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**Information and promotion genre regarding korean content in netflix press release**

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**Abstract**

*This research at the beginning discusses the development of press releases that have been developed into various aspects, ranging from the media used, the themes presented, to the genres classified in a study. Departing from the research of Kochetova & Ilyinova (2018) and Jokela (2020), this study wants to examine the genre in press release using structure of the hybrid genre theory, whether it is still relevant today and can show informative and promotional genres in a press release. Since the last research examined many companies, this research will choose one company based from a data that mentioned company that gained many profits during the Covid-19 pandemic and had many products released, which is Netflix. Data collection and analysis methods used in this study were convenience sampling and structural analysis from Catenaccio. Through convenience sampling, there are three articles selected up to June 15. The result of the analysis is that the structure of Catenaccio which contains the format of writing press releases, does not really match the format of writing press releases in Netflix, but main points such as leads, justifying the product, detailing the product and explicit promotional components still applicable and determine the genre in press releases. The genres of Netflix press releases are hybrid because they contain an informative and promotional genre. A new structure that has been modified in this study is also offered for further research, with a wider selection of press release articles and other data collection techniques.*

**Keywords:** *Press Release; Netflix; Informative; Promotion; Structure*

**INTRODUCTION**

If you explore the study of communication, the term press release or *siaran pers* in Indonesian is already familiar. The press release itself has various definitions that can be taken from various perspectives, but this paper will focus

on the perspective in the fields of communication, marketing and public relations (PR).

The development of the press release itself began from Ivy Lee in 1906 who was ordered by the Pennsylvania Railroad company to write a disaster-related article concerning the company and write an article from the company's point of view (Catenaccio, 2008). The article was then sent to a media company, the New York Times, and since then the press release has been used as one of the company's media to become a communication platform from its point of view (Gavin, 2015). Seeing its development which has started since a century ago, the evolution of press releases in the world has begun to vary, ranging from the platforms used, from radio, television, company owned websites and so on (Gavin, 2015), the contained elements ranging from information, promotions, advertising, and so on, to the various themes regarding to the company/institution that issued the press release in the professional world, ranging from medical (Hughes et al., 2019), business (Belch & Belch, 2018), telecommunications (Peck & Hall, 2013) and so on. In PR Communication, the company of press release were seen as the main information containing up-to-date operational event conducted by company (Kochetova & Ilyinova, 2018), and from the point of view of companies/institutions that are revenue and profit oriented, defines that a press release is a simple writing and concise, but made by experts or scholars, so that they are informative and able to have a significant impact on public (Sumner et al., 2016).

The emphasis on the function of the press release itself is focused on being a public communication tool regarding the companies/institutions that issue them to provide information to the public and build awareness regarding the company/institution itself (Grimmelikhuijsen et al., 2018), but, the information of press release sometimes also won't be used unless it attracts to certain group of society (Belch & Belch, 2018), such as investors, shareholders etc (Kochetova & Ilyinova, 2018), besides its function as a company communication tool to public. So based on the development of the press release above, the definition of press release in this study can be adjusted and became, an article written from companies/institution's point of view engaged in various fields for various purposes, aiming to public or certain group of society, which can be published on any platform, whether owned or not, by the company itself, as well as in certain media companies.

Judging from the contained elements in conveying information to the public, press releases have various elements, from media up to genre (Lassen, 2006 in Bremner, 2014). The basic genre which have been divided can be said as a form of advertising and news reporting (Jacob, 1999 in Jokela, 2020), commodification and promotion (Fairclough, 2003 in Jokela, 2020) and also informative and promotional in its genre (Bhatia, 2004 in Jokela, 2020). From the various streams in the press release, it can be modified to be informative or promotional, which are usually adjusted to the communication objectives of the press release, thus giving birth to a hybrid genre theory (Catenaccio, 2008). If it is related to the purpose of writing the press release, then the analysis can be done contextually or textually as a whole. However, there are also many studies

that examine press releases through the textual or structure of the press release, especially if you look at the genre of the press release, whether it is a promotional or informative concept (Catenaccio, 2008).

In addition, several studies related to textual and contextual analysis of press releases have also been carried out in recent years regarding hybrid genre theory, such as a research about a media story which resulting from recreating and retelling a press release issued by a company/institution using framing analysis, and that research comparing the two articles and seeing that the article written by media news providing more contextual information and not overly promoting the product or company/institution (Maat & De Jong, 2013) then a contextual and textual analysis of information and promotion genre which associated with the three phase of steps, brainstorming, drafting the press release, and media-pitching, that usually get through by the journalist practitioners, and see the result that genre in press release considering many participant in creating press release, also journalist practitioners will recreate a press release based on different audiences and media to fulfill the information and promotional genre (Bremner, 2014), then a textual analysis research using hybrid genre theory that implementing into various company press release ranging from energy, food producing and food retailing, to see the word pattern used by those companies. This research resulting that press release of energy companies highlighting company management and technical process, the press release of food producing companies have focus on production and sales, meanwhile retailing companies tend to using advertising techniques to construct their image in society (Kochetova & Ilyinova, 2018), and last but not least, a quantitative and qualitative research which investigate a press release's genre and the possibility of the bending of informative and promotional aspects, by analyzing 125 press releases from various company, from basic materials, financials, telecommunication, consumer goods, technology, health care, also oil and gas. This research resulting that the genre in the press release in the beginning tend to be informative, then become hybrid in the last (Jokela, 2020).

