

Abstract

Cinemalaya 2017 entries utilized different social media platforms as their way of promotion since they are free and efficient. This paper discusses how the social media platform Facebook was utilized to influence its users to watch Cinemalaya 2017 films *Ang Pamilyang Hindi Lumuluha*, *Kiko Boksingero* and *Respeto* through their promotions on the site. This study is supported by the Computer Mediated Communication Theory, Social Judgement Theory, and Social Influence Theory because it heavily relied on technology (specifically the social networking site Facebook) and Facebook users who absorbed the information they saw online. The promotional techniques used by the film pages were analyzed by the researchers in order to know how it has influenced the people to view these films in theaters. Based on the analysis of data, it was found that Facebook was prominently used to promote, empower and influence people into watching Cinemalaya 2017 films.

Keywords: *film promotions, independent film, Facebook, Cinemalaya, social media.*