

UNIVERSITI TEKNOLOGI MARA

**DEVELOPING THE MODEL OF
TRANSPARENT FILM JUDGING
SYSTEM IN FOSTERING THE
IMAGE AND REPUTATION OF
INDONESIAN FILM FESTIVAL**

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ABSTRACT

Since its founding in 1955, the Indonesian Film Festival (FFI) has stood as the nation's foremost institution recognizing cinematic achievement. Yet over the decades, it has faced persistent criticism regarding the fairness and transparency of its judging process, eroding credibility and public trust. This study seeks to formulate a transparent judging model that can strengthen FFFs image and reputation while restoring stakeholder confidence. Adopting a qualitative approach within an interpretivist paradigm, the research employs a phenomenological method to explore lived experiences and perceptions of transparency among twenty-two informants, including committee members, jurors, filmmakers, and representatives of film associations. The data, analyzed thematically using NVivo 14, reveal that credibility, trust, reliability, and social responsibility are essential foundations of a fair judging system, whereas perceived bias, weak accountability, and limited inclusiveness continue to challenge institutional integrity. Theoretically, the study extends the Image-Identity-Reputation (IIR) Model by integrating transparency and participatory communication into the governance of cultural institutions, offering a deeper understanding of how reputation and trust can be rebuilt through ethical and communicative practices. The implications of this research span both theoretical and practical domains. Theoretically, it highlights transparency and participatory communication as vital components of institutional reputation building, providing a replicable model for other cultural organizations. Practically, the proposed framework offers actionable guidance for policymakers, festival organizers, and cultural institutions seeking to reform governance structures, enhance accountability, and engage stakeholders more inclusively. By applying this model, the Indonesian Film Festival and similar institutions can strengthen public confidence, foster fairness, and contribute to a more ethical and sustainable creative industry ecosystem.

Keywords: Indonesian Film Festival, Transparent Judging System, Reputation Management, Stakeholder Trust, Image-Identity-Reputation Model.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

The Indonesian Film Festival, or FFI, is the highest and oldest award event or film festival in Indonesia, assessing an average of 100 film titles (in 2017) produced in a year. The Indonesian Film Festival was held for the first time in 1955 and has become a barometer of Indonesian films (Jakarta Globe, 2018). It has always been influenced by the ups and downs phase of the domestic film production. The festival has faced many constructive obstacles that brought it until today. Since 1973, the event has started to be held regularly and since 1979, the nomination system began to be used. It was once stopped in 1992 because of the sluggishness of the national film production at that point of time. After the fall of the New Order, young filmmakers began to revive the national film industry. Despite the ongoing influx of Hollywood films, these young filmmakers dared to create their own films and successfully revived the Indonesian Film Festival in 2004. Building an image and reputation remains a fundamental requirement for organizational survival and competitiveness in the face of globalization and intensified competition. This applies to both private and public sector entities. However, the understanding of image and reputation goes beyond the numerous definitions and perspectives that have accumulated over decades (Walker, 2010).

Recent research emphasizes the dynamic nature of image and reputation, recognizing them as fluid constructs that are co-created by stakeholders and the organization itself (Cornelissen, 2021). This perspective highlights the importance of ongoing stakeholder engagement and active reputation management. In contrast to earlier views that focused on corporate reputation as a static asset, contemporary theories recognize reputation as a relational asset that is built and maintained through interactions with various stakeholders, including customers, employees, investors, and communities (Mahon & Wartick, 2022). This shift underscores the need for organizations to prioritize relationship building and Transparent communication is essential for cultivating and protecting the reputations of individuals or organizations. Moreover, recent studies have delved into the impact of digital technologies on reputation management. The rise of social media and online review platforms has