



Press Release

Paragon Pictures, Launches Teasers and Posters of “Losmen Bu Broto”, Movie produced in Collaboration with Ideosource, Subsidiary of NFCX *Losmen Bu Broto* airs on November 18, 2021 in theaters

Jakarta, September 23, 2021 - After completing the filming process, the film directed by Paragon Pictures in collaboration with Ideosource Entertainment, a subsidiary of PT NFC Indonesia Tbk (IDX:NFCX), IDEOWORKS.id and Fourcolours Films entitled “Losmen Bu Broto” officially released a teaser video and poster on Thursday (09/23/2021) at XXI Epicentrum, Kuningan, South Jakarta.

The film, starring famous actors and actresses across generations such as Maudy Ayunda, Maudy Koesnaedi, Mathias Muchus, Putri Marino, and Baskara Mahendra, will be one of the first big-budget Indonesian films to be shown in theaters during the Covid-19 pandemic.

Andi Boediman, CEO and Executive Producer of Ideosource Entertainment, said he was excited about the film Losmen Bu Broto which will be launched in theaters.

"We hope that everything goes well. I'm sure, there are many who are curious about this film, Losmen Bu Broto. I hope that the film is executed well and be enjoyed by Indonesian cinema-goers," he said.

It was also delivered by **Robert Ronny as producer of Paragon Pictures.** Hopefully with the presence of The Losmen Bu Broto film in all cinemas in Indonesia, it can be a turning point for the revival of Indonesian cinema, after almost 2 years of heightened social distancing due to the Covid 19 pandemic, "he explained.

"Losmen bu broto is a fitting spectacle for families to return to the cinema industry. This film can be enjoyed by all generations of Indonesian people. And prove to all, that we are still passionate about working in the midst of a pandemic," said **Pandu Birantoro who is involved as a producer.**

Losmen Bu Broto film directors, Ifa Isfanyah and Eddie Cahyono also admitted that they hope that the film, Losmen Bu Broto can be the opening film after cinemas reopen.

"The film, Losmen Bu Broto, hopes to be an opening act for other Indonesian films to return to theaters, so that we can enjoy the sensation of watching movies in theatres that we cannot get when watching movies streaming," he said.

"There were a lot of challenges we had to face during filming in the midst of a pandemic. We hope our hard work on Losmen Bu Broto gets a positive reception from the audience," added Eddie.

Meanwhile, **Mathias Muchus** is curious about the launch of teasers and posters of the film Losmen Bu Broto. I am very grateful that the film Losmen Bu Broto can finally be released in theaters. Because there's been a lot of waiting for this movie. Many loyal fans of the Inns series are already looking forward to this film," he said.

Maudy Koesnaedi also hopes that her acting as Mrs. Broto can be well received by Losmen fans.



"Playing Mrs. Broto was a challenge for me. Hopefully this film can be enjoyed by many people, even though it airs in the midst of the pandemic," she said.

While **Maudy Ayunda**, who plays the character of Jeng Sri is very enthusiastic about the release of the film Losmen Bu Broto in theaters.

"I was very excited, when I got the news that the film Losmen Bu Broto will be in theaters soon. Hopefully even though the Covid 19 pandemic still hit, it will not dampen the intentions of fans of the Losmen series who are already looking forward to the film Losmen Bu Broto in theaters," she explained.

In addition to Mathias Muchus, Maudy Koesnaedi, Maudy Ayunda, Putri Marino, and Baskara Mahendra, the film, which will be released simultaneously in all cinemas in Indonesia on November 18, 2021, also features Danilla Riyadi, Erick Estrada, Marthino Lio, Darius Sinathrya, Karina Suwandi, Kill The Dj, and Kiky, former CJR boyband members.

Meanwhile, IDEOWORKS.id was interested in getting involved in the Losmen Bu Broto project because they saw the Losmen IP that promotes Indonesian cultural and family values.

"Personally, we are moved by the stories of previous Losmen's IP that are loaded with cultural and family values. With internet users in Indonesia now reaching 73% of the population, the hope is that through communication media in the digital era, Losmen's IP can reach a wide audience at all ages," said **Arianto Bigman, Managing Director of IDEOWORKS.id**.

--- End ---

About Ideosource Entertainment

Ideosource Entertainment (IDEO), a subsidiary of PT NFC Indonesia Tbk (NFCX), PT M Cash Integrasi Tbk (MCAS) Group, was founded in 2017 with a business focus on channeling investment into the national Film & Media sector. In the following period, IDEO has succeeded in expanding its business sector into Film & Media Production, Digital Marketing Agency, and Film & Media Analysis Platform. Film and Media investment focuses on financing a variety of Indonesian films. The film investment model is built in close cooperation with well-known national producers.

