



**HOLLYWOOD'S STRATEGY IN PENETRATING THE
CHINESE FILM INDUSTRY MARKET
(2003–2020)**

By

NI KADEK MITA HANDAYANI

016202200064

A Thesis presented to the

Faculty of Social Science and

Education

President University

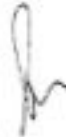
In partial fulfilment of the requirements for

Sarjana Sosial (S.Sos)

4th September 2025

THESIS CONSULTATION AND ADVISING SHEET

Student Name : Ni Kadek Mira Handayani
Major : International Relations
Thesis Title : "Hollywood's Strategy in Penetrating the Chinese Film Industry Market (2003-2020)"
Advisor : Riski M. Budiono, S.Sos, MA.

No	Consultation Date	Agenda and Discussion	Action to be Taken	Student Signature	Advisor Signature
1	10/05/2025	Introduction Structure of Thesis	Conducting online consultations meetings, with discussions and suggestions regarding the structure of the thesis and outline to be researched.		
2	24/02/2025	Chapter 1 - Introduction and Research Objective	Discussing and conducting consultations about the research that will be studied in the Introduction and Research Objective regarding the object to be studied.		
3	14/03/2025	Revision Chapter 1 - Introduction and Research Objective	Conducting consultation discussions, input criticism and suggestions on what needs to be mentioned and what does not need to be mentioned in the Introduction and Research Objective sections. There are suggestions for a		

			more organized and structured writing style.		
4	17/03/2025	Draft Revision Chapter 1	Conducting a draft chapter 1 consultation regarding the research Question and the purpose of this research		
5	10/04/2025	Chapter 2 - Draft Analysis	In this consultation we discuss more about what will be discussed in Chapter 2		
6	28/04/2025	Revision - Chapter 1 and 2	Conducting discussion on what needs to be researched and what needs to be input as research objects. And conducting discussion about my citation writing format		
7	05/05/2025	Chapter 2 - Analysis and Discussion	In this part, the discussion related to the material and analysis related to this research. Conducting this discussions and receive suggestions on what I need to improve in this research		
8	15/05/2025	Analysis and Discussion on This Research	On this research, provide more feedback on the discussions and analyses that I have written, whether there are any deficiencies that need to be added or advantages that need to be removed.		

AI SCAN RESULT

Submission ID: 110401078110000707

% detected as AI

AI detection indicates the probability of false positives. Although some text in this submission is likely AI generated, scores below the 25% threshold are not surfaced because they have a higher likelihood of false positives.

Further Recommendations

It is essential to understand the limitations of AI detection before making decisions about a student's work. AI detection provides basic, broad-level feedback. AI detection capabilities are not a substitute for manual review.

Disclaimer

Our AI writing assessment is designed to help educators identify further insights into originality and quality of work. Our AI writing assessment may not always be accurate and may include false writing that is likely AI generated, not AI generated and AI use by students. AI use by students is likely AI generated and may not be detected by our AI generated text detection tool. AI detection is not a substitute for manual review. AI detection is not a substitute for manual review. AI detection is not a substitute for manual review. AI detection is not a substitute for manual review. AI detection is not a substitute for manual review.

GPTZero SCAN RESULT

 **GPTZero** Version 2025-03-15 beta

File: Thesis Review 10.pdf - 6/17/2025

AI Report

We predict this text is:

Human Generated

AI Probability

0%

This number is the probability that the document is AI generated, not a percentage of AI text in the document.

Plagiarism

?

The plagiarism check was not run for this document. Go to [gptzero.dev](#) to check for plagiarism.

ABSTRACT

Ni Kadek Mita Handayani, International Relations 2022, President University

Thesis Title: “Hollywood’s Strategy in Penetrating the Chinese Film Industry Market (2003-2020)”

This research focuses on discussing the strategies used by Hollywood production studios in penetrating the Chinese film industry market which has strict censorship regulations and a film import system. The United States as a country that has a large global influence with the concept of soft power through film diplomacy, uses Hollywood as a major non-state actor in spreading cultural values and freedom. Meanwhile, China as the world's largest film market implements regulatory policies through the SARFT/NRTA institution which regulates censorship and quota regulations for foreign films. This research uses a descriptive qualitative method by reviewing document literature and secondary data related to censorship policies, bilateral cooperation and the dynamics in the global film industry. The results of this study indicate that the existence of regulations set by China forces Hollywood to adapt to maintain its position and profits in the Chinese film market, while also becoming an effective cultural diplomacy tool between the United States and China. This research provides an understanding of the relationship between government policies, global market dynamics, and the existence of film diplomacy strategies in the modern era.

Keywords: *Film Diplomacy, Soft Power, Hollywood, Film Censorship, China, Chinese Film Industry.*

ABSTRAK

Ni Kadek Mita Handayani, International Relations 2022, President University

Thesis Title: "Hollywood's Strategy in Penetrating the Chinese Film Industry Market (2003-2020)"

Penelitian ini memiliki fokus dalam membahas strategi yang digunakan oleh Studio produksi Hollywood dalam menembus pasar industri film China yang memiliki regulasi sensor ketat dan sistem impor film. Amerika Serikat sebagai negara yang memiliki pengaruh global besar dengan konsep soft power melalui diplomasi film, menggunakan Hollywood sebagai aktor non - negara utama dalam menyebarkan nilai budaya dan kebebasan. sementara, China menjadi pasar film terbesar dunia menerapkan kebijakan regulasi melalui lembaga SARFT/NRTA yang mengatur adanya sensor serta regulasi kuota film asing. Penelitian ini menggunakan metode kualitatif deskriptif dengan mengkaji literatur dokumen dan data sekunder terkait kebijakan sensor, kerjasama bilateral dan adanya dinamika di industri film global. Hasil dari penelitian ini menunjukkan, bahwa adanya regulasi yang ditetapkan oleh China memaksa Hollywood untuk menyesuaikan diri demi mempertahankan posisi dan keuntungannya di pasar film China, sekaligus menjadi alat diplomasi budaya yang efektif antara Amerika Serikat dan Tiongkok. Penelitian ini memberikan pemahaman tentang hubungan antara kebijakan pemerintah, dinamika pasar global, dan adanya strategi diplomasi film di era modern.

