DOI: https://doi.org/10.71312/mrkoalisi.v1i1.1113
ISSN: xxxx-xxxx
No Artikel #1113
Halaman : 46-59

MRKOALISI
Media Riset
Komunikasi Sosial dan Edukasi

DIGITAL MARKETING STRATEGY FOR A LOCAL OTT PLATFORM VIA INSTAGRAM: A CASE STUDY OF THE PROMOTION FOR THE ORIGINAL SERIES "PERTARUHAN THE SERIES 3" ON VIDIO

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Informasi artikel
Diterima :
02 Juli 2026
Direvisi :
10 September 2026
Disetujui :
16 November 2026

ABSTRACT

*The growth of the Over-The-Top (OTT) industry has prompted digital platforms to develop marketing strategies that enhance their competitiveness through social media. This study aims to analyze the digital marketing strategy employed by Vidio to promote its original series, *Pertaruhan The Series 3*, via the Instagram account @vidiooriginals. A qualitative approach using a case study method was adopted. Data were collected through in-depth interviews with three informants involved in managing Vidio's social media, observation of the @vidiooriginals Instagram account, and documentation. Data analysis was conducted using the Miles, Huberman, and Saldaña model, involving data reduction, data display, and conclusion drawing. The findings indicate that Vidio's digital marketing strategy is built upon four key components: Audience Strategy, Content Strategy, Platform Strategy, and Engagement Strategy. These strategies emphasize audience behavior-based segmentation, data-driven content curation, the optimization of Instagram features, and community building through interactive communication. This research contributes a conceptual model for digital marketing strategies on local OTT platforms, which can serve as a reference for improving promotional effectiveness and audience engagement via social media.*

Keywords: *digital marketing; OTT platform; Instagram; audience engagement; Vidio Original Series.*

INTRODUCTION

Digital transformation has reshaped how the media industry produces, distributes, and promotes entertainment content. The expansion of internet access, mobile devices, and social media has shifted media consumption from conventional channels toward internet-based services, commonly known as over-the-top (OTT) services. This shift has made OTT platforms one of the fastest-growing sectors within the digital media industry (Li & Liu, 2023; Statista,

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2025). Competition among OTT platforms is therefore determined not only by content quality but also by the effectiveness of digital marketing strategies in attracting and sustaining audience attention.

In Indonesia, the growth of the OTT industry is supported by widespread internet access and social media use. According to We Are Social (2025), Indonesia has approximately 180 million social media users, representing around 62.9% of the total population. This substantial user base makes social media an effective communication channel for reaching consumers at scale. For media companies, social media has evolved beyond a means of disseminating information into a key instrument for building audience relationships through interactive and ongoing communication (Kotler & Keller, 2022).

Instagram plays a significant role in digital marketing strategies. Its features, including Feed, Stories, Reels, Carousel, and Live, enable companies to deliver promotional messages through engaging visual formats. In addition to extending the reach of information, Instagram facilitates two-way communication through comments, content sharing, and other interactive features. These characteristics make Instagram an effective medium for building brand awareness and audience engagement (Ashley & Tuten, 2015; Tafesse & Wood, 2021).

From a digital marketing perspective, engagement is an important indicator of successful communication between companies and their audiences. Brodie et al. (2013) explain that engagement encompasses consumers' cognitive, emotional, and behavioral involvement with a brand. Companies therefore need to create content that goes beyond providing information to generate experiences, stimulate conversations, and encourage user participation. This approach is particularly important in the digital entertainment industry, which relies heavily on audience enthusiasm for its content (Pulizzi, 2023).

Intensifying competition within the OTT industry has prompted platforms to develop more creative digital promotional strategies. Offering high-quality content alone is insufficient; platforms must also generate visibility before a release and sustain audience attention throughout the content's distribution period. Previous studies indicate that combining content marketing, storytelling, and social media interaction can enhance engagement and strengthen relationships between brands and consumers (Dwivedi et al., 2021; Nuseir, 2023).

As one of Indonesia's largest local OTT platforms, Vidio uses its Instagram account, @vidiooriginals, as a primary channel for promoting its original series. One series that has attracted public attention is *Pertaruhan The Series 3*. Its promotional campaign incorporates various content formats, including teasers, trailers, posters, behind-the-scenes content, countdowns, and interactive posts designed to build audience enthusiasm. This approach demonstrates that Instagram serves not merely as a publishing channel but also as a means of cultivating user relationships through integrated digital marketing activities.

