

EXECUTIVE SUMMARY

The Indonesian film industry is one of the growing creative economies of Indonesia. This phenomenon can be seen from the increasing contribution of Indonesia's gross domestic product from the film and animation subsector. This was triggered by the development of film technology that could be reached by the wider community and patterns of Indonesian social life that began to be free to express themselves through post-reform art works, one of which was film art.

One of the works of film art that contributes to Indonesia's economic growth is an independent film, which is a film made and produced outside of a commercial film production house. Over the past 20 years, independent films in Indonesia have experienced increasing trends and popularity influenced by these factors. In addition, several independent films by Indonesian filmmakers are often screened at various film festivals and won numerous awards both domestically and internationally. This fact shows the increasing quality of Indonesian independent films.

Despite showing *positive* developments, independent films in Indonesia in their development are still experiencing various obstacles. The obstacle is the lack of exposure of Indonesian independent films to the public. The main cause of this obstacle is that there are still limited spaces to show independent films. Cinemas that screen films in Indonesia are still dominated by commercial films which increasingly narrow the opportunity for independent films to show their films to the wider public.

Play It is a cinema business that specializes in showing independent films and a place for organizing all activities related to independent film. The goal of Play It is as a forum for community and development for all independent film ecosystems from filmmakers, viewers, and communities from independent films.