Kata Kunci: *Diplomasi Film, Soft Power, Hollywood, Sensor Film, China, Industri Film China*

ACKNOWLEDGEMENT

"Abandon all varieties of dharma and simply surrender unto Me alone. I will take care of all your affairs. Do not fear" - Bhagavad Gita 18:66

With gratitude and the grace of Ida Sang Hyang Widhi Wasa, the author expresses his gratitude that this thesis has finally been successfully completed. With love, the author dedicates this humble work.

To Mom and Dad, who have endlessly provided prayers, encouragement, and love. I am deeply grateful for being born the luckiest daughter. Thank you so much for always striving for the best for me. Finally, all my prayers were answered, enabling me to complete my journey. May you guys be healthy and happy, and live long for all the good in the world.

To my sibling, Ary Suyasa. Thank you for all the good things in the world. Thank you for being the most reliable person in the author's life. Thank you for being one of the motivators in the story of the journey to write a simple work to grow better for good things.

To my one and only sister, Novi Suryani. Thank you for being a constant presence in my life. To my little brother, Mahendra. Thank you for being born into this world and inspiring me in my life.

To Sir Riski M. Baskoro, thank you for guiding this humble work to the point where all my prayers have finally been answered. Thank you for all the patience, love, and encouragement you have indirectly shown me.

To my best friend, Iman. Thank you for your time, hope, and support, always expressed when I felt it was not enough, and for being a witness to the journey of writing this work. Thank you to Angelica Berry, for all the ups and downs during college. Thank you to Raffy, who listened to the tears I shed while writing this work.

To my friends during my studies, internships, and those I can't mention individually, thank you for always praying for me and for always giving me your endless love. Without your support, I couldn't have completed this work with such gratitude.

Lastly, to Mita. With the power of prayer, I would like to express my gratitude and heartfelt thanks to myself. Thank you for taking responsibility for something I've started. Thank you for persevering and being someone I can rely on in this life. Thank you for being born and growing strong. And for always being the answer to everyone's hopes. Thank you so much, Mita.

21st August 2025

Ni Kadek Mita Handayani

Table of Contents

THESIS ADVISER RECOMMENDATION LETTER.....	i
DECLARATION OF ORIGINALITY.....	ii
THESIS CONSULTATION AND ADVISING SHEET.....	iii
TURNITIN SIMILARITY REPORT.....	v
GPTZERO SCAN RESULT.....	vi
ABSTRACT.....	vii
ABSTRAK.....	viii
ACKNOWLEDGEMENT.....	ix
CHAPTER I.....	1
Introduction.....	1
1.1 Background of the Study.....	1
1.2 Literature Review.....	5
1.3 Problem Identification.....	7
1.4 Research Question.....	8
1.5 Research objectives and significance.....	8
1.6 Theoretical framework.....	9
1.7 Research methodology.....	10
1.7.1 Research Method.....	10
1.7.2 Research Time and Place.....	11
1.7.3 Research Instrument.....	11
1.7.4 Scope and Limitations.....	11
1.8 Research/Thesis Structure.....	12
1.9 Definitions of terms.....	13
CHAPTER II.....	14
China's foreign film regulations on the Hollywood film industry and US-China Bilateral Relation.....	14
2.1 Chinese film industry.....	14
2.2 Regulations of foreign film in china.....	16

2.3 China joins the world trade organization (WTO).....	19
2.4 United states and china bilateral relations	21
CHAPTER III	24
Hollywood's strategy towards Chinese film regulations	24
3.1 Hollywood industries	24
3.2 Standards and characteristics of Hollywood films entering the Chinese film industry	25
3.3 Hollywood's view on China's regulation	26
CHAPTER IV	28
Analysis of Hollywood's strategy to penetrate the Chinese film industry market	28
4.1 Hollywood strategy American government support	28
4.1.1 An analysis of the American government supporting Hollywood film diplomacy	28
4.1.2 Strategic film diplomacy adopted by Hollywood	29
4.1.3 Diagram of Hollywood strategy to penetrate the Chinese film industry market	31
4.1.4 Matrix analysis of US government – Hollywood to penetrate china film industry	33
4.2 Hollywood films adapted to China regulations	35
4.3 Global implications for Hollywood strategy	40
CHAPTER V	43
Conclusion and recommendation	43
5.1 Conclusion	43
5.2 Recommendation	44

LIST OF FIGURES

FIGURE 1.....	15
FIGURE 2.....	31
FIGURE 3.....	32
FIGURE 4.....	35
FIGURE 5.....	36
FIGURE 6.....	37
FIGURE 7.....	38
FIGURE 8.....	40

LIST OF TABLES

TABLE 1	13
TABLE 2	18
TABLE 3	33
TABLE 4	34