Based on the process and results of recent studies related to genres in press releases, researchers are trying to find gaps to test the involvement of hybrid genre theory in a company's press release, if Kochetova & Ilyinova (2018) conduct a textual analysis of a company's press release by comparing keywords from various kinds of company press releases to see the patterns and genres that exist in each company, then Jokela (2020) in a research that tested partial structure of hybrid genre theory using lexicon-grammatical to analyze textual aspect. So, this study seeks to test hybrid genre theory through textual analysis based on the structure created by one of the developers of hybrid genre theory. Some analysis of the textual structure of press releases, came from McLauren and Gurau (2005), whose structure contains Announcement, Elaboration, Comment (CEO), Contact details, and Editor's Note. Then, from Bhatia (2004), which contains headlines, targeting the market, justifying the product or service, detailing the product or service, establishing credentials, celebrity or typical user endorsement, offering incentives, using pressure tactics, and soliciting response. Then modified again by Catenaccio (2008), adding caption, summary of main

points, leads, detailing company, explicit promotional component, contact detail, and company logos.

Since the last researches analyze a wide range of press release and not specific to one company, this research will challenge the idea of a genre hybrid theory in one company to define the genre. In the recent situation, The World Economic Forum (WEF) sees that technology still has an important role in the period of limiting human activity, especially during the pandemic from 2020 to the present in Indonesia. According to WEF, several application companies that have grown rapidly during the pandemic are Zoom, Google Meet, Google Classroom, Netflix, Disney Plus and Tik Tok (Riyanto, 2021). Based on the list, the researcher chose application company that have various types of products, to test the press release structure whether it can be applied to all press releases or not. One example that can be taken is Netflix, with a wide selection of content ranging from series to films from various parts of the world, thus influencing the variety of types of product publication press release to the general public. In addition, many Netflix press releases that are redeveloped into news on other media platforms are also a common case, according to research by Maat and De Jong (2013). Two of them are a Netflix press release titled *Riding the K-Wave, Netflix Spotlight Stories Made in Korea and Watched by the World* developed with the same title by k-popped.com (2021) and also a Netflix press release with title *Netflix to Spend Nearly \$500 Million on Korean Content This Year* were recreated by The Hollywood Reporter (2021) to highlight the main point that Netflix invested approximately 500 million dollars in developing Korean content to worldwide.

As of 2020, Netflix announced that the content most favored by Indonesian viewers is romantic content, which is mostly produced by Korean dramas (CNN Indonesia, 2020). This is supported by various kinds of data that Netflix, as the second popular video streaming platform to access Korean dramas worldwide as of 2020 (Statista, 2021), Korean Content is the most consumed content on Netflix Asia as of 2020 (Netflix, 2020). Seeing the influence of Netflix which is quite large lately in its own field, especially a study in Indonesia seeing that a *binge watching* behavior, which initially introduced by Netflix with its series titled *House of Cards* in 2013 (Matrix, 2014), is still on going in Indonesia which contribute to the profit of Netflix's operation in Indonesia (Akbar, 2021), the various types of products released by Netflix which are often published in their press releases to put in Netflix's website, also Netflix press release become one of the information sources which contribute to subscription rate of users (Oliveira et al., 2020; Wayne, 2021), and also there is still no a detail textual research on Netflix press release. Then, this research is aiming to find out the concept of genre information and promotion of Korean content in Netflix press releases using the structure of hybrid genre theory. This research will fulfill the development of further studies conducting research with corpus based/textual based in one company, in order to see the contained genre of press release and try to develop the concept within the structure in a recent press release from a company. The press release that will be analyzed in this research is the Netflix press release articles which are

available on the Netflix website itself as part of the *owned media* owned by Netflix (Belch & Belch, 2018).

## RESEARCH METHOD

The basis of this research is qualitative text. This research has a constructivism paradigm. The method of data collection and data analysis that will be carried out is convenience sampling technique and the structure of the press release genre analysis from Catenaccio (2008). In this study, the convenience sampling technique did not provide a representative sample because it was taken based on the easiness of the researcher to access the data until the data collected was sufficient for research (Dhivyadeepa, 2015), which indeed shows the unique side of the press releases studied in this study and does not represent the whole all of the press releases on Netflix. This is in accordance with the paradigm used by the researcher, which is constructivism, to emphasize the meaning and uniqueness of a research. Also, based on the argument of Catenaccio (2008) which allows the structure of the method to be applied in a variety of writings.