Although research on digital marketing has expanded considerably, much of the existing literature focuses on e-commerce, micro, small, and medium-sized enterprises (MSMEs), or influencer marketing (Dwivedi et al., 2021; Nuseir, 2023). Research examining the implementation of digital marketing strategies by local OTT platforms, particularly the promotion of original series through Instagram, remains relatively limited. Moreover, previous studies have largely emphasized the influence of social media on purchase intention or brand awareness, while digital marketing strategies that integrate content promotion with audience engagement in the OTT industry remain underexplored.

To address this gap, this study aims to analyze Vidio's digital marketing strategies on Instagram in promoting its original series, *Pertaruhan The Series 3*. The study is expected to contribute to the literature on digital marketing communication within the local OTT industry and provide practical recommendations for digital media companies seeking to optimize social media for promotional activities and audience engagement.

LITERATURE REVIEW

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Digital Marketing

Digital marketing is a marketing approach that uses digital technologies to facilitate communication, create value, and establish long-term relationships with consumers. Unlike conventional marketing, digital marketing enables companies to interact directly with consumers across digital platforms, making communication faster, more personalized, and measurable. According to Kotler, Kartajaya, and Setiawan (2021), digital transformation has shifted the focus of marketing from merely selling products to creating customer experiences through the integration of multiple digital channels.

In digital environments, consumers are no longer passive recipients of information. They also produce information by sharing experiences, posting reviews, and interacting with brands. Digital marketing strategies therefore aim not only to increase sales but also to develop lasting consumer relationships through participatory and collaborative communication (Chaffey & Ellis-Chadwick, 2022).

Advances in digital technology have also encouraged companies to optimize communication channels, including social media, search engines, websites, email marketing, and content marketing. Integrating these channels enables companies to reach consumers at every stage of the customer journey, from awareness to loyalty. Digital marketing thus plays an important role in determining companies' competitiveness in the digital economy (Dwivedi et al., 2021).

Over-the-Top (OTT) Platforms

Over-the-top (OTT) platforms deliver audio and video content over the internet without relying on conventional broadcasting infrastructure. OTT services have transformed media consumption by allowing users to access content anytime, anywhere, and across various digital devices. This shift has encouraged the media industry to develop business models that are more responsive to technological change (Li & Liu, 2023).

Competition within the OTT industry depends not only on the quality of the content produced but also on companies' ability to build user relationships through digital marketing strategies. Original series serve as a form of differentiation that platforms use to strengthen their competitive position and customer loyalty. Social media promotion is therefore essential for introducing exclusive content to prospective subscribers and maintaining engagement among existing subscribers.

In Indonesia, the growth of OTT platforms is supported by increasing internet penetration, smartphone use, and changing patterns of digital entertainment consumption. These conditions have encouraged local OTT platforms to develop more creative marketing communication strategies to compete with global platforms such as Netflix, Disney+, Prime Video, and Viu.

Instagram as a Digital Marketing Medium

Instagram is widely used in digital marketing because of its strong visual orientation and interactive features, including Feed, Stories, Reels, Carousel, Live, and Broadcast Channels. These features enable companies to communicate information creatively while facilitating two-way communication with their audiences.

According to Ashley and Tuten (2015), successful marketing on Instagram depends not only on posting frequency but also on companies' ability to create relevant and appealing content that encourages user participation. Similarly, Tafesse and Wood (2021) explain that marketing effectiveness on Instagram is influenced by a combination of visual quality, storytelling, brand consistency, and interaction across the platform's features.

In recent years, Instagram's algorithm has increasingly prioritized content that generates substantial interaction, including comments, saves, shares, and video watch time. This development has encouraged companies to adopt content marketing strategies that address audience needs rather than simply communicate product information. Recent studies also

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indicate that authentic, relevant content aligned with the characteristics of user communities generates higher engagement than direct promotional messages.

Content Marketing in Digital Marketing

Content marketing is a strategy focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Pulizzi (2023) explains that its primary purpose extends beyond increasing sales to building long-term relationships by providing information that benefits consumers.

In the digital entertainment industry, content marketing takes various forms, including teasers, trailers, digital posters, behind-the-scenes content, countdowns, cast interviews, and interactive posts designed to generate public enthusiasm before a release. This approach enables companies to create more immersive digital experiences that involve audiences in brand communication.