About Paragon Pictures

Established in 2019, Paragon Pictures focuses on developing, producing, marketing and distributing IP films for the Indonesian & Global market. Paragon Pictures is an affiliate of Ideosource Entertainment, a media company that invests in the film industry and its ecosystem. Partnering with the best Indonesian producers, Ideosource Entertainment invests in various feature films including 'Keluarga Cemara', 'Sobat Ambyar', 'Aruna & Lidahnya', 'Gundala', 'Bebas', 'Guru-Guru Gokil', 'Backstage', 'Losmen Bu Broto' and more to come.

About Fourcolours Films

Fourcolours Films is an independent production company based in Jogjakarta, Indonesia and founded by Director Eddie CAHYONO, Producer/Director of lfa ISFANSYAH and Producer Narina SARASWATI. Fourcolours Films was originally just an ordinary independent film community founded in the city of Yogyakarta, without the film industry, without equipment, and without human resources. Born in 2001, the year that the Indonesian film industry is at its lowest level with the number of productions per year. At that time there was only spirit and spirit. The founders of Fourcolours believed that creating a film atmosphere in Jogjakarta, their hometown, was their responsibility. After a few years, many young people are now developing a community of films, watching, discussing, making or distributing independent films. Jogjakarta is currently the center of Indonesia's new wave for independent film scene in Indonesia.

den. Saat ini Jogjakarta adalah pusat gelombang baru Indonesia untuk kancah film independen di Indonesia.

Media Relation :

IDEOSOURCE ENTERTAINMENT & PARAGON PICTURES

Indira Chris - Marketing & Partnerships Lead

+62 813-8117-9862 | indira@ideosource.com

Siaran Pers

Launching Teaser dan Poster Film Losmen Bu Broto

Losmen Bu Broto Tayang mulai 18 November 2021 di Bioskop

Jakarta, 23 September 2021 - Usai merampungkan proses syuting, film garapan Paragon Pictures hasil kolaborasi dengan Ideosource Entertainment, IDEOWORKS.id dan Fourcolours Films yang berjudul Losmen Bu Broto secara resmi merilis video teaser dan poster pada Kamis (23/9/2021) di XXI Epicentrum, Kuningan, Jakarta Selatan.

Film yang dibintangi oleh aktor dan aktris ternama lintas generasi seperti Maudy Ayunda, Maudy Koesnaedi, Mathias Muchus, Putri Marino, dan Baskara Mahendra ini, akan menjadi salah satu film berbudget besar Indonesia pertama yang akan tayang di bioskop tanah air di masa pandemi Covid-19 ini.

Andi Boediman, selaku CEO dan Produser Eksekutif Ideosource Entertainment mengaku sangat antusias dengan film Losmen Bu Broto yang akan tayang di bioskop.

"Dengan segala sesuatu yang ada, kami berharap semua bisa berjalan dengan lancar. Saya yakin, sudah banyak yang penasaran dengan film Losmen Bu Broto ini. Saya berharap semua bisa terlaksana dengan baik," ujarnya.

Hal senada juga disampaikan oleh **Robert Ronny selaku produser Paragon Pictures.** "Semoga dengan hadirnya film Losmen Bu Broto di seluruh bioskop di Indonesia, bisa menjadi sebuah titik balik untuk bangkitnya kembali dunia perfilman Indonesia, setelah hampir 2 tahun seperti mati suri akibat pandemi Covid 19," terangnya.

"Losmen Bu Broto merupakan tontonan yang pas untuk keluarga menyambut kembali bioskop. Film ini bisa dinikmati oleh seluruh generasi masyarakat Indonesia. Dan membuktikan kepada semua, bahwa kami masih semangat berkarya di tengah pandemi," ujar **Pandu Birantoro yang terlibat sebagai produser.**

Sutradara film Losmen Bu Broto, Ifa Isfansyah dan Eddie Cahyono juga mengaku sangat berharap film Losmen Bu Broto bisa menjadi film pembuka setelah bioskop kembali dibuka.

"Film Losmen Bu Broto harapannya bisa menjadi jalan bagi film-film Indonesia lainnya agar kembali tayang di bioskop, supaya bisa mendapatkan sensasi menonton film yang tidak bisa kita dapatkan saat menonton film secara streaming," ungkapnya.

"Banyak tantangan yang harus kami hadapi selama syuting di tengah pandemi. Kami berharap kerja keras kami menggarap Losmen Bu Broto mendapat sambutan yang positif dari penonton," tambah Eddie.

Sementara itu, **Mathias Muchus** mengaku penasaran dengan hadirnya teaser dan poster film Losmen Bu Broto. "Saya bersyukur sekali akhirnya film Losmen Bu Broto bisa tayang di bioskop. Karena sudah banyak yang menantikan film ini. Banyak penggemar setia serial Losmen yang sudah tidak sabar menantikan film ini," katanya.