In collecting data, researcher will go to the Netflix website (<https://about.netflix.com/en/about-us>), select the *Newsroom* option and type 'Korea' in the search section. Researcher selected three articles that were most recently published until June 15, 2021. Since, a thematic press release in Netflix are wide, ranging from launch new movies, review of Netflix roles in contributing to cultural industry in one country etc, researcher will divide thematic criterion based on Kochetova & Ilyinova (2018), from *a general news, an event-based, a launch, a product-classifying, a report, up to a press release*. The three articles, which have been selected, were published on May 27, 2021 (titled *Director Yoon Jong-Bin's First Collaboration with Netflix Confirms Production and Casting for **SURINAME (WT)***) (it fits the criteria of *a general news* because it contains an introduction of a new activity of upcoming project in Netflix), June 6, 2021 (titled ***The 8th Night**-Teaser Poster and Teaser Trailer Released*) (it fits the criteria of *a launching news* because it gives a sneak peak of the upcoming movie which will be release soon), and June 10, 2021 (titled *5 Reasons Why You Should Watch **So Not Worth It***) (it fits the criteria of *a launching news* because it gives a persuasive reasons to watch the upcoming series which will be release in less than a week).

Next, the researcher will analyze each of these articles with the structure of the press release genre from Catenaccio with a structure like this:

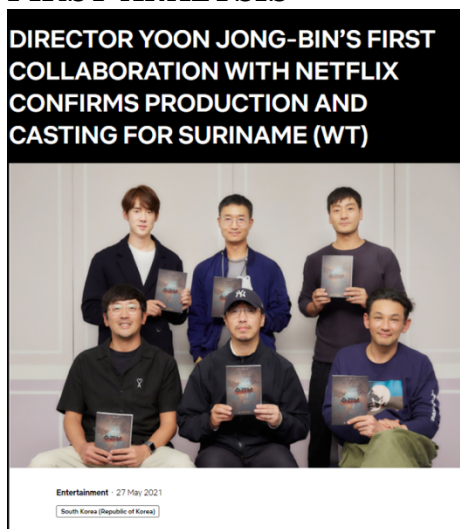
1. Press / News release caption (frame)
2. Headline
3. [Summary of main points]
4. ["For immediate release" formula]
5. Lead: Announcing newsworthy information <ul style="list-style-type: none"><li>• <i>Launching a new product/service</i></li><li>• <i>Announcing results and other company-internal information</i></li><li>• <i>Describing other types of company's activity</i></li></ul>

6. Justifying the product or service or simply the newsworthiness of the information <ul style="list-style-type: none"><li>• <i>Indicating the need for the product/service etc.</i></li><li>• <i>Referring to the advantages for potential beneficiaries</i></li><li>• <i>Qualifying the result as positive</i></li></ul>
7. Detailing product/service/company/other event which is the object of the release
8. Explicit promotional component: Attributed to company official, standard user <ul style="list-style-type: none"><li>• <i>Emphasising positive results</i></li><li>• <i>Indicating reliability of company/product</i></li><li>• <i>Independently endorsing company results</i></li><li>• <i>Independent expert opinion</i></li></ul>
9. Boilerplate description(s) / establishing credentials
10. Contact details
11. Company logo

Along with the articles to be analysed, the researcher will try to test the structure above and try to see if there is something that is more in line with the type of press release in nowadays or not. The credibility of this research is by doing time triangulation by repeat the data mining for checking, the transferability of this research is the process and result of this research only applied on the same thematic analysed press release (*a general news and a launch product*), the dependability of this research is researcher will find related literature study which support the result of this research, and last, the confirmability of this research is by providing a second reviewer of this research to get a more objective result (Lincoln & Guba, 1985 in Korstjens & Moser, 2018).

## RESULT AND DISCUSSION

### FIRST ANALYSIS



**Figure 1. First part: Picture in Analyzed Press Release**

## Source: (Netflix, 2021)

**SEOUL, MAY 26TH 9AM KST, 2021** - Netflix has confirmed the production of its new series *Suriname* (WT). Based on real-life events, the story is about an ordinary entrepreneur who has no choice but to risk his life in joining the secret mission of government agents to capture a Korean drug lord operating in Suriname.

Director Yoon Jong-bin ventures into new territory with *Suriname* (WT), his first series and first collaboration with Netflix. Yoon Jong-bin received due attention as a top director in Korea through works such as *The Spy Gone North*, *Kundo: Age of the Rampant*, and *Nameless Gangster: Rules of the Time*. He also established a strong foothold as a producer through works such as *The Closet*, *Money*, and *A Violent Prosecutor*.

*Suriname* (WT) features a star-studded lineup of cast members, and the synergy between these top actors and the director is very much anticipated.

Ha Jung-woo plays the role of Kang In-gu, who sets off to Suriname to make big bucks but ends up knee-deep in drug crimes instead. Ha reunites with director Yoon Jong-bin after seven years. The two men share a special working relationship that began with *The Unforgiven*, a stepping stone that established each man in his own field. As they rose through the ranks in their respective fields, they worked together on projects such as *The Moonlight of Seoul* and *Kundo: Age of the Rampant*.

Hwang Jung-min also reunites with Yoon Jong-bin as the director in *The Spy Gone North* and as a producer in *A Violent Prosecutor*, which had taken Korea and the Cannes Film Festival by storm. Hwang plays Jeon Yo-hwan, a powerful drug lord who has Suriname under his thumb. The series brings together veteran actors Ha Jung-woo and Hwang Jung-min for the very first time in a much-anticipated partnership.