The success of content marketing depends on companies' ability to understand audience characteristics and adapt content formats to digital platform algorithms. Companies therefore need to consider not only posting volume but also narrative quality, visual creativity, and communication consistency to strengthen brand identity (Chaffey & Ellis-Chadwick, 2022).

Audience Engagement

Audience engagement refers to the extent of an audience's involvement with a brand through interactions across digital platforms. Brodie et al. (2013) define engagement as a psychological state reflected in consumers' cognitive, emotional, and behavioral involvement with a brand. Accordingly, engagement is assessed not only through the number of interactions but also through the quality of the relationship established between a company and its audience.

On social media, engagement commonly takes the form of likes, comments, shares, saves, and other forms of participation. High engagement indicates that published content can attract attention, stimulate conversation, and encourage continued user involvement.

In the OTT industry, audience engagement plays a strategic role by increasing content visibility through social media algorithms while strengthening user loyalty to the platform. Companies therefore need to develop digital communication strategies that combine promotional content with dialogue and community-oriented interaction. Recent findings indicate that digital marketing strategies emphasizing authenticity, storytelling, and community interaction generate higher engagement than one-way promotional approaches.

Conceptual Framework

Based on the literature review, this study positions digital marketing strategy as the central concept underlying local OTT platforms' use of Instagram as a promotional medium. The strategy is implemented through content marketing, encompassing the planning, production, and distribution of digital content tailored to audience characteristics and Instagram features. Its success is subsequently examined through audience engagement, as reflected in users' interactions with promotional content for the Vidio Original Series *Pertaruhan The Series 3*. Digital marketing strategy thus provides the foundation for explaining how local OTT platforms use Instagram to enhance promotional effectiveness and establish lasting audience relationships.

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DOI: https://doi.org/10.71312/mrkoalisi.v1i1.1113 No Artikel #1113
ISSN: xxxx-xxxx Halaman : 46-59