Maudy Koesnaedi pun berharap aktingnya sebagai Bu Broto bisa diterima dengan baik oleh para fans Losmen.

"Memerankan tokoh Bu Broto merupakan sebuah tantangan buat saya. Mudah-mudahan film ini bisa dinikmati oleh banyak orang, meski tayang di tengah-tengah pandemi yang semakin mereda ini," ujarnya.

Sedangkan **Maudy Ayunda** yang memerankan tokoh Jeng Sri mengaku sangat antusias dengan tayangnya film Losmen Bu Broto di bioskop.

"Saya sangat antusias, saat mendapat kabar film Losmen Bu Broto akan segera tayang di bioskop. Mudah-mudahan meski pandemi Covid 19 masih melanda, tidak akan menyurutkan niat para penggemar serial Losmen yang sudah menantikan film Losmen Bu Broto di bioskop," jelasnya.

Selain Mathias Muchus, Maudy Koesnaedi, Maudy Ayunda, Putri Marino, dan Baskara Mahendra, film yang akan tayang serentak di seluruh bioskop di Indonesia pada tanggal 18 November 2021 ini juga menghadirkan Danilla Riyadi, Erick Estrada, Marthino Lio, Darius Sinathrya, Karina Suwandi, Kill The Dj, dan Kiky eks personel boyband CJR.

Sementara itu, IDEOWORKS.id akhirnya tertarik untuk terlibat di proyek Losmen Bu Broto karena melihat IP Losmen yang mengedepankan nilai budaya dan keluarga Indonesia.

"Secara personal, kami terekspos oleh cerita IP Losmen terdahulu yang sarat dengan nilai budaya dan keluarga. Dengan pengguna internet di Indonesia yang kini sudah mencapai 73% dari populasi, harapannya melalui media komunikasi di era digital IP Losmen dapat menjangkau luas audiens di segala usia," **Arianto Bigman, selaku Managing Director IDEOWORKS.id.**

--- Selesai ---

Tentang Ideosource Entertainment

Ideosource Entertainment (IDEO), anak perusahaan PT NFC Indonesia Tbk (NFCX), Grup PT M Cash Integrasi Tbk (MCAS), didirikan pada tahun 2017 dengan fokus bisnis dalam penyaluran investasi ke sektor Film & Media nasional. Pada periode berikutnya, IDEO telah berhasil memperluas sektor bisnisnya ke bidang Produksi Film & Media, Agensi Pemasaran Digital, dan Platform Analisa Film & Media. Investasi Film dan Media menitikberatkan pada pembiayaan beragam film Indonesia. Model investasi film dibangun dengan kerjasama yang baik dengan para produser ternama nasional.

Tentang Paragon Pictures

Didirikan pada tahun 2019, Paragon Pictures berfokus pada pengembangan, produksi, pemasaran, dan distribusi film IP untuk pasar Indonesia & Global. Paragon Pictures merupakan afiliasi dari Ideosource Entertainment, sebuah perusahaan media yang berinvestasi dalam industri film dan ekosistemnya. Bermitra dengan produser terbaik Indonesia, Ideosource Entertainment berinvestasi dalam berbagai film layar lebar termasuk Keluarga Cemara, Sobat Ambyar, Aruna & Lidahnya, Gundala, Bebas, Guru-Guru Gokil, Backstage, Losmen Bu Broto dan lainnya.

Tentang Fourcolours Films

Fourcolours Films adalah perusahaan produksi independen yang berbasis di Jogjakarta, Indonesia dan didirikan oleh Direktur Eddie CAHYONO, Produser / Direktur Ifa ISFANSYAH dan Produser Narina SARASWATI. Fourcolours Films pada awalnya hanyalah sebuah komunitas film independen biasa yang didirikan di kota Yogyakarta, tanpa industri film, tanpa peralatan, dan tanpa sumber daya manusia. Lahir pada tahun 2001, tahun dimana industri perfilman Indonesia berada pada level terendah dengan jumlah produksi per tahun. Saat itu yang ada hanya semangat dan semangat. Para pendiri Fourcolours percaya bahwa menciptakan suasana film di Jogjakarta, kampung halamannya, adalah tanggung jawabnya. Setelah beberapa tahun, kini banyak anak muda yang mengembangkan komunitas film, menonton, berdiskusi, membuat atau mendistribusikan film independen. Saat ini Jogjakarta adalah pusat gelombang baru Indonesia untuk kancah film independen di Indonesia.

Kontak media:

IDEOSOURCE ENTERTAINMENT & PARAGON PICTURES

Indira Chris - Marketing & Partnerships Lead

+62 813-8117-9862 | indira@ideosource.com