Park Hae-soo plays Agent Chol, the National Intelligence Service agent who oversees operations in the Americas and enlists the help of Kang In-gu to capture Jeon Yo-hwan. Park proved his staying power as an actor with the films *By Quantum Physics: A Nightlife Venture*, *Time to Hunt*, and the drama series *Prison Playbook*. He will also appear in *Squid Game*, which will be released later this year, and the new Korean remake of *Money Heist* (Original, *La casa de papel*).

Jo Woo-jin plays Byun Ki-tae, an ethnic Korean from China and Jeon Yo-hwan's right-hand man who carries out all his dirty work. Jo is known for his roles in the films *The Battle: Roar to Victory*, *Money and Default*, and the drama series *Mr. Sunshine*.

Yoo Yeon-seok will transform himself into David Park, the lawyer and the brains behind Jeon Yo-hwan's organization. From soft gentility to razor-sharp shrewdness, he showed a wide range in his acting in the film *Steel Rain 2: Summit* and the drama series *Hospital Playlist* and *Mr. Sunshine*.

## Figure 2. Second part: Content in Analyzed Press Release

### Source: (Netflix, 2021)

Based on true events, *Suriname* (WT) promises to deliver an astounding account of those mired in drug crimes in a country where law and order have little influence. This series marks Yoon Jong-bin's first foray into a drama series and stars A-listers Ha Jung-woo, Hwang Jung-min, Park Hae-soo, Yoo Yeon-seok, and Jo Woo-jin. *Suriname* (WT) will be released only on Netflix.

#### Production Information

Title: *Suriname* (WT)

Directed by: Yoon Jong-bin

Written by: Yoon Jong-bin, Kwon Sung-hui

Starring: Ha Jung-woo, Hwang Jung-min, Park Hae-soo, Jo Woo-jin, Yoo Yeon-seok

Produced by: Moonlight Film, Perfect Storm Film Inc.

Distributed by: Netflix

###

#### About Netflix

Netflix is the world's leading streaming entertainment service with 208 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

For Press

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## Figure 3. Third part: last part in Analyzed Press Release

### Source: (Netflix, 2021)

If you look at the structure of Catenaccio, the first thing to look at is in the article whether there is a 'Press/News Release caption (frame)'. If you look at the form of Netflix's own press release, there is indeed a word 'For Press' but it is not

located at the beginning of the article, but at the very bottom of the article (in red). Then, for the headline itself, Netflix does include the title at the beginning which is combined with the summary of the main points of the article, which is Netflix's first collaboration with a well-known director in Korea who has produced famous works such as *The Closet*, *Money*, *Violent Prosecutor* and so on.

Unfortunately, in this article there is no 'for immediate release' format to inform how urgent the article will be published to the public. The statements at the beginning of the article show the latest information that Netflix confirmed the production of a new movie series titled *Suriname* along with a little storyline from the series. For this lead part, it is included in Announcing results and other company-internal information for announcing confirmation of the production of a new Netflix series that will be worked on and announcing collaboration with a well-known director in Korea, named Yoon Jong-Bin.

In the Justifying the product or service or simply the newsworthiness of the information section, this article attempts to show qualifying the result as positive. After an explanation of Netflix's first collaboration with Yoon Jong-Bin regarding the *Suriname (WT)* project, in the middle of the article it was stated that the product of the collaboration was positive and very synergistic by issuing the sentence '*Suriname (WT) features a star-studded lineup of cast members, and the synergy between these top actors and the director is very much anticipated*'.

This is followed by detailing all the talented actors in the photos in the analyzed Netflix press release article. Starting from Ha Jung-Woo, Hwang Jung-Min, Park Hae-Soo, Jo Woo-Jin and Yoo Yeon-Seok, by explaining in detail their roles in the *Suriname* series, their popular characters as actors, and their famous series and films they starred before. So, in this section goes into the point of detailing product which is the object of the release.

In this article, there is no explicit promotional component that has been explained, containing Emphasizing positive results and others, because this press release simply informs that the series will start shooting and production, along with the emergence of big-name media practitioners involved in this movie. This press release brings up production information, which includes the title, director, writer, actors, production company and distributor, which is Netflix itself, so that it is included in the boilerplate description/production description. This press release also includes contact details, someone who can be contacted along with their email, Yejin Lee, [yejinl@netflix.com](mailto:yejinl@netflix.com) and Seung Jung, [sjung@netflix.com](mailto:sjung@netflix.com). For the company logo itself, it is located not at the end of the press release article, but at the very top of the press release article. The article also contains detailed information regarding Netflix, as a leading company in the world by listing the number of its subscribers and branches in various parts of the world.