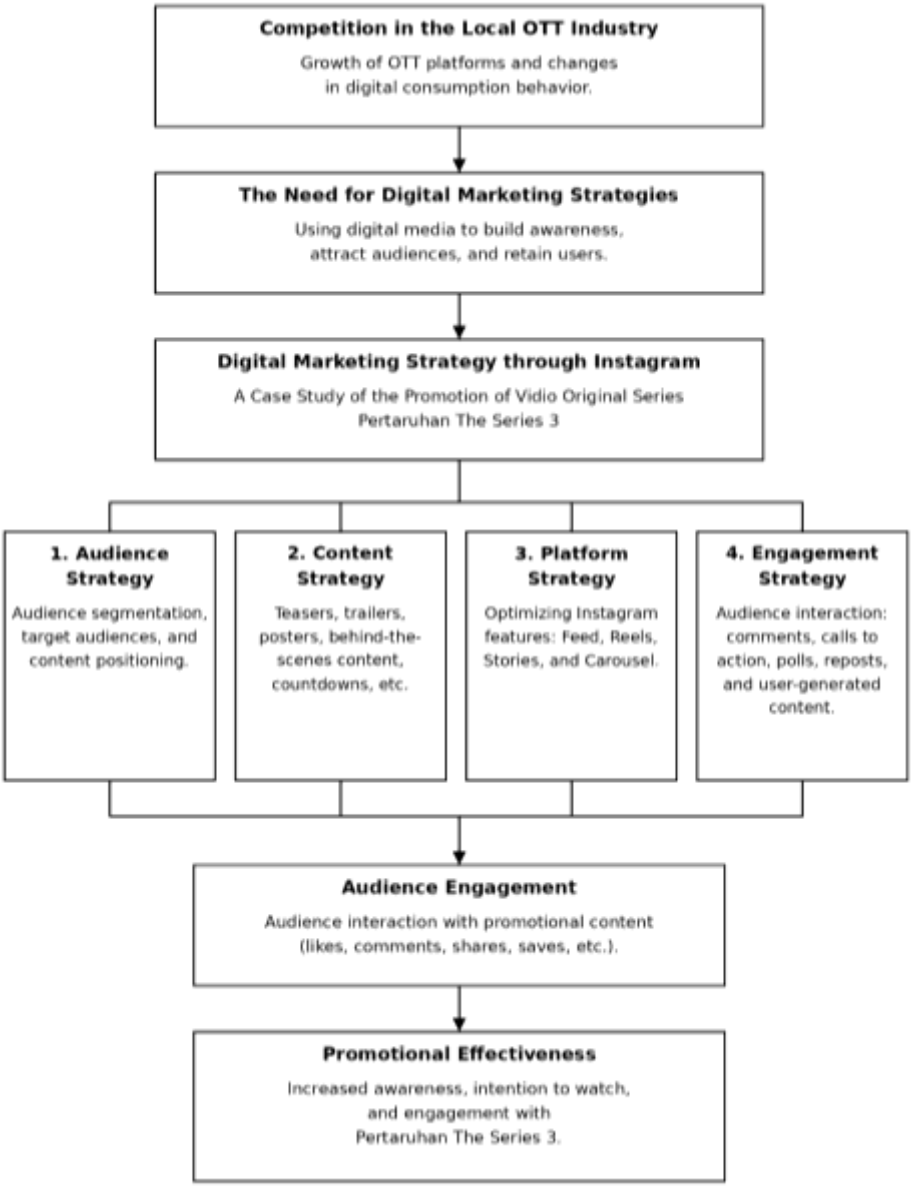


Figure 1. Research Conceptual Framework
Source: Processed by the author

The conceptual framework illustrates how increasing competition in the OTT industry encourages digital platforms to develop more innovative digital marketing strategies. In this study, these strategies are implemented through Instagram as a primary promotional medium for *Pertaruhan The Series 3*.

Their implementation is examined through three main components. The first is Audience Strategy, which encompasses segmentation, target audience identification, and promotional positioning. The second is Content Strategy, which involves planning and presenting digital content, including teasers, trailers, posters, behind-the-scenes content, countdowns, and interactive posts designed to attract audience attention. The third is Platform Strategy, which concerns optimizing Instagram features, including Feed, Reels, Stories, Carousel, and other interactive features, to extend promotional reach.

RESEARCH METHODS

This study employed a qualitative approach with a case study design to develop an in-depth understanding of the digital marketing strategies implemented by Vidio to promote its

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original series, *Pertaruhan The Series 3*, through Instagram. A qualitative approach was selected because it enables a comprehensive examination of communication phenomena based on participants' experiences, perspectives, and practices in real-world settings (Creswell & Poth, 2018).

The case study design was chosen because the research focused on a single case: the digital marketing strategies of the Instagram account @vidiooriginals in promoting *Pertaruhan The Series 3*. This design enabled an in-depth exploration of the planning, implementation, and management of digital promotional activities within the context of the local over-the-top (OTT) industry (Yin, 2018).

Data were collected through in-depth interviews, observation, and documentation. Semi-structured interviews explored digital marketing strategy planning, content management, the use of Instagram features, and efforts to build audience engagement. Observations focused on promotional content published on @vidiooriginals, including content formats, posting patterns, the use of Instagram features, and interactions generated by individual posts. Documentation complemented these sources through digital content archives, screenshots of posts, and supporting documents related to promotional activities.

Participants were selected using purposive sampling based on their knowledge of and direct involvement in managing social media for Vidio Original Series. The participants comprised the Head of Social Media at Vidio, the Head of Social Media for Vidio Original Series, and a Social Media Specialist for Vidio Original Series. These three participants were considered capable of providing relevant information about the digital marketing strategies used to promote *Pertaruhan The Series 3*.

Data were analyzed using the interactive model developed by Miles, Huberman, and Saldaña (2020), comprising three stages: data reduction, data display, and conclusion drawing and verification. During data reduction, interview, observation, and documentation data were selected and organized according to the research themes. The data were then presented as systematic narratives structured around four analytical areas: Audience Strategy, Content Strategy, Platform Strategy, and Engagement Strategy. Finally, conclusions were drawn by interpreting the data in relation to digital marketing theory and previous research findings.

To establish data credibility, the study employed source triangulation and methodological triangulation (Patton, 2015). Source triangulation involved comparing information obtained from the three participants, while methodological triangulation involved comparing interview findings, observations of @vidiooriginals, and documentation of promotional content. These procedures were used to strengthen the credibility of the findings and support a more comprehensive and scientifically defensible interpretation.

ANALYSIS AND DISCUSSION

Audience Strategy in Promoting *Pertaruhan The Series 3*

The findings indicate that Vidio's digital marketing strategy begins with identifying the characteristics of its target audience. Segmentation considers not only demographic factors but also audiences' emotional connections with the storyline, characters, and narrative developments. This approach enables the company to develop marketing communication that aligns more closely with the preferences of its fan community.

