dominating what people are doing while on the Internet. 132.7 million People in Indonesia have access to internet and are using it actively. 94.7% of them use it for accessing social media, 96.8% use it for accessing entertainment, 96.4% use it for accessing news, 93.8% use it for accessing education, 93.1% use it for commercial

purposes, and 91.6% of them use it for accessing public services. Therefore currently 129.2 million people visit social media in Indonesia.

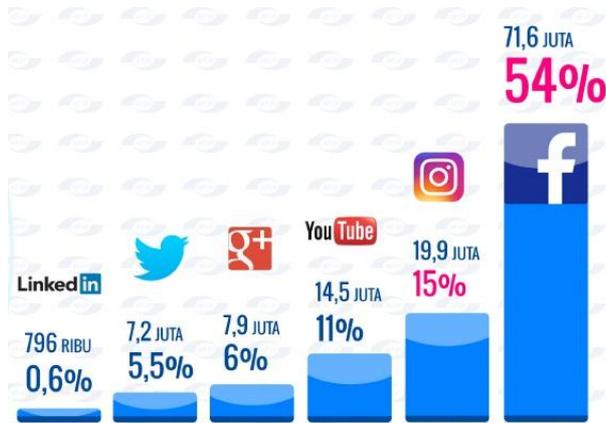


Figure 14: Indonesia Internet User Behavior, most visited Social Media

Facebook is the most visited social media (54%), followed by Instagram (15%), YouTube (11%), Google Plus (6%), Twitter (5.5%) and LinkedIn (0.6%). [10]

By conducting an FGD, this paper tried to provide a clearer picture of how Indonesians use social media. Prior to discussing the film “Joshua”, the FGD tries to explore how Indonesians use social media in sharing content, there are several notable behaviors that all participants share the same traits.



Figure 15: Focus Group Discussion (8 December 2016)

First, our participants will digest any content before sharing it on their social media. Indonesia is a multicultural nation with many religions, ethnicities, and races, with more than 200 ethnic groups and more than 700 local languages. [11] This condition brought Indonesian to be more sensitive of other beliefs and norms. Thus, they will take a moment to digest the content in social media before share it within their network. Main concern of this action is to see whether the content could offend others, they will not share any content that will offend religion, race or ethnicity.

Second is that most of the content that they share are humorous contents. If the content they view on social

media is funny, then, most likely they will share the content with others within their network or community.

Third, they behave differently on different social media. It is interesting to know that their online behavior will differ from one social media to other social media. The participants are more polite and well-behaved when using Facebook, than other social media such as Twitter, Instagram and Path. There are several reasons for this behavior. Most of the Facebook users are friends with their parents or other close relatives. Thus they will control what they share on Facebook, as they know their parents or other close relatives can monitor their Facebook page. They are no longer in control of who can view their post as they often accept friend request from unknown strangers; they accepted the request just based on how many common friends they have. On other social media, such as Twitter, Instagram or Path, they can behave more expressive. On other social media, they have two options, whether they lock their social media for friends only or they create an anonymous character, both options enable them to behave more expressive.

Once the participants of the FGD viewed the film “Joshua”, the moderator asked whether participants will share the film on their Facebook page. The answer is NO. The participants will not share the film within their network or community. This answer is in line with our earlier analysis that Indonesians are not sharing the film on their Facebook page.

Further discussion on the matter, there are several reasons why they don't share the film:

1. Fear of children will imitate the film. This concern is well noted on the comments of Viddsee page. Most of the film haters expressed the same feeling towards the movie. This feeling is increased by the fact that many youngsters have owned their own social media, they are afraid that the kids will imitate the behavior. Kissing scene should not appear in a film which involves kids, even the accidental one. Thus they feel the film has broken common norm or ethic by visualizing a kissing scene on it.
2. Duration. The duration of the film becomes a main concern in sharing. They prefer to share an instant pleasure contents, not long form films. The film duration is only 11 minutes long, but the participants reckoned that this is a long duration for a sharing content. Therefore, they do not share this film in their social media network.
3. However, the film “Joshua” is well accepted as personal entertainment, but not as a sharing content. All of the participants enjoyed watching “Joshua”, they feel the film is funny, witty and enjoyable.

## 8 Conclusion

“Joshua” short film performed well in Viddsee and social media (Facebook). The film is well received, particularly in

The Philippines. The Philippines commenters are very social on both platforms, Viddsee and Facebook. Mixed feeling from "Joshua" film audience in Indonesia produces a poor performance in its home country. Indonesians concern about the film's ethic and norm as they are conservatively selective to share the film content, as well as the duration's issue.

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