In summary, the first analysed article can be seen in this section:

1. Press / News release caption (frame)	(Yes, but different position)
2. Headline	(Yes)
3. [Summary of main points]	(No)
4. ["For immediate release" formula]	(No)
5. Lead: Announcing newsworthy information	(Yes)



<ul style="list-style-type: none"> <li>• <i>Launching a new product/service</i></li> <li>• <i>Announcing results and other company-internal information</i></li> <li>• <i>Describing other types of company's activity</i></li> </ul>	
6. Justifying the product or service or simply the newsworthiness of the information <ul style="list-style-type: none"> <li>• <i>Indicating the need for the product/service etc.</i></li> <li>• <i>Referring to the advantages for potential beneficiaries</i></li> <li>• <i>Qualifying the result as positive</i></li> </ul>	(Yes)
7. Detailing product/service/company/other event which is the object of the release	(Yes)
8. Explicit promotional component: Attributed to company official, standard user <ul style="list-style-type: none"> <li>• <i>Emphasising positive results</i></li> <li>• <i>Indicating reliability of company/product</i></li> <li>• <i>Independently endorsing company results</i></li> <li>• <i>Independent expert opinion</i></li> </ul>	(No)
9. Boilerplate description(s) / establishing credentials	(Yes)
10. Contact details	(Yes)
11. Company logo	(Yes, but different position)

## SECOND ANALYSIS

### The 8th Night- Teaser Poster and Teaser Trailer Released



**Figure 4. First part: Picture in Analyzed Press Release**  
 Source: (Netflix, 2021)

**SEOUL, JUNE 7TH 9AM KST, 2021**- Netflix, the world's leader in streaming entertainment service, has released a teaser poster and a teaser trailer for its mystery thriller *The 8th Night*, a chronicle of an eight-day battle fought to prevent breaking the seal of "That Which Must Not Awaken." Once unleashed, "it" will cross seven stepping stones to bring the pains and suffering of hell to Earth.

The teaser poster features Lee Sung-min as Park Jin-su, the fated guardian. He is sitting in a dark room with dim candlelight casting its glow on his face that is impassive but has an intense and wary gaze that commands attention. The overpowering shadow behind him appears to be the one he must restrain, the personified image of "That Which Must Not Awaken." This bizarre and menacing form piques interest as to how the story will unfold.



Simultaneously released is a teaser trailer that opens with the monk Cheongseok, played by Nam Da-reum, asking, "What will happen when the sarira casket is open?" This innocent question sets the stage for the ensuing mystery. "That Which Must Not Awaken" has previously been separated into the Red One and the Black One and sealed in a sarira casket never to be reunited again. A series of mysterious deaths occur as "it," as the hair-raising Red Eye, tries to stir back to life. Those defending the seal belonging to "it" have their fates hanging by a thread in spectacular and suspenseful battle scenes. Jin-su armed with prayer beads and an ax to carry out the fate he was born with — to deter the one that cannot be annihilated by preventing the reunion of its parts — provides an eye-catching visual befitting the genre. The grotesque corpses and the entity of the seven stepping stones that "it" needs to cross to bring hell to the world provide additional elements of intrigue to the denouement of the night with an unknown ending. The powerful scenes appealing to the senses promise audiences around the world a novel and chilling mystery thriller from Korea this summer.

**Figure 5. Second part: Content in Analyzed Press Release**  
Source: (Netflix, 2021)

Viewers can look forward to stellar performances from the cast: Lee Sung-min as the "Guardian" Jin-su; Park Hae-joon as the Violent Crime Unit detective Kim Ho-tae; Kim You-jung as Ae-ran, a girl harboring a secret; and Nam Da-reum as the monk Cheongseok. These diverse characters add well-woven drama elements to the undercurrent of suspense in an unconventional story of a life-or-death battle to guard the seal of "That Which Must Not Awaken." An ensemble cast of actors blessed with charming appeal and talent will not disappoint the viewers awaiting in anticipation. The mystery thriller *The 8th Night* will be released worldwide on July 2nd only on Netflix.

[Teaser poster link](#)

[Teaser trailer link](#)

#### **Production Information**

Title: *The 8th Night*

Written / Directed by: Kim Tae-hyung

Starring: Lee Sung-min, Park Hae-joon, Kim You-jung, Nam Da-reum et al.

Produced by: Gorn Pictures

Co-produced by: Gogo Studio

Distributed by: Netflix

Release Date: July 2, 2021

**For Press**

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Rachel Lee, Publicity  
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**Figure 6. Third part: last part in Analyzed Press Release**  
Source: (Netflix, 2021)

The beginning of this press release article is almost the same as the previous press release article. Formatively, the words 'For Press' are located below the article, and there is no 'for immediate release' format. The headline emphasized in this press release article also contains the title, ***The 8th Night***–

*Teaser Poster and Teaser Trailer Released*, which is combined with a summary of the main points of this article, to show that before the film is screened on Netflix platforms worldwide, it will be given a sneak peek regarding this film.

The first part of the content indicates that Netflix will be releasing its new film, with its poster and trailer first. So that it fulfills the aspect of launching a new product in terms of announcing newsworthy information. This is followed by a narrative and detailed explanation of the trailer that has been launched. The next part is related to Justifying the product or service, when the author writes that the audience will not be disappointed watching this film because it stars talented actors and is related to the storyline that prioritizes fictional values, so that it is included in the story for qualifying positive results. Followed by a narrative detailing scene by scene which is shown in the video teaser and image teaser. Furthermore, in the explicit promotional component, this article emphasizing positive results through the sentence 'An ensemble cast of actors blessed with charming appeal and talent will not disappoint the viewers pending in anticipation. The mystery thriller *The 8th Night* will be released worldwide on July 2nd only on Netflix.'

This press release article section is also almost the same as before, but adapted to the news content. The production description is described through the film's production information, starting from the title, director, actors, production & co-production house, distributor and released date. Plus, a provided link that leads to the teaser video and teaser poster of the film. Then contact details are also provided, by indicating the name and email address, such as Yejin Lee, [yejinl@netflix.com](mailto:yejinl@netflix.com) and Rachel Lee, [rachell@netflix.com](mailto:rachell@netflix.com). For the company logo itself, it is located not at the end of the press release article, but at the very top of the press release article. However, there is a slight difference from the previous article, that this article does not include detailed information regarding Netflix, as the world's leading company by listing the number of its subscribers and branches in various parts of the world, as in the previous article.

In summary, the second analysed article can be seen in this section:

1. Press / News release caption (frame)	(Yes, but different position)
2. Headline	(Yes)
3. [Summary of main points]	(No)
4. ["For immediate release" formula]	(No)
5. Lead: Announcing newsworthy information <ul style="list-style-type: none"> <li>• <i>Launching a new product/service</i></li> <li>• <i>Announcing results and other company-internal information</i></li> <li>• <i>Describing other types of company's activity</i></li> </ul>	(Yes)
6. Justifying the product or service or simply the newsworthiness of the information <ul style="list-style-type: none"> <li>• <i>Indicating the need for the product/service etc.</i></li> <li>• <i>Referring to the advantages for potential beneficiaries</i></li> <li>• <i>Qualifying the result as positive</i></li> </ul>	(Yes)

7. Detailing product/service/company/other event which is the object of the release	(Yes)
8. Explicit promotional component: Attributed to company official, standard user <ul style="list-style-type: none"> <li>• <i>Emphasising positive results</i></li> <li>• <i>Indicating reliability of company/product</i></li> <li>• <i>Independently endorsing company results</i></li> <li>• <i>Independent expert opinion</i></li> </ul>	(Yes)
9. Boilerplate description(s) / establishing credentials	(Yes)
10. Contact details	(Yes)
11. Company logo	(Yes, but different position)

### THIRD ANALYSIS



**Figure 7. First part: Picture as a Headline**

Source: (Netflix, 2021)

New Netflix series *So Not Worth It* is coming soon, and it will be so worth your time. The fun sitcom centers on the lives of students living in an international dormitory at a university in Seoul. Making new friends, finding love, and going through new experiences is all a part of daily life for the eight students. Check out some major reasons why you'll want to check out the entertaining show here.

### 1. A Variety of Adventures



*Image Courtesy of Netflix*

With most of the students coming from different parts of the world, they're experiencing life in Seoul and Korea for the first time. While many of the friends have been around long enough to be comfortable with Korean culture, there are still new experiences to enjoy. From working part-time jobs to making kimchi and getting scammed, there are loads of unique adventures in store for the students. You'll be able to vicariously experience a part of university life and everyday life in Korea through the characters.

### 2. Cute & Heart-Fluttering Romance



*Image Courtesy of Netflix*

As university students, young love is plentiful and heart-fluttering. The friends experience sweet romance both within and outside of their circle. From amusement park dates to getting locked into a basement with your crush, there are many amusing yet relatable cute moments. You can get a glimpse of what dating in Korea looks like as the characters go on blind dates, experience breakups, and more.

### 3. Charming Characters



*Image Courtesy of Netflix*

Each of the characters are unique and charming. There's Se-wan (Park Se-wan) who is very responsible yet opportunistic. New student Jamie (Shin Hyeon-seung) is a somewhat naive heartthrob who catches the attention of many students. Sam (Chol Young-jae) is playful, mischievous, and can't stop bluffing. As the fashionista of the group, Minnie (Minnie) is an avid fan of K-dramas and keeps up with all the trends. South Korean Hyun-min (Han Hyun-min) is often mistaken as a foreigner, but uses it to his advantage to sneak his way into the international dormitory. Hans (Joakim Sorensen) is an adorable oddball who is quite a stickler for rules. Carson (Carson Allen) acts like a grouchy old fart, but is actually very caring. Finally, we have Terris (Terris Brown) who is a bit of a show-off and a casanova of sorts.

## Figure 8. Second Part: Reasons number 1, 2 and 3 with pictures and explanations

Source: (Netflix, 2021)

### 4. Amazing Cameos



*Image Courtesy of Netflix*

In addition to the great cast, there are many special appearances to look forward to. With over 10 cameos, you'll be delighted as you see some familiar faces. From comedians to singers and actors, the cameo lineup itself is quite impressive. Most of the special appearances will take place during hilarious situations, so they'll be all the more delightful.

### 5. Rising Stars



*Image Courtesy of Netflix*

The main cast is full of young rising stars you'll want to keep your eyes on. Park Se-wan who has appeared in dramas like *I Am Not a Robot* and movies like *No Mercy*, is definitely a talented actress we'll be seeing more of in the future. Shin Hyeon-seung created quite a stir when he recently debuted through the popular web drama *Be My Boyfriend*. The rest of the cast including K-pop stars Choi Young-jae and Minnie, Han Hyun-min, Joakim Sorensen, Carson Allen, and Terris Brown showcase great acting despite having varying degrees of acting experience. You'll fall in love with each of them!