One participant explained that segmentation was based on the emotional connection between audiences and the story:

> *"Since it started as a film, we used that as our reference point. The common thread was an audience that related to the 'abang-abang' characters and their story, whether female or male."* (Head of Social Media)

This statement indicates an emphasis on psychographic segmentation, particularly shared experiences and interest in the narrative, rather than demographic characteristics alone.

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Another participant highlighted the strong loyalty of the *Pertaruhan* audience:

> *"PTS 3 fans are a particularly dedicated audience and are active on social media."* (Head of Social Media)

These findings demonstrate that the company seeks to understand both who its audiences are and how they behave online. Their active social media participation provides an important foundation for developing community-based communication strategies.

Audience preferences also inform the selection of content for publication:

> *"The PTS 3 audience pays considerable attention to content featuring the main cast, as well as comedic content featuring supporting cast members*." (Social Media Specialist)

This finding suggests that content strategies are developed through observation of audience behavior, increasing the likelihood that promotional materials will generate engagement.

Table 1. Audience Strategy: Key Aspects and Findings

Aspect	Findings
Segmentation	Based on emotional connections with the story
Target audience	Generation Z and millennials
Audience characteristics	Active, highly dedicated, and attentive to developments in the series
Positioning	"The Biggest Action Series," with the account adopting the role of a fandom account
Implication	More organic communication that resonates with the fan community

Source: Researchers' analysis of participant interviews.

Overall, the findings indicate that Vidio's segmentation, targeting, and positioning prioritize interests, digital behavior, and emotional connections over demographic classifications. This approach is consistent with Kotler and Keller (2022), who emphasize the importance of considering consumers' psychographic and behavioral characteristics when developing effective marketing strategies.

Content Strategy through Instagram

Content strategy is a central component of Vidio's digital marketing implementation. Interview findings indicate that content is planned through an evaluation of previous content performance and an analysis of audience preferences. The social media team uses engagement data to determine the types of content produced and published during the promotional period for *Pertaruhan The Series 3*. This approach reflects a data-driven content strategy designed to improve each post's potential to reach and engage audiences.

Table 2. Synthesis of Content Strategy Findings

Aspect	Research findings	Strategic implications
Content curation	Content is selected based on the performance of previous posts	Reduces the risk of publishing content that attracts limited audience interest
Content types	Teasers, trailers, posters, behind-the-scenes content, countdowns, character introductions, and dialogue excerpts	Maintains content variety throughout the promotional period
Selection criteria	Engagement and interaction data	Supports a data-driven strategy informed by audience behavior

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Aspect	Research findings	Strategic implications
Objectives	Increasing awareness and engagement	Improves content relevance to audience preferences

Source: Researchers' analysis of participant interviews.

The findings show that content curation constitutes the initial stage of digital marketing strategy development. Before producing new content, the social media team evaluates previous posts by examining engagement levels, reach, and the types of interactions generated. This evaluation informs decisions about which content types should be retained or developed in subsequent campaigns.

The first participant explained that curation relies on evaluating previous content performance:

> *"We look at engagement and interaction, then compare them with the previous season."* (Head of Social Media)

Another participant similarly identified audience engagement with previously published posts as a primary consideration:

> *"The content curation process takes into account engagement with content that has already been uploaded."* (Social Media Specialist)

Both statements indicate that editorial decisions regarding promotional content rely on audience interaction data alongside creative judgment. Vidio's content strategy is therefore responsive to changes in Instagram users' preferences.

Variety of Promotional Content

Observations indicate that the promotion of *Pertaruhan The Series 3* incorporates various content formats tailored to different campaign stages. During the pre-release phase, teasers, trailers, posters, and countdowns predominate to generate audience curiosity. During the release period, the strategy shifts toward scene clips, behind-the-scenes content, character-focused posts, and dialogue excerpts that are gaining attention on social media.

This variety demonstrates that content serves both to communicate information and to create emotional experiences connecting audiences with the series. By providing diverse content, Vidio sustains conversations throughout the promotional period.

Table 3. Types of Promotional Content for *Pertaruhan The Series 3*

Content type	Function
Teasers	Generate curiosity
Trailers	Introduce the storyline
Posters	Strengthen the series' visual identity
Behind-the-scenes content	Build a sense of closeness with the cast
Character introductions	Introduce characters to audiences
Countdowns	Remind audiences of release dates
Dialogue excerpts and scene clips	Stimulate conversation and content sharing

Source: Observations of the Instagram account @vidiooriginals and participant interviews.

Platform Strategy: Optimizing Instagram Features

Successful digital marketing depends on content quality and the company's ability to use the characteristics of its chosen digital platform. The findings indicate that Vidio optimizes various Instagram features to support the promotion of *Pertaruhan The Series 3*. Their use is tailored to communication objectives at each campaign stage, from building awareness before release to sustaining audience interaction while the series is airing.

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Promotional activities are planned from the pre-production stage. The social media team develops content pillars, determines promotional materials, organizes cast photo shoots, selects key opinion leaders (KOLs), and prepares a publishing schedule integrated with promotional activities on other platforms. This approach positions Instagram within a systematically planned marketing communication strategy.

Table 4. Synthesis of Platform Strategy in Promoting *Pertaruhan The Series 3*

Aspect	Research findings	Objective
Campaign planning	Begins before the series is released	Build awareness
Content pillars	Developed in accordance with the series' identity	Maintain communication consistency
Instagram Reels	Used as the primary format	Expand organic reach
Feed and Carousel	Deliver visual information	Strengthen brand identity
Stories	Support daily interaction	Sustain engagement
KOLs and cast	Participate in promotional collaborations	Expand audience exposure

Source: Researchers' analysis of participant interviews.

Optimizing Instagram Features

The study found that Instagram Reels is the most highly prioritized promotional format. Internal evaluations indicated that video content generated greater reach and interaction than static content. Feed, Carousel, and Stories were also used to convey different types of information according to the characteristics of each feature.

One participant explained that content format selection was informed by audience preferences:

> *"We learn what our audience likes. For Vidio Original Series, video is the format that works best."* (Head of Social Media)

Another participant reinforced the prominence of Reels in the promotional strategy:

> *"Since most of the content is in video format, we naturally use Instagram's Reels feature."* (Head of Social Media)

These findings indicate that feature selection is informed by evaluations of audiences' content consumption behavior as well as platform trends.

Collaboration as an Amplification Strategy

In addition to optimizing Instagram features, Vidio collaborates with various partners to expand promotional reach. These collaborations involve lead cast members, KOLs, influencers, and fan accounts whose followers have interests relevant to the series. This strategy enables promotional messages to reach new audiences while maintaining connections with the existing fan community.

Collaboration also strengthens communication credibility because information about the series is shared by public figures and communities with emotional connections to audiences, alongside the company's official account. Promotional communication consequently becomes broader in reach and more authentic.

Table 5. Use of Instagram Features in Digital Marketing Strategy

Instagram feature	Strategic function	Expected outcome
Reels	Deliver attention-grabbing short videos	Increased reach and views
Feed	Display posters and key information	Stronger brand identity
Carousel	Present information sequentially	Longer interaction time

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ISSN: xxxx-xxxx Halaman : 46-59

Instagram feature	Strategic function	Expected outcome
Stories	Provide daily updates and facilitate immediate interaction	Sustained engagement
Collaborative posts	Facilitate collaboration with cast members and KOLs	Expanded audience reach

Source: Researchers' analysis of participant interviews.

Engagement Strategy

Audience engagement is an important indicator for assessing the effectiveness of social media marketing strategies. In the OTT context, engagement encompasses likes, comments, shares, and saves, as well as the company's ability to establish lasting emotional connections with audiences. The findings indicate that Vidio adopts a community-oriented engagement strategy that extends beyond increasing interactions with individual posts.

This strategy involves a communication style that resonates with fans, content aligned with trending conversations, active interaction in comment sections, and collaboration with cast members, KOLs, influencers, and fan accounts. These activities help audiences feel part of the *Pertaruhan The Series 3* community, allowing interactions to develop into more personal and lasting relationships.

Table 8. Synthesis of Engagement Strategy

Strategy	Implementation	Expected impact
Community engagement	Adopting a communication style similar to that of a fandom account	Stronger emotional connections with audiences
Interactive content	Using captions, questions, and calls to action	Increased comments and discussion
Collaboration	Working with cast members, KOLs, influencers, and fan communities	Expanded promotional reach
Trend adaptation	Responding to topics and conversations relevant to audiences	Greater content relevance
Relationship building	Maintaining ongoing interaction	Stronger community loyalty

Source: Researchers' analysis of participant interviews.

Community-Oriented Engagement

The findings indicate that Vidio's engagement strategy is grounded in the understanding that *Pertaruhan The Series* has maintained a strong fan community since previous seasons. Promotional activities therefore seek both to attract new audiences and to sustain relationships with the existing community.

One participant explained that the communication strategy was built around this community strength:

> *"The promotional strategy for Pertaruhan The Series 3 implemented by the VOS account starts from the insight that Pertaruhan The Series has a very strong fan base."* (Head of Social Media)

Another participant noted that both internal and external communication strategies emphasized a fan-oriented approach:

> *"Internal and external promotional efforts focus on a fan-based approach, including the selection of relevant communication topics."* (Head of Social Media)

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Both statements indicate that engagement is developed through an understanding of community characteristics, rather than posting frequency alone.

Interaction as a Form of Relationship Marketing

Alongside community building, Vidio develops audience relationships through two-way communication. The social media team actively adjusts discussion topics in response to audience reactions, making conversations in comment sections and across social media feel more natural.

This approach reflects dialogic communication. Audiences are treated as communication partners who contribute to the dynamics of digital promotion. Engagement consequently develops into a form of relationship marketing, which emphasizes long-term consumer relationships through consistent interaction.

The Role of Fan Communities and Collaboration

The findings show that fan communities play an important role in extending the circulation of information about *Pertaruhan The Series 3*. Promotional activities on the official @vidiooriginals account are reinforced through collaboration with cast members, influencers, KOLs, and fan communities. These collaborations enable content to be republished across multiple accounts, increasing promotional reach organically.

Community collaboration also strengthens perceptions of communication authenticity. Information shared by fan communities or cast members is often more readily accepted because audiences perceive it as a personal recommendation rather than formal corporate communication.

Discussion

The findings indicate that Vidio's digital marketing strategy for promoting *Pertaruhan The Series 3* through Instagram integrates four main components: Audience Strategy, Content Strategy, Platform Strategy, and Engagement Strategy. These components complement one another within an integrated digital marketing communication strategy. Promotional success in the OTT industry therefore depends on content quality, an understanding of audience characteristics, the effective use of social media features, and lasting relationships with user communities.

Table 9. Summary of Research Findings

Theme	Main findings	Empirical evidence
Audience Strategy	Segmentation is based on emotional connections with the story alongside demographic characteristics. The primary targets are Generation Z and millennials who are active on social media.	Audiences are active and highly dedicated, showing strong interest in the main characters and entertainment content.
Content Strategy	Content is selected through evaluations of previous post performance and adapted to audience preferences.	Engagement data inform content curation and the selection of effective promotional materials.
Platform Strategy	Instagram Reels is the primary format because it generates greater reach and interaction than other formats.	Promotional activities begin before release and use multiple Instagram features.
Engagement Strategy	Engagement is developed through fandom-style communication, active interaction, and collaboration with KOLs and fan communities.	Emotional connections with the community provide a foundation for encouraging audience participation.

Source: Researchers' analysis of participant interviews.

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The first finding indicates that Vidio's digital marketing strategy begins with identifying audience characteristics through segmentation, targeting, and positioning (STP). Whereas conventional marketing approaches tend to rely heavily on demographic characteristics, Vidio develops segmentation around psychographic dimensions, including emotional connections with the story, digital behavior, and social media participation. The *Pertaruhan The Series* fan community demonstrates strong loyalty and active participation in digital activities, providing a foundation for communication strategy development. This finding supports Kotler and Keller's (2022) STP framework, which identifies an understanding of consumer characteristics as fundamental to effective marketing strategies. In digital media environments, behavioral and psychographic segmentation becomes increasingly important because it enables more personalized and relevant communication.

The second finding indicates that Vidio adopts a data-driven content marketing approach. Content development begins with an evaluation of previous posts through an analysis of engagement levels, reach, and forms of audience interaction. The results inform decisions about the content produced and published in subsequent campaigns. This approach demonstrates that editorial decisions draw on social media analytics alongside creativity. The finding aligns with Pulizzi's (2023) concept of content marketing, which emphasizes providing audiences with value, relevance, and meaningful experiences. Promotional content thus serves as a means of sharing information and building emotional connections between brands and users.

The next finding indicates that digital marketing success is also influenced by the company's ability to optimize platform characteristics. Instagram is treated as a communication space whose features serve different functions. Reels extends organic reach through short videos; Feed strengthens the series' visual identity; Carousel presents information sequentially; and Stories facilitates more immediate and interactive communication. This approach reflects platform optimization, in which each feature is used according to audience characteristics and communication objectives. The finding supports Tafesse and Wood (2021), who argue that Instagram marketing effectiveness is strongly influenced by the integration of platform features into a coherent communication strategy.

The findings further indicate that engagement strategy distinguishes the promotion of *Pertaruhan The Series 3* from conventional digital promotional approaches. Alongside generating likes, comments, and shares, Vidio develops long-term relationships with its fan community through dialogic communication. The @vidiooriginals account adopts the style of a fandom account, making interactions feel more authentic and less formal. The company also collaborates with cast members, KOLs, influencers, and fan communities to expand communication reach organically. Audience engagement is therefore developed through sustained two-way communication.

These findings reinforce the concept of customer engagement proposed by Brodie et al. (2013), which describes engagement as an interactive process involving cognitive, emotional, and behavioral dimensions within consumer–brand relationships. In this study, emotional connections emerge through alignment between content characteristics and fan community preferences. The behavioral dimension is reflected in commenting, sharing, saving content, and participating in conversations about the series. Engagement consequently reflects the effectiveness of marketing communication and serves as an indicator of audience loyalty toward the OTT platform.

In addition to supporting content marketing and customer engagement concepts, the findings illustrate the application of community-based marketing. Vidio's promotional strategy incorporates fan communities into the marketing communication process. Fans serve as promotional audiences and as partners in distributing information through electronic word of mouth (e-WOM). This approach reinforces Dwivedi et al. (2021), who highlight the role of

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community participation in enhancing message credibility and organically extending promotional reach through users' social networks.

Taken together, the findings characterize digital marketing strategy within local OTT platforms as an integrative process. Audience Strategy provides a foundation for understanding users; Content Strategy generates relevant content; Platform Strategy optimizes Instagram features according to communication objectives; and Engagement Strategy develops lasting relationships with audience communities. Their integration forms a digital marketing model responsive to social media characteristics and digital user behavior.

This study contributes conceptually by demonstrating that digital marketing effectiveness in the local OTT industry depends on the integration of audience understanding, content strategy, platform optimization, and community building within a coherent communication strategy. The resulting model can inform digital media companies and other OTT platforms seeking to develop more effective promotional strategies and long-term audience relationships.

CONCLUSION AND RECOMMENDATIONS

This study concludes that Vidio's digital marketing strategy for promoting its original series, *Pertaruhan The Series 3*, through Instagram integrates audience understanding, content management, platform optimization, and audience engagement. Promotional success depends not only on posting frequency but also on the company's ability to understand audience characteristics and adapt its communication strategies to social media user behavior.

Regarding Audience Strategy, Vidio prioritizes psychographic characteristics and digital behavior over demographic factors alone. This approach enables more personalized communication with the fan community, making promotional messages more relevant and accessible to audiences.

In terms of Content Strategy, content curation follows a data-driven approach informed by evaluations of previous post performance. Various content formats, including teasers, trailers, behind-the-scenes content, character introductions, and scene clips, are systematically organized to sustain audience attention across the pre-release, release, and post-release stages. Content strategy thus serves both to communicate information and to create digital experiences that encourage audience involvement.

Platform Strategy highlights the importance of optimizing Instagram features, particularly Reels, Feed, Stories, and Carousel, to expand promotional reach and strengthen brand identity. These features are used in an integrated manner and aligned with communication objectives at each campaign stage, enhancing the effectiveness of message delivery.

Regarding Engagement Strategy, the study finds that Vidio develops audience involvement through dialogic communication and collaboration with cast members, key opinion leaders (KOLs), influencers, and fan communities. This approach creates more authentic relationships between the brand and its audiences. Engagement is consequently reflected in social media interactions and in the development of an active community that demonstrates loyalty to the promoted content.

Conceptually, this study proposes a digital marketing strategy model for local OTT platforms comprising four interconnected components: Audience Strategy, Content Strategy, Platform Strategy, and Engagement Strategy. Together, these components form an integrated digital marketing communication strategy that supports effective promotion through Instagram. The model can serve as a reference for OTT platforms and other creative industries seeking to develop marketing strategies that respond to social media characteristics and digital audience behavior.

From a practical perspective, OTT social media managers are encouraged to make greater use of analytics, strengthen community-based content marketing, and develop two-way

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communication that supports long-term audience relationships. Future research should examine this conceptual model across different OTT platforms and social media channels. Combining qualitative and quantitative approaches is also recommended to develop a more comprehensive understanding of digital marketing effectiveness in the digital entertainment industry.

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