CHAPTER I

INTRODUCTION

1.1   Background of the Study

Films have a profound impact on shaping popular culture and the minds of their viewers. The film industry is rapidly evolving and growing. All film studios are now competing fiercely to top the box office charts. To succeed in this intense competition, it is crucial to create an engaging and unique storyline that resonates with audiences. The global cinema market remains heavily influenced by Hollywood, especially superhero movies. One of the most prominent studios in Hollywood producing these films is Marvel Studios.

As a division of Walt Disney Studios, Marvel Studios is a well-known American film and television production firm. Its specialty is adapting Marvel Comics characters into motion pictures and television series. Established in 1996, Marvel Studios became a major force in Hollywood by 2001 thanks to the popularity of its Ultimate Marvel comics, which prompted the creation of more projects.

Marvel Studios makes sure that filmmakers are excited to include connecting aspects and are receptive to the concept of a shared universe. Usually, the studio approaches a project with a core idea that it wishes to investigate or expand. To keep things cohesive, a few important characters appear repeatedly in several movies. The Marvel Cinematic Universe (MCU) is an anthology of motion pictures and television programs that work together to narrate a single story that is based on Marvel characters, locales, and plots. The MCU, which is created by Disney and Marvel, includes characters like Black Panther, Doctor Strange, Spider-Man, Venom, Hulk, and Iron Man. The story of the MCU highlights Captain America's comeback to Earth, how the Avengers dealt with the aftermath of the Battle of New York, and how a team was formed by Avengers in opposition to an extraterrestrial invasion.

The Story of Marvel Studios is the first all-access, completely authorized chronicle of how Marvel Studios developed the Marvel Cinematic Universe. By way of in-depth personal accounts, anecdotes, and memories of notable difficulties, ground-breaking achievements, and history making successes, it recounts the studio's origin and rapid expansion. In addition, to personal photographs and memorabilia from the cast and crew, the book includes previously unpublished behind-the-scenes images and archival production documentation.

By striking the correct balance between making unique movies and maintaining enough continuity to make them all instantly recognizable as members of a cohesive family, Marvel Studios has revolutionized the franchise film. The studio cultivates clients' curiosity, chooses for experienced inexperience, sees a reliable core, and continuously challenges the formula.

The researcher likely choose The Marvel Studios' marketing communication strategies as the object of this thesis for several reason. Marvel Studios has been successful in keeping its fans curious in its most recent movie releases thanks in part to its effective Twitter advertisements. They devoted fan base, which is always ready to watch the studio's most recent films, may be one factor in the studio's influence on popular culture. This anticipation and interest can be ascribed to a number of things, including the studio's regular production of high quality material, its emphasis on developing compelling characters and storylines, and the studio's interaction with fans on social media platforms. These elements support the fans' sense of loyalty, which fosters a high degree of interest and anticipation for new releases. Additionally, the studio's distinctive marketing techniques, such as the use of teaser trailers, promotional materials, and fan gatherings, all assist in sustaining and boosting the interest of the fans in the studio's next films. As a results, there is more enthusiasm and excitement among Marvel fans, which is a sign of the studio's influence on popular culture.

1.2   Formulation of the Problem

Based on the background described above, the formulation of the problem in this research was:

1. What various of content used by Marvel Studios on Twitter as a promotional tool for their products?
2. How does Marvel Studios' marketing communication strategy in maintaining viewers at Twitter?

1.3   Scope and Limitation of the Problem

The scope and limitation of this research can involve several areas:

Scope :

Research focused exclusively on Marvel Studios and its marketing communications strategies on Twitter, using official content such as trailers, posters, and captions.

Limitations :

Research may have only considered a limited time frame of 2023 and specific to Marvel Studios on Twitter, and may not have covered the studio's entire history or catalog in the past.

1.4   Purpose of the Problem

The purpose of this study were:

1. To find out the various of content used by Marvel Studios on Twitter as a promotional tool for their products,
2. To find out the marketing communication strategies that they employed in the past to maintain viewers on Twitter.

1.5   Significance of the Study

There are several benefit in this study, including:

1) For Students: By examining the marketing communication strategies employed by Marvel Studios on Twitter, students can gain knowledge about effective marketing techniques in the digital era. They can also acquire valuable insights into how organizations interact with their target audience and build a loyal fan base through social media.

2) For Entrepreneur: In order to establish brand equity and link businesses with customers online, the study emphasizes the significance of marketing communication, or marcom, in the business world.

3) For Marvel Studios: Analyzing and evaluating Marvel Studios marketing communications strategy will help the company gain a competitive advantage in the entertainment industry. By staying ahead of trends and implementing effective social media tactics, Marvel Studios can maintain a strong online presence and build deeper connections with its audience.