Don't miss out on *So Not Worth It* when it premieres on June 18 at 4PM KST, only on Netflix!

### About Netflix:

Netflix is the world's leading streaming entertainment service with 208 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

## Figure 9. Last part: Reasons number 4 and 5 with pictures and explanations, including conclusion and explanation about Netflix

Source: (Netflix, 2021)

The beginning of this press release article is almost the same as the previous two press release articles. Formatively, the words 'For Press' are located below the article, and there is no 'for immediate release' caption. The headline emphasized in this press release article also includes the title, *5 Reasons Why*

*You Should Watch So Not Worth It*, which is combined with a summary of the main points of this article. Then, after the main image from this article followed by a link containing the teaser video series *So Not Worth It* and also a link containing images from the series.

Going to the beginning of the article shows that Netflix will launch a new series, by showing a brief synopsis of the series. This fulfills the aspect of announcing newsworthy information, by entering the section that this press release aims to inform that there is a new series will be released by Netflix. The next section, related to Justifying the product by listing five reasons why you should watch this series, with details such as A Variety of Adventures (by including a picture of several students taking pictures in a large yard in front of campus with very cheerful smiles), Cute & Heart-Fluttering Romance (by including pictures of boys and girls wearing clown costumes and interacting intensely), Charming Characters (by including pictures of male and female characters joking and fighting while making Cabbage Kimchi, thus leaving a comedic impression), Amazing Cameos (by including cameo characters who are foreigners, whose professions range from comedians, singers and actors), as well as Rising Stars (by including pictures of several actresses who are climbing their careers in their previous movies or series, such as Park Se-Wan, who played in *No Mercy*, Choi Young Jae, member of Boyband Got7, and Han Hyun-Min, the first black model in Korea). Then, after each reason is given along with a representative picture, followed by a detailed explanation of each reason so that it is included in the detailing product which is the object of the release. For the explicit promotional component, it is explained at the end of the article, which lies in reason number five, Rising Stars. This is shown through the sentence 'The rest of the cast including K-pop stars Choi Young-Jae and Minnie, Han Hyun-min, Joakim Sorensen, Carson Allen, and Terris Brown showcase great acting despite having varying degrees of acting experience. You'll fall in love with each of them!' which emphasizes the positive results of this series.

This press release article section is also almost the same as before, but adapted to the news content. The production description is not described in detail like the previous press release article. This article only includes information such as 'Don't miss out on *So Not Worth It* when it premieres on June 18 at 4PM KST, only on Netflix!'. Then contact details are also provided, by showing name and email address, such as Yejin Lee, [yejinl@netflix.com](mailto:yejinl@netflix.com). For the company logo itself, it is located not at the end of the press release article, but at the very top of the press release article. However, there is a slight difference with the second article, this article includes detailed information regarding Netflix, as a leading company in the world by listing the number of subscribers and branches in various parts of the world, just like analysis in the first press release article.

In summary, the third analysed article can be seen in this section:

1. Press / News release caption (frame)	(Yes, but different position)
2. Headline	(Yes)
3. [Summary of main points]	(No)

4. ["For immediate release" formula]	(No)
5. Lead: Announcing newsworthy information <ul style="list-style-type: none"> <li>• <i>Launching a new product/service</i></li> <li>• <i>Announcing results and other company-internal information</i></li> <li>• <i>Describing other types of company's activity</i></li> </ul>	(Yes)
6. Justifying the product or service or simply the newsworthiness of the information <ul style="list-style-type: none"> <li>• <i>Indicating the need for the product/service etc.</i></li> <li>• <i>Referring to the advantages for potential beneficiaries</i></li> <li>• <i>Qualifying the result as positive</i></li> </ul>	(Yes)
7. Detailing product/service/company/other event which is the object of the release	(Yes)
8. Explicit promotional component: Attributed to company official, standard user <ul style="list-style-type: none"> <li>• <i>Emphasising positive results</i></li> <li>• <i>Indicating reliability of company/product</i></li> <li>• <i>Independently endorsing company results</i></li> <li>• <i>Independent expert opinion</i></li> </ul>	(Yes)
9. Boilerplate description(s) / establishing credentials	(No)
10. Contact details	(Yes)
11. Company logo	(Yes, but different position)

The results of the analysis of the three articles above, are some of the press release point structure from Catenaccio not included in the Netflix analysis, such the summary of the main section that have been combined with the title, and the 'for immediate release' format, because this Netflix press release is intended for the public, while the press release with the 'for immediate release' format is a press release that was not originally intended for the public (Catenaccio, 2008). Then the press release format on Netflix is not in accordance with the press release structure in Catenaccio, such as the Press Release caption also Company logo sections, which are two positions that are opposite to the structure of Catenaccio. However, this is not too problematic because both points are still included in the press release. Besides, The above press release can be legalized by compare with other structure of usual movies other than in Netflix to test the dependability, in the beginning include movie's plot, historical foundation of the movies, discuss extraordinary effort of the production, anticipation information regarding movie (Eastmen, 2000 in Cheng & Cheng, 2014) which show by explicit promotional content in Netflix press release.

In addition, for the Boilerplate description(s)/establishing credentials point appear in two analyzed press release articles as a production description format. As well as several points in the structure of Catenaccio that always appear and in appropriate positions in the analyzed press releases are Headlines,



Leads: Announcing newsworthy information, Justifying the product, Detailing product, and Explicit promotional component, although the explicit promotional component points will be adjusted to the preparation of Netflix products to be released, because this last point is not included in the first analyzed Netflix press release. If you are trying to overhaul the structure of Catenaccio to make it more in line with a more general press release format and more appropriate to the genre, below structure is represented:

1. <b>Headline</b>
2. <b>Lead: Announcing newsworthy information</b> <ul style="list-style-type: none"> <li>• <i>Launching a new product/service</i></li> <li>• <i>Announcing results and other company-internal information</i></li> <li>• <i>Describing other types of company's activity</i></li> </ul>
3. <b>Justifying the product or service or simply the newsworthiness of the information</b> <ul style="list-style-type: none"> <li>• <i>Indicating the need for the product/service etc.</i></li> <li>• <i>Referring to the advantages for potential beneficiaries</i></li> <li>• <i>Qualifying the result as positive</i></li> </ul>
4. <b>Detailing product/service/company/other event which is the object of the release</b>
5. <b>Explicit promotional component: Attributed to company official, standard user</b> <ul style="list-style-type: none"> <li>• <i>Emphasising positive results</i></li> <li>• <i>Indicating reliability of company/product</i></li> <li>• <i>Independently endorsing company results</i></li> <li>• <i>Independent expert opinion</i></li> </ul>
6. <b>Contact details</b>

In addition, to find out the genre of each press release, you can look at the lead subpoints, justifying the product or service, and explicit promotional components. After analysing the three articles above, the genre owned by the Netflix press release above is a hybrid, which concerns both informative and promotional. This is in accordance with the structure of Catenaccio which details informative matters first at the beginning of the press release, then concluded and promoted explicitly using varied sentences from Netflix at the end. In more detail, to find out whether this press release has an explicit or implicit promotion, it can be seen from the subpoints of the lead section, justifying the product, and the explicit promotional component. In the Netflix press release itself, there are two promotions carried out, which are product promotions and Netflix promotions. If the three articles do explicitly promote products, there are also promotions related to the Netflix company itself, either explicitly such as information related to Netflix in the first and third articles, or implicitly in the second article by linking product promotions.

So that the argument from Catenaccio itself is still relevant today that press releases have a genre that is mixed between informative and promotional. With reference to the structure of the press release itself, the informative genre dominates at the beginning of the press release, while the promotional genre dominates at the end of the press release. In addition, the promotions listed in the press release, although they are promotional in nature for the product, will lead to the profits of the company that issued the product. Regarding the structure of Catenaccio, most of them are still relevant today, but the structure still needs to be revised a bit, especially in the press release format, because most of the press release formats of many companies are different. However, important points in the structure of Catenaccio, such as leads, justifying the product/service, detailing promotional products/services/company and explicit promotional components are still relevant, especially to determine the genre of the analysed press release.

## **CONCLUSION**

In conclusion, this study has answered the research question, how the structure of Catenaccio shows the genre of information and promotion of a product in Netflix press releases related to Korean content. The result is that through the Catenaccio structure it is known that the three analyzes of Netflix press release articles have a hybrid genre, in which the informative genre will be displayed at the beginning of the press release and then the promotional genre will be displayed at the end of the press release. The promotions shown in these articles are aimed at products produced by Netflix and the Netflix company itself. The analytical structure of Catenaccio was revised to be simpler than before in this research.

This research has practical implications for press release readers in choosing press releases that are related to their needs, by looking through the headlines/titles of the press releases whether it is informative or promotional. Then, if the reader wants to see an informative section, they can read the beginning and middle of the press release, or if they want to get brief information and promotions, they can go directly to the end of the press release. Then the implication for the press release writer is to follow the press release structure that has been modified to emphasize the important points to be conveyed in the press release. The modified press release structure will still include the informative and promotional genres that are usually the goal of making press releases, and will still include promotions for the company itself. Suggestions for this research can be given, by looking at the limitations of this research foremost. First, this study uses the structure of Catenaccio which is limited to press release articles that are intended for the public, so for further research it can be applied to press release articles which were not originally intended to be shown to the public, but to certain groups. Second, the press release articles analyzed were discuss a company's products, while there are many other types of press release articles that discuss company developments and so on, so that further research can choose a more varied press release and divide it based on thematic criterion by Kochetova & Ilyinova. Third, the article collection method can use other

sampling techniques, such as purposive sampling, criterion sampling and so on. The last suggestion as a whole is that the structure of Catenaccio which has been modified in this study can be used for further research to test the existence of the press release genre. Using the latest modified structure will be more relevant to the company's current press release structure or combine it with contextual research by conducting an interview with press release writer or journalist.

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