YAYASAN AKRAB PEKANBARU
Akrab Juara : Jurnal Ilmu-ilmu Sosial
Volume 11 Nomor 3 Edisi Agustus 2026 (1322-1332)
https://doi.org/10.58487/akrabjuara.v11i3.2895

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THE PROMOTIONAL CONTENT STRATEGY ON THE @SCREENPLAYFILM INSTAGRAM ACCOUNT TO BOOST THE APPEAL OF THE FILM PERTARUHAN SEASON 3

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(Naskah diterima: 1 Juni 2026, disetujui 31 Juni 2026)

Abstract

*This study aims to analyse the content promotion strategy on the Instagram account @screenplayfilm in increasing audience appeal for *Pertaruhan The Series* Season 3. This research employs a qualitative descriptive method using a case study approach. Data was collected through observation, in-depth interviews with three key informants — the Head of Marketing, the Digital Content Creator, and the Social Media Officer at Screenplay Films — as well as content documentation. Analysis was conducted using the AIDA model (Attention, Interest, Desire, Action). The results show that @screenplayfilm implemented a systematic content strategy through trailers, teasers, Reels, behind-the-scenes content, and interactive Instagram features. This strategy successfully fulfilled all stages of the AIDA model: attracting attention through striking visuals, building interest via the storyline and the cast's popularity, cultivating desire through suspenseful scene clips, and encouraging action through active engagement (likes, comments, shares, views). This study concludes that Instagram-based content promotion has proven effective in increasing audience appeal for Indonesian local series.*
Keywords: *Content Strategy; Instagram; AIDA Model; Promotion; Audience Appeal*

Abstrak

Penelitian ini bertujuan untuk menganