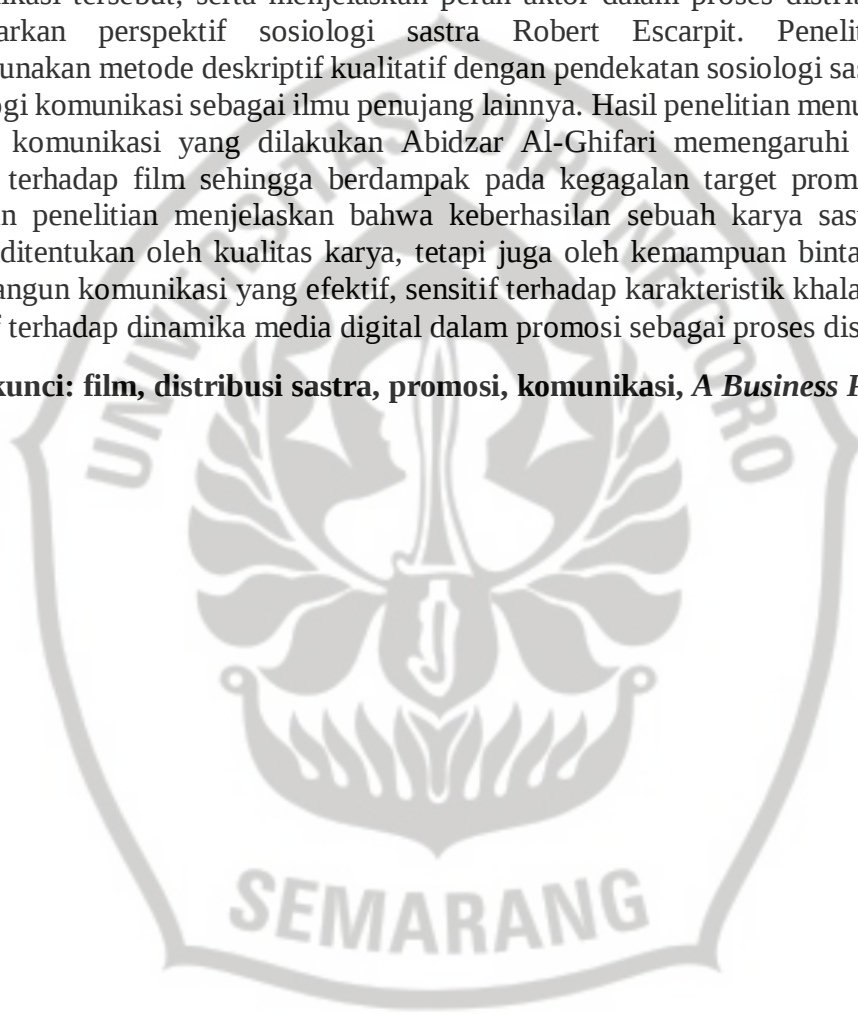


INTISARI

Penelitian ini mengkaji proses distribusi karya sastra berupa film *A Buseiness Proposal* (2025) melalui kegiatan promosi, yang dilakukan oleh seorang aktor sekaligus bintang film dari film tersebut, yaitu Abidzar Al-Ghifari. Penelitian ini bertujuan untuk mendeskripsikan proses komunikasi massa yang dilakukan Abidzar Al-Ghifari sebagai bintang iklan dalam mempromosikan film, menganalisis tanggapan warganet di media sosial YouTube dan X terhadap komunikasi tersebut, serta menjelaskan peran aktor dalam proses distribusi film berdasarkan perspektif sosiologi sastra Robert Escarpit. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan sosiologi sastra serta sosiologi komunikasi sebagai ilmu penunjang lainnya. Hasil penelitian menunjukkan bahwa komunikasi yang dilakukan Abidzar Al-Ghifari memengaruhi persepsi publik terhadap film sehingga berdampak pada kegagalan target promosi film. Temuan penelitian menjelaskan bahwa keberhasilan sebuah karya sastra tidak hanya ditentukan oleh kualitas karya, tetapi juga oleh kemampuan bintang iklan membangun komunikasi yang efektif, sensitif terhadap karakteristik khalayak, dan adaptif terhadap dinamika media digital dalam promosi sebagai proses distribusi.

Kata kunci: film, distribusi sastra, promosi, komunikasi, *A Business Proposal*.



ABSTRACT

This study examines the distribution process of the literary work A Business Proposal (2025) through promotional activities carried out by Abidzar Al-Ghifari, an actor and commercial star in promoting the film. This study aims to describe the mass communication process carried out by Abidzar Al-Ghifari as a commercial star in promoting the film, analyze netizens' responses on social media platforms YouTube and X to that communication, and explain the role of actors in the film distribution process based on Robert Escarpit's sociological perspective on literature. This study employs a qualitative descriptive method, drawing on literary sociology and communication sociology as supporting disciplines. The results indicate that Abidzar Al-Ghifari's communication efforts influenced public perception of the film, thereby contributing to the failure to meet the film's promotional goals. The research findings indicate that the success of a literary work is determined not only by the quality of the work itself, but also by the ability of advertising stars to establish effective communication, be sensitive to audience characteristics, and adapt to the dynamics of digital media in promotion as a distribution process.

Keyword: *film, literary distribution, promotion, communication, A Business Proposal.*