

## GLOBAL MARKETING STRATEGY MARVEL: BLACK PANTHER (WAKANDA FOREVER) IN INDONESIA (2022-2023)

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### ABSTRACT

Marvel Studios as one of the leading entities in the Hollywood film industry plays an important role in promoting super hero-themed movies to the global market. Marvel's success not only in its production quality and compelling storylines, but also in its effective marketing strategies in building and maintaining its brand popularity in different countries. While various marketing strategies have been implemented and achieved success, there is a research gap regarding an in-depth analysis of the effectiveness of Marvel Studios global marketing strategy for "Black Panther: Wakanda Forever" in Indonesia in 2022-2023. However, existing studies focus more on aspects of marketing communication in general or on other films, as well as on reception analysis and gender representation in films. Therefore, research that specifically analyzes the global marketing strategy of "Black Panther: Wakanda Forever" using IMC (Integrated Marketing Communication) in Indonesia is needed to better understand how the strategy affects local awareness and the success of the movie in the Indonesian market. By using descriptive qualitative research methods with sources such as journals, web, articles and related news. The results showed that Marvel through its movie black panther: Wakanda Forever in 2022 - 2023 has used IMC elements in the marketing strategy of launching the film in Indonesia.

**Keywords:** *Black Panther, IMC, Marketing Strategy, Marvel.*

### INTRODUCTION

The influence of external culture on local awareness is a complex social phenomenon. One manifestation of this phenomenon is the dominance of Hollywood films in the international market, including Indonesia. These films not only offer entertainment but also influence local culture, awareness, perspectives, identities, and trends in various countries (Yuki & Oktapiani, 2025).

Marvel Studios, as one of the leading entities in the Hollywood film industry, plays an important role in promoting superhero-themed films in the global market. Marvel's success lies not only in its production quality and engaging storylines, but also in its effective marketing strategies to build and maintain brand popularity in various countries (Saputra & Candraningrum, 2019). Marketing has become a form of storytelling itself, where the narrative is not only confined to the movie but also extended through campaigns that emotionally connect with audiences worldwide (Havrylenko, 2023). To achieve success in the international market, a brand must be familiar in the minds of consumers, differentiate itself from competitors, and integrate sustainably into local pop culture.

Indonesia, as one of the largest markets in Southeast Asia, is a key focus of Marvel Studios' global marketing strategy. This is implemented by various marketing initiatives

to promote *Black Panther: Wakanda Forever* in Indonesia around 2022–2023. According to data from Box Office Mojo, Indonesia recorded the highest grossing for *Black Panther: Wakanda Forever* in Southeast Asia in 2022, with a total gross of \$13,160,734. This is more than any other country in the region, such as the Philippines (\$6,880,277), Malaysia (\$7,271,359), Thailand (\$6,322,345), and Singapore (\$5,969,964). Indonesia's superiority in box office revenue shows the size of the country's film market and the strong appeal of *Black Panther: Wakanda Forever* to local audiences. This also demonstrates the effectiveness of Marvel Studios' marketing strategy to reach Indonesian audiences, as one of the key markets in the Asia Pacific.

Previous studies have highlighted the importance of effective marketing communication strategies in the film industry. For example, research by Qomariyah and Purbantina (2025) discussed the marketing communication strategies implemented by Marvel Studios in promoting the 2024 film *Deadpool and Wolverine*. Furthermore, research by Maryam (2024) highlighted the rejection of female stereotypes in *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022), analyzing how these films influenced gender perceptions in society. Another study by Widhiamoko (2022) examined the influence of the *Black Panther: Wakanda Forever* trailer on the viewing interest of Communication Studies students at Tidar University, while Dewi (2024) investigated the dominance of female roles in superhero films and young girls' perception of feminist ideology in *Black Panther 2: Wakanda Forever*.

Although various marketing strategies have been implemented and achieved success, there is a research gap regarding an in-depth analysis of the effectiveness of Marvel Studios' global marketing strategy for *Black Panther: Wakanda Forever* in Indonesia during 2022–2023. Other studies have focused more on marketing communications in general or on other films, as well as on analyzing reception and gender representation in the film. Therefore, research specifically analyzing the global marketing strategy for *Black Panther: Wakanda Forever* using Integrated Marketing Communication (IMC) in Indonesia is needed to better understand how this strategy impacted local awareness and the film's success in the Indonesian market.

In this study, the author examines the research question, "How was Marvel Studios' global marketing strategy to promote *Black Panther: Wakanda Forever* in Indonesia in 2022–2023?" The author's purpose in this study is to analyze how *Black Panther: Wakanda Forever* became popular among Indonesians. The author analyzes the pre-release, release, and post-release stages. According to *Kompas.com* (2022), public interest became the primary focus of the film's development, which began on November 9, 2022, with screenings in several cinemas across Indonesia, including Cinema XXI and IMAX. Meanwhile, Marvel Studios' marketing strategy continued through 2023 to maintain the film's market among Indonesian audiences and other countries.

As the largest film company in the world, Marvel Studios faced a challenge in promoting the film *Black Panther: Wakanda Forever*. The film, which is a sequel to the success of *Black Panther* (2018), carried a heavy emotional burden due to the death of Chadwick Boseman, the actor who played King T'Challa. Therefore, Marvel Studios

implemented a promotional strategy through an integrated approach strategy or IMC with the aim of conveying a message that was not only commercial, but also emotional and cultural. According to Holm (2006), IMC is effective not only when applied tactically, but when designed as a comprehensive strategic framework to ensure consistency across channels.

The use of IMC strategy in Marvel's campaign can be seen in five main aspects: Advertising, Personal Selling, Sales Promotion, Public Relations, and Digital Marketing. Advertising relied on cinematic trailers that emphasized the value of respect for the late Chadwick Boseman and continuity of the story to build a bond with the audience. Personal Selling used a meet-and-greet event in Jakarta with Black Panther cosplayers. Sales Promotion involved collaborations with global companies such as Disney, Lexus, Adidas, KFC, and others. In the Public Relations aspect, Marvel worked with international and local media to highlight themes of respect and inclusive representation, including press conferences *Indonesia*, *Kompas*, and *Detik.com*. Finally, in Digital Marketing, Marvel created engaging content on platforms such as Twitter, Instagram, TikTok, and YouTube, including exclusive footage, character posters, and Wakanda-themed TikTok challenges.

### METHODS

This study aims to analyze Marvel Studios' global marketing strategy in promoting the film Black Panther: Wakanda Forever using the concept of IMC (Integrated Marketing Communication) strategy. The method used in this study is qualitative with a focus on descriptive analysis, to be used in understanding the phenomena presented in the film Black Panther: Wakanda Forever, such as behavior, motivation, actions, and so on, which can be holistically described in words that describe the actual conditions (Fiantika et al., 2022).

In this descriptive qualitative research method, the author used data collection techniques by observing the marketing strategy of the film Black Panther: Wakanda Forever through an Integrated Marketing Communication (IMC) approach. Observations were made on various IMC elements used by Marvel Studios. In addition, literature analysis from academic journals, industry reports, and news articles was also used as a basis for understanding the effectiveness of IMC strategies in the global marketing of this film (Zellatifanny & Mudjiyanto, 2018).

To support this research, data was collected from various primary and secondary sources. Primary data was obtained through direct observation of Marvel's marketing campaigns on social media such as Instagram, Twitter, and TikTok, as well as in cinemas showing the film. The author also considered the option of conducting interviews with film industry experts or Marvel fans in Indonesia to gain a deeper perspective on the effectiveness of the IMC strategy implemented. Meanwhile, secondary data was obtained from Box Office revenue reports for Black Panther: Wakanda Forever in various countries, global promotional analyses conducted by Marvel Studios, and previous studies discussing the application of IMC in the film industry. (Qomariyah & Purbantina, 2024).

## RESULT AND DISCUSSION

This section elaborates the findings of how Marvel Studios implemented its global marketing strategy for *Black Panther: Wakanda Forever* in Indonesia during 2022–2023 through an Integrated Marketing Communication (IMC) framework. The analysis is divided into five sub-sections: Advertising, Sales Promotion, Personal Selling, Public Relations, and Digital Marketing. Each of these aspects highlights Marvel's approach in integrating commercial, cultural, and emotional narratives to resonate with Indonesian audiences.

### Advertising

Advertising was one of the most dominant aspects of Marvel's strategy in Indonesia. Promotional materials for *Black Panther: Wakanda Forever* were disseminated through multiple channels, including cinema trailers, television spots, YouTube ads, and outdoor billboards in Jakarta and other metropolitan cities. The official trailer was launched on YouTube and reached millions of Indonesian viewers within days, gaining traction through trending positions and high engagement in the comments section. In addition, local cinemas such as Cinema XXI showcased exclusive previews and behind-the-scenes clips to amplify anticipation among moviegoers.

According to Holm (2006), advertising within the IMC framework plays a crucial role in shaping consistency of brand message across platforms. Marvel successfully applied this by aligning the film's promotional theme—"honoring Chadwick Boseman and celebrating African heritage"—with visuals and slogans presented on billboards in Sudirman-Thamrin (Jakarta) and digital advertisements across popular Indonesian streaming platforms.

**Table 1. Examples of Advertising Channels for Black Panther: Wakanda Forever in Indonesia (2022)**

Advertising Media	Implementation Example	Target Audience
Television & YouTube Ads	Trailers aired before primetime shows and skipable ads on YouTube	Urban youth & families
Billboards	Large-format visuals in Jakarta, Surabaya, Bandung	General public & commuters
Cinema Ads	Exclusive previews before blockbuster releases at Cinema XXI	Active cinema-goers

The use of multi-channel advertising helped Marvel sustain visibility, ensuring the film remained top-of-mind for Indonesian audiences. This aligns with Havrylenko (2023), who emphasized that Marvel marketing campaigns extend cinematic storytelling into the realm of advertising, making the promotional narrative feel like a continuation of the film itself.

### Sales Promotion

In addition to advertising, sales promotion was crucial to encourage immediate ticket purchases and audience engagement. Marvel Studios collaborated with local cinema

chains and brands to launch various ticket bundles, merchandise giveaways, and co-branded campaigns. For example, Cinema XXI offered collectible posters and merchandise to early ticket buyers, while Disney Indonesia partnered with brands such as KFC and Adidas to offer exclusive *Black Panther*-themed products.

Promotional bundling also extended to digital platforms. Online ticketing apps such as TIX ID and GoTix offered cashback promotions and discounts for those purchasing tickets in advance. These strategies were effective in attracting young consumers, particularly Gen Z and millennials, who are highly responsive to price-based incentives and limited-edition collectibles.

**Table 2. Examples of Sales Promotion Activities for Black Panther: Wakanda Forever in Indonesia (2022–2023)**

Type of Promotion	Implementation Example	Collaborating Partner
Merchandise Giveaway	Free limited-edition posters, stickers, and keychains	Cinema XXI, Disney Indonesia
Product Bundling	Exclusive Black Panther-themed meal sets	KFC Indonesia
Digital Discounts	Cashback up to 30% on early-bird tickets	TIX ID, GoTix

These sales promotions not only boosted initial ticket sales but also created cultural buzz around the film. As Saputra & Candraningrum (2019) argue, marketing strategies that integrate with local consumer culture—such as food and merchandise collaborations—strengthen brand relevance. In this case, Marvel managed to embed *Black Panther: Wakanda Forever* into Indonesian consumer habits, from eating out to collecting movie memorabilia.

### Personal Selling

Personal selling became one of the interactive elements of Marvel's IMC strategy in Indonesia. Unlike advertising or promotions that are mass-mediated, personal selling emphasizes direct engagement with consumers. In 2022, Marvel organized events such as meet-and-greet sessions with *Black Panther* cosplayers in Jakarta, and presence at Indonesia Comic Con, which attracted thousands of Marvel fans. These events provided opportunities for fans to interact directly with brand representatives, enhancing emotional connection to the film.

According to Saputra & Candraningrum (2019), Marvel fandom in Indonesia is not only a passive audience but also an active community that builds strong brand relationships. By utilizing personal selling, Marvel Studios capitalized on these fan communities, fostering loyalty and word-of-mouth promotion. In addition, Marvel also collaborated with Key Opinion Leaders (KOLs) and Indonesian influencers who promoted the film on social media, thereby extending the "personal" interaction into digital spaces familiar to younger audiences.

**Table 3. Personal Selling Activities for Black Panther: Wakanda Forever in Indonesia**

Activity	Implementation Example	Target Audience
Meet & Greet	Black Panther cosplayers at mall events in Jakarta	Families, students, Marvel
		fans
Fan Convention	Booth at Indonesia Comic Con with merchandise & photo booth	Marvel comm unity, collectors
KOL Marketing	Endorsements by Indonesian influencers on Instagram/TikTok	Gen Z & millennial audiences

This direct interaction strategy proved effective in generating a sense of exclusivity and belonging among fans, positioning *Black Panther: Wakanda Forever* not merely as a movie, but as a shared cultural experience.

### Public Relations

Marvel Studios also employed public relations (PR) strategies to frame *Black Panther: Wakanda Forever* as a film with emotional and cultural depth. In Indonesia, Marvel collaborated with local media outlets such as Kompas, Detik, and CNN Indonesia, which published news and interviews covering the film's release. For example, Kompas.com highlighted the schedule of the premiere and ticket purchasing methods to attract audiences (Vincentius Mario & Kistyarini, 2022). This consistent coverage helped the film dominate public conversation during its release period.

Beyond media exposure, PR efforts emphasized the themes of diversity, women empowerment, and cultural respect embedded in the film. According to Sentanu (2022), Marvel has strategically highlighted "Women Power" in its films, including *Black Panther: Wakanda Forever*, which centered on Shuri and other strong female characters. This narrative was echoed in Indonesian press releases and interviews, shaping the public perception of the film as not only entertainment but also a celebration of inclusivity.

**Table 4. Public Relations Strategies for Black Panther: Wakanda Forever in Indonesia**

PR Tactic	Example	Media/Partner
Press Conference	Event covered by Kompas, CNN Indonesia, Detik	Local & international media
Interviews	Cast and crew interviews streamed on Disney+ Hotstar and shared on news portals	Online & TV media
Cultural Narrative	Emphasis on themes of women empowerment & diversity	Feature articles & reviews

Through this PR approach, Marvel localized its global narrative into the Indonesian socio-cultural context, making the film resonate not only as a blockbuster but as a socially relevant story.

## Digital Marketing

Digital marketing served as the backbone of Marvel's IMC strategy, especially in targeting young Indonesian audiences who are highly active on social media. Marvel utilized platforms such as Instagram, TikTok, Twitter, and YouTube to promote exclusive content—ranging from teaser clips, character posters, behind-the-scenes videos, to viral TikTok challenges with the hashtag **#WakandaForever**. These digital activations encouraged user-generated content, making Indonesian fans part of the promotional narrative.

According to Vincentius Mario & Kistyarini (2022), Marvel's campaign also integrated with local ticketing platforms online, where social media posts included direct links to pre-purchase tickets. This integration shows how digital marketing bridged awareness with action, turning online hype into real-time ticket sales.

**Table 5. Digital Marketing Strategies for Black Panther: Wakanda Forever in Indonesia**

Platform	Strategy	Example
Instagram & TikTok	Viral challenges & fan-made content	#WakandaForever challenge
Twitter	Trending hashtags & real-time engagement with fans	Interactive Q&A threads
YouTube	Teasers, trailers, and behind-the-scenes	Marvel Entertainment official channel
Online Ticketing	Social media integration with TIX ID & GoTix	Direct "Book Now" links

Digital marketing was the most effective channel in maintaining the momentum of *Black Panther: Wakanda Forever* beyond its theatrical release, keeping Indonesian audiences engaged throughout 2022–2023. This aligns with Saputra & Candraningrum (2019), who argue that Marvel's community-driven brand relationship thrives in digital spaces, where fan interaction extends the cultural life of the film.

## CONCLUSION

This study discusses the Marvel Studios film *Black Panther: Wakanda Forever* and analyzes it using the concept of Integrated Marketing Communication (IMC) proposed by Holm (2006), which has four elements: Advertising, Sales Promotion, Personal Selling, and Public Relations. The author implements this concept by examining how Marvel Studios optimizes its promotions, increases brand sales profits, presents a positive image to the public, and maintains consumer loyalty through the Integrated Marketing Communication (IMC) concept.

The success of this film can be proven by the number of fans who have watched it. Indonesia was recorded as the country with the highest number of viewers in 2022, generating a total revenue of \$13,160,734 in Southeast Asia. This figure surpasses other countries in the region, such as the Philippines (\$6,880,277), Malaysia (\$7,271,359), Thailand (\$6,322,345), and Singapore (\$5,969,964).

Indonesia's dominance in box office revenue reflects the size of the country's film

market and the appeal of Black Panther: Wakanda Forever to local audiences. It also demonstrates the effectiveness of Marvel Studios' marketing strategy in reaching Indonesian audiences, one of the key markets in the Asia-Pacific region. The success of Black Panther: Wakanda Forever's marketing strategy in Indonesia through an Integrated Marketing Communication (IMC) approach is also evident in how Marvel Studios adapted their communication strategy to consider local market characteristics. Through advertising, they utilized various media platforms, including television, cinemas, and digital platforms, to reach a broader audience segment. In terms of sales promotion, various cinemas in Indonesia offered presale tickets and exclusive merchandise, further enhancing the film's appeal. Additionally, public relations efforts were strengthened by discussions highlighting diversity and African representation in the film, which also aligns with global discourse on inclusivity and equality. Marvel Studios also optimized its digital marketing by collaborating with influencers and fan communities on social media to strengthen audience engagement and build a positive narrative around the film. With a comprehensive and adaptive IMC approach, Marvel Studios has not only succeeded in maximizing revenue in Indonesia but also strengthened its position as a film studio with a global marketing strategy, enabling Marvel to achieve corporate revenue success.

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