



The Digital Promotion of Japanese and Korean Movie in OTT Platform by Netflix

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ABSTRACT

The emergence of internet streaming platforms has precipitated a fundamental transformation in the landscape of movie culture, transitioning it from conventional to digital formats. The advent of streaming platforms such as Netflix has significantly transformed the patterns of media consumption and the strategies employed for its promotion. Despite the novelty and appeal of this medium, particularly among younger generations, promotional strategies continue to rely on utilising content and streaming services to effectively engage customers. Content analysis is a research method employed to assess advertising strategies, with a specific emphasis on the utilisation of colour coding and cultural representation. The present study included a diverse range of advertising materials sourced from prominent streaming platforms across a span of time. This study focuses on the analysis of promotional colour schemes in order to identify recurring patterns or 'codes' associated with specific genres or topics. Furthermore, we analyse the utilisation of cultural elements in the promotional strategies employed by these platforms. These techniques have demonstrated a high level of effectiveness in effectively engaging their intended audience and enhancing awareness of the platform.

INTRODUCTION

With the introduction of streaming services on the internet over the last two decades, the world of digital media has experienced a seismic evolution, radically changing how we consume and engage with information (Damayanti & Suyanto, 2022; Eklund, 2022; Green, 2023). These platforms have changed the entertainment business and have swiftly become a dominant force in our lives, providing a diverse range of content that includes television shows and movies to live sporting events and user-generated content (Hidayat et al., 2023). This article examines the growth and influence of online streaming platforms, outlining the major drivers of their success as well as the significant modifications they've brought to the way we perceive and interact with media (Giannakodimos et al., 2022; Gómez & Muñoz Larroa, 2023; Nam et al., 2023).

Online streaming platforms, frequently referred to as Over-The-Top (OTT) services, started as a niche industry but have grown rapidly to grow into a global phenomenon (Giannakodimos et al., 2022; Ildir & Celik Rappas, 2022). Multiple factors were factors that led to its emergence. The widespread availability of broadband connectivity, as well as the proliferation of smart devices, has aided the expansion of online streaming platforms. Users may access their favorite material from practically anywhere with an accurate internet connection and a suitable device, making streaming a simple and flexible alternative (Wayne & Uribe Sandoval, 2023).

One of the most attractive characteristics of internet streaming services is their ability to provide customised recommendations depending on the watching habits of their customers. This personalisation has transformed the way consumers discover new content, making it simpler to locate shows and movies which suit their preferences (Wayne, 2020). The low cost of streaming platforms in comparison to traditional cable or satellite TV providers has contributed significantly to their appeal. Users may choose subscription plans that fit their budgets and interests, and many platforms offer ad-supported versions to cut expenses even further (Sanrawati Sitanggang, 2022).

Netflix is a streaming marketplace pioneer, with a massive accumulation of original and licensed content. Its global subscriber base defines it as one of the industry's most powerful companies. Amazon Prime Video is a streaming service provided with a Prime subscription. It has a growing collection of original material as well as exclusive rights to other television shows and movies. Disney+ is the company's streaming endeavor, centered around material from Disney, Pixar, Marvel, Star Wars, and National Geographic. It quickly developed a sizable subscriber base as a result of its well-known franchises (Pilipets, 2019).

Japanese and Korean cinema have made an enduring imprint on the global film industry, captivating audiences with their unique storytelling, visual aesthetics, and cultural relevance (Lotz et al., 2022). Both nations have created several films that have received international recognition and have had a significant effect on the world of film. We will be delving into the influence of Japanese and Korean cinema in this inquiry, tracing their history, dealing with

significant directors and genres, and evaluating the cultural collaborate that has occurred via their films.

Japanese film has an illustrious and lengthy history that extends back to the late 1800s. While outstanding works like as Akira Kurosawa's "Rashomon" (1950) helped define the silent era, it was the post-World War II period that promoted Japanese film into the world arena. Japanese cinema's influence is most firmly related with its creativity and impact on numerous cinematic components.

THEORETICAL REVIEW

The Influence of Japanese and Korean Cinema

Japanese film has an illustrious and lengthy history that grows back to the late 1800s. While incredible works like as Akira Kurosawa's "Rashomon" (1950) helped define the silent era, it was the post-World War II period that driven Japanese film into the world arena. Japanese cinema's influence is most firmly related with its creativity and impact on numerous cinematic elements. Akira Kurosawa: The Japanese Cinema's Master.

The work of Akira Kurosawa is synonymous with Japanese film. His films, like "Seven Samurai" (1954) and "Yojimbo" (1961), have not simply garnered extraordinary acclaim in Japan, but have also become international cinema classics. Kurosawa's storytelling ability, use of cinematography, and investigation of human nature via his characters influenced filmmakers across the world. His work, in particular, influenced the Western genre, as seen by the effect of "The Magnificent Seven" (1960), a Hollywood adaptation of "Seven Samurai." Kurosawa's clout widened beyond Japan to include Hollywood. Kurosawa has been regarded as an important source of influence by directors such as George Lucas, Francis Ford Coppola, and Sergio Leone. George Lucas, for example, apparently took inspiration from Kurosawa's "The Hidden Fortress" (1958) while producing the original "Star Wars" (1977). This demonstrates Japanese cinema's global popularity and ability to cross cultural borders (Lee, 2010).

Japanese film is renowned for its diversity of genres and aesthetics. Japan has continuously pushed the limits of cinematic narrative, from samurai epics like "Sanjuro" (1962) to dark criminal dramas like "Tokyo Drifter" (1966) and animated classics like Hayao Miyazaki's "Spirited Away" (2001). Because of the country's distinct mixture of traditional values, folklore, and modern concerns, Japanese film has proven able to appeal to a diverse spectrum of viewers. Japanese horror films, colloquially known as J-horror, have had an incredible global impact. Hollywood adaptations of titles such as "Ringu" (1998) and "Ju-on: The Grudge" (2002) have cemented Japan's status in the horror genre (Ognieva, 2020). The spooky atmospheres, vindictive ghosts, and terrifying plots have influenced filmmakers all around the world to explore similar subjects (Panuju et al., 2019).

In the span of nearly two decades, Korean cinema experienced an important shift, garnering it the label "Korean Wave" or "Hallyu." This new era of Korean

cultural exports, encompassing music, television, and cinema, attracted worldwide audiences and significantly boosted the impact of Korean films (Effendi, 2015).

1. Bong Joon-ho: The Pioneer

Bong Joon-ho is a renowned name in contemporary Korean film. His films, such as "Parasite" (2019), received significant critical praise. Bong's ability to merge genres and tell thought-provoking stories has earned him international acclaim. "Parasite" made history by being the first non-English language film to win Best Picture at the Academy Awards. This triumph symbolizes a watershed moment in the history of Korean cinema, proving the global acclaim for Korean storytelling and filmmaking.

2. Investigating Social Issues

Korean movie frequently descends into current societal topics. Park Chan-wook's "Oldboy" (2003) and Lee Chang-dong's "Burning" (2018) films handle complicated topics such as vengeance, identity, and class inconsistencies. These films not only entertain, but also spark thought-provoking discussions on society and human nature.

3. Korean Horror & Thrillers

The Korean cinema industry has developed a presence in the thriller and horror genres. "The Handmaiden" (2016) and "I Saw the Devil" (2010) were two films that provide viewers with influential and suspenseful experiences. Korean horror, as shown by "Train to Busan" (2016), has also had an enormous influence, luring audiences into unsettling supernatural and psychological narratives.

In the space of two decades, Korean cinema has seen a significant transition, garnering it the label "Korean Wave" or "Hallyu." This wave of Korean cultural exports, including music, television, and cinema, attracted worldwide audiences and significantly boosted the impact of Korean films. Bong Joon-ho is a well-known name in contemporary Korean film. His films, such as "Parasite" (2019), have received worldwide critical recognition. Bong's ability to merge genres and tell thought-provoking stories has earned him international acclaim. "Parasite" made history by being the first non-English language film to win Best Picture at the Academy Awards. This triumph symbolizes a watershed moment in the history of Korean cinema, displaying the global recognition for Korean storytelling and filmmaking.

Searching ahead, the influence of Japanese and Korean movies is projected to rise further. Both countries have demonstrated their capacity to produce unique and thought-provoking films catering to a wide range of consumers (Susilo, 2023). Japanese film, with its rich history of innovation and storytelling, is certain to explore fresh paths and attract spectators with its distinct combination of tradition and contemporary. Contemporary directors,

such as Hirokazu Kore-eda and Naomi Kawase, demonstrate the depth and complexity of Japanese narrative.

By contrast, the Korean film is primed for greater global success. Korean cinema is well-positioned to build on its success, with directors like Bong Joon-ho leading the way and a new generation of filmmakers emerging. The global recognition of Korean film, as illustrated by "Parasite," has paved the way for further foreign collaborations and a more in-depth examination of Korean culture and society. To put it simply, the impact of Japanese and Korean films on the worldwide cinema industry is indisputable. Both countries have a rich cinematic history, distinct narrative traditions, and the ability to tackle complex societal concerns, which makes their films appealing to viewers throughout the world. Japanese and Korean cinema has evolved through remakes, adaptations, international relationships, and film festivals.

METHODOLOGY

Over-the-top (OTT) streaming platforms have transformed the way we consume entertainment in today's digital era. Platforms such as Netflix, Amazon Prime Video, Hulu, and Disney+ have grown into indispensable elements of our lives, providing an extensive variety of material. Understanding the material on these platforms is essential for a variety of stakeholders, such as researchers, marketers, and content providers. The Content Analysis Method, developed by Klaus Krippendorff, is a well-established and adaptable technique that may be very useful for examining the content of OTT streaming services (Luthansa & Susilo, 2022).

A communication scholar, Klaus Krippendorff, devised a systematic and complete content analysis approach that goes beyond basic quantitative analyses. His method focuses on digging into the complexity of information offered on OTT platforms by comprehending the fundamental significance and context of textual, visual, or audio content.

OTT services provide a diverse selection of material, including movies, TV series, documentaries, and original content. Krippendorff's approach allows for the examination of non-textual content as well. This ability to adapt is critical while assessing the diverse material on different websites. While many traditional content analysis approaches stress quantitative characteristics, Krippendorff's method prioritizes qualitative depth. It encourages academics to look beyond the material and consider the context, objectives, and underlying themes (Gunawan & Susilo, 2021). Understanding the reasoning behind content development and its influence on the audience is critical in the context of OTT platforms.

Content analysis on OTT platforms sometimes includes huge datasets, necessitating the use of numerous coders. Krippendorff's method gives methods for analyzing inter- and intra-coder reliability, ensuring consistency and dependability of the analysis. OTT material lives in a continually evolving cultural and social context. Krippendorff's method invites scholars to think about the wider socio-cultural and political context in which data is generated

and consumed. This is especially important when investigating how OTT platforms reflect and influences societal narratives (Susilo et al., 2021).

Content analysis on OTT platforms might involve huge databases, necessitating the hiring of several coders. Krippendorff's method provides ways to evaluate inter- and intra-coder reliability, assuring analytical consistency and dependability. OTT content exists in a constantly evolving cultural and social context. Krippendorff's technique enables researchers to consider the wider sociocultural and political environment in which data is created and consumed. This is especially true when looking into how OTT platforms reflect and impacts society narratives. OTT services advocate for the attention and subscription fees of customers. Content analysis utilizing Krippendorff's method may help analysts comprehend the distinct characteristics and tactics of different platforms in a highly competitive industry.



OTT platforms aren't static; they're continually adding new content to their libraries. Krippendorff's method could be used to study the continually evolving OTT content ecosystem, offering significant insights into content trends, changes in audience preferences, and platform tactics (Octaviana & Susilo, 2021). To propose material to viewers, several OTT services utilize recommendation algorithms. Content analysis may be used to evaluate how effective these algorithms are in providing relevant and engaging suggestions, thus improving user experiences.

The ethical aspect of material on OTT platforms has grown increasingly significant. Krippendorff's method encourages researchers to assess the ethical implications of material, contributing in recognizing of refers to of diversity, representation, and potential damage in the content provided. Krippendorff's method can give useful corporate insights in addition to academic research. Content creators and streaming platforms may utilize content analysis to improve their strategy, identify content gaps, and modify their products to the interests of their audiences.

Finally, due to its qualitative depth, adaptability to diverse material types, and emphasis on contextual evaluation, Klaus Krippendorff's substance Analysis Method is particularly applicable to evaluating OTT streaming services. It provides an entire structure for scholars and industry experts to comprehend the intricate details of OTT content, its effect on society, and the fluid nature of the market for streaming media. As these platforms continue to influence our media surroundings, Krippendorff's method offers a vital tool for decoding and understanding the immense quantity of material they supply (Yunus et al., 2019).

RESULTS

CONTENT	CAPTION	DETAILS
	<p>Cha Jeong-suk, sungguh layak dapat penghargaan sebagai salah satu ibu terbaik di drakor 🌸 🌿</p>	<p>Netflix ID posted Korean Show on their Instagram account with yellow and white caption.</p>
	<p>Cara baru nyampein rasa sayang tuh kayak gini, gaes 🤏</p>	<p>Netflix ID posted Korean show on their Instagram account with yellow and white caption.</p>
	<p>❖ KITTY ADALAH AKUUUU... ❖</p>	<p>Netflix ID posted Korean show on their Instagram account with yellow and white caption.</p>

	<p>Met ultah kapten Armada Besar Topi Jerami, LUFFY!!! 🎉🎂</p> <p>Biar nyebut namanya nggak salah, aku mau ngasih tutorial cara baca nama 'LUFFY' yang baik dan benar 🤝</p>	<p>Netflix ID posted Japan show on their Instagram account with black caption.</p>
	<p>Pas di atas lancar jaya, pas turun "Hadehhhhhhhhhh~"</p>	<p>Netflix ID posted Japan show on their Instagram account with black caption.</p>

Based on the data above, we gathered total of five datas; data 1-3 contained Korean show promotion with yellow and white subtitle while data 4-5 is a Japanese show with black subtitle that indicates Manga styled caption. Thus, we find that Netflix ID has strong color coded promotion. For Korean show, Netflix uses yellow and white subtitle while Japanese show uses black subtitle. As for the wording in the caption or the visual composition, each has their own style that doesn't indicate anything like the repeated pattern in their promotion subtitle.

DISCUSSION

Korean Movie's Yellow and White Subtitles on NetflixID

Each component, no matter how subtle, plays an important function in transmitting the filmmaker's vision and connecting with the audience's interest in the world of cinema. Subtitles, which are frequently taken for granted, are no exception. Filmmakers utilize a variety of strategies to enhance narrative, one of which is the usage of colored subtitles (Mitani, 2023; Sinclair, 2023). Yellow and white subtitles have received a lot of attention. While they might seem to be basic design decisions, they have several meanings and add to the overall cinematic experience. This paper delves into the symbolism, usage, and significance of yellow and white subtitles in films, providing light on how these

seemingly insignificant text pieces contribute complexity to the storytelling process (Chmyr, 2022; Szarkowska & Boczkowska, 2022).

Cinema is a visual and auditory communication medium that uses pictures, sounds, music, and speech to create a narrative. Subtitles, which are frequently used to translate conversation into another language or assist the hearing-impaired, are a vital component of cinematic communication. They are, however, more than just words; they are a visual element that could be employed artistically to enhance the influence of the picture.

Yellow subtitles are frequently linked with energy, warmth, and emotional resonance. When filmmakers wish to express a sense of optimism, happiness, or positivity in an individual scene, they use yellow subtitles. Yellow is typically linked with joy and brightness, and utilizing yellow subtitles may intensify these feelings (Davoudi et al., 2012; Ren et al., 2021). The implementation of color in a film may have a considerable influence on the audience's comprehension of the story. When a film has cheerful, funny, or heartbreaking moments, yellow subtitles are very effective. By harmonizing the language with the atmosphere of the scene, they achieve visual harmony. When the principal characters in a romantic comedy are exchanging enticing and entertaining banter, for example, the use of yellow subtitles not only ensures clarity in translation but also gently accentuates the amorous and joyful atmosphere.

Yellow subtitles are frequently used to symbolize the presence of sunshine or daylight within a movie. This visual decision may assist in establishing the time of day and improving the audience's digestion in the tale. Furthermore, the usage of yellow subtitles may induce nostalgia and a sense of warmth, making them a great option for flashbacks or dream sequences in stories with a sentimental undertone (Kusumawati, 2019a).

Conversely, white subtitles offer an impression of neutrality, purity, and simplicity. While white is associated with purity and cleanliness, it is frequently used by filmmakers as they want the subtitles to be inconspicuous and non-distracting. White subtitles disappear into the backdrop, so that the eye of the audience is drawn to the visuals and plot.

White subtitles are typically employed in serious, dramatic, or emotionally powerful circumstances in which the gravity of the situation requires the audience's complete attention. The delicate texture of white subtitles confirms that the audience is emotionally engaged without being distracted visually. The language is necessary for comprehending the speech in such sequences, but it should not overshadow the psychological effect of the visual and audio components. When it comes to foreign films, white subtitles are equally useful. They are an increasingly common option for international films since they are more global and easily understood across multiple languages and cultural backgrounds. This universality is crucial for dealing with a worldwide audience and assuring non-native speakers' accessibility.

Yellow and white subtitles may include subtextual and symbolic implications in addition to their role in improving the mood of a scene. These colors are frequently utilized by filmmakers to express additional layers of

information or to accentuate certain narrative themes. Yellow subtitles, for example, could represent a character's optimistic perspective or optimism, even if the character's actual words suggest otherwise. White subtitles, on the opposite hand, may represent a character's moral purity or inner anguish, particularly when the character is immersed in a complicated moral issue. Furthermore, the contrast between yellow and white subtitles can be utilized to draw attention to character differences or to express suspense in the narrative. When two characters in a discourse have different opinions or emotional states, the use of contrasting subtitle colors can visually express the conflict or disagreement in their perspectives.

Quentin Tarantino, renowned for his distinctive cinematic strategies, has used colored subtitles cleverly in his films. The movie "Pulp Fiction" (1994) is an excellent example. Tarantino utilizes colored subtitles to denote separated chapters in the narrative in this film. While the colors differ the subtitles frequently include yellow and white, which have different meanings depending on the chapter. Yellow subtitles, for example, are utilized in the chapter "The Bonnie Situation," which blends dark comedy and absurdity. This choice contributes to the film's distinct narrative structure and improves the storytelling experience.

Yellow and white subtitles in movies are not just simply an aesthetic decision; they are story tools with deep subtextual and symbolic connotations. Colors are deliberately chosen by filmmakers to enhance the emotional effect of scenes, provide an impression of harmony, or underline the plot of the film. Yellow subtitles provide brightness and optimism to a film, whilst white subtitles preserve neutrality and clarity. These color choices, jointly with their subtextual importance, offer richness and subtlety to the entire cinematic experience. The meticulous consideration of subtitle colors illustrates how each component of a film, no matter how insignificant, contributes to the creation of a meaningful and memorable movie-going experience.

Japanese Manga Indication on Black Subtitled Promotion

Japanese manga is an enormous cultural export that has crossed borders, captivating readers and viewers worldwide. While manga's art and content are intrinsically appealing, subtitled marketing has grown as a distinctive and critical method for promoting manga to non-Japanese audiences. This article explores into the multifaceted world of Japanese manga and explores how subtitled promotion has contributed to its worldwide growth (Kusumawati, 2019b; Tayari Ashtiani, 2017). Japanese manga is a rich and broadened media that uniquely mixes art and storytelling. Manga, which started in the latter part of the nineteenth century, has evolved from humble beginnings to evolve into an extensively known art genre. Its narrative capabilities frequently exceed the confines of traditional literature, captivating readers with rich stories and fascinating characters. Manga, unlike Western comics, caters to a diverse audience through addressing a variety of genres, age groups, and thematic problems. This universality is one of the primary reasons for its broad appeal (Rahardjo, 2016; Yang et al., 2021).

Text Balloons and talk: Text balloons conveying character converse and thoughts are prevalent in manga. Subtitling such elements in a non-intrusive manner aids readers with comprehending the plot and character interactions. Subtitling goes beyond translation to provide insights into Japanese culture and norms for improving the reading experience. For example, explaining how crucial it is to use bowing or honorifics such as "senpai" and "kohai" enables a more in-depth knowledge of character relationships.

Aside from manga, subtitled promotion plays a part in the field of anime, which are animated adaptations of manga series. Subtitles are a crucial component for non-Japanese audiences when anime adaptations are created (Gourlay & Crabb, 2021; Sala, 2022).

Accessibility: Subtitled anime brings up the medium to a global audience by breaking down language barriers and allowing viewers to experience the complex nature of Japanese narrative.

Subtitling maintains the authenticity of the source material by maintaining the complicated details of character interactions and the intended humor or drama.

Subtitled promotion has had an enormous impact on global appreciation of Japanese comics. It has played an essential role in making manga a household name beyond Japan. A few variables influence its impact. Subtitled advertising facilitates cultural exchange by presenting non-Japanese audiences to a variety of Japanese storytelling, art, and culture. It gives readers and viewers the opportunity to engage with narratives that represent numerous aspects of Japanese culture, customs, and principles. The subtitled advertising aids in breaking down linguistic obstacles that hinder non-Japanese people from engaging with manga. It allows others who may not have the opportunity to learn Japanese to appreciate the medium in its original form (Putu Meira Purnama Yanti, 2022).

Manga includes an extensive variety of genres, attractive to a broad range of opinions and interests. Subtitled advertising has enabled these genres to reach a worldwide audience, making it easier for people to locate and study manga that suits their tastes. Subtitled advertisement has contributed to the development of a global community of manga fans who can engage in conversations, offer recommendations, and appreciate the art form together. Platforms such as social media and fan forums have transformed into meeting places for supporters.

While subtitled marketing has significantly widened the worldwide reach of Japanese manga, it is not without problems. Subtitled promotion must appeal to a wide range of worldwide audiences, each with a unique set of preferences. What works in a particular country might not work in another, requiring improvements and customisation. Subtitled promotion will continue to expand into new media formats, including as virtual reality and augmented reality experiences, allowing readers and viewers to immerse themselves in the manga world in ways never conceivable before.

Japanese manga is an outstanding art form that has transcended its cultural starting points to become a global phenomenon. Subtitled advertisements has

been essential in presenting manga to non-Japanese audiences, breaking down linguistic and cultural limitations, and establishing a global community of devotees. As technology and global collaboration develop, the future of subtitled advertising provides even more exciting developments for the world of Japanese manga, providing that this engaging medium continues to draw supporters throughout the world.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion of this research is that the different in caption indicates the nation's media in conveying the message. While Korean show is more focused on how they deliver services that would match audience or in other words drawing themselves on the audience, Japanese shows revolved on Japanese centrism. We can see it through how we see Manga-styled promotion with black caption in data 4 and data 5. With this two distinctions, there are two kind of promotion categories, **drawing yourself to audience** or **make the audience drawn into you**, while Korean shows use the first; the Japanese shows use the later. This proves that promotion component is always adjusting to the country's interest instead of a fixed promotion method.

FURTHER STUDY

The technique used for this analysis is by diving into @netflixid Instagram Account. Netflix has wide range of shows and fame as they're already part of Gen Z's streaming culture. After completing the data, the data will be inserted inside a table to be analysed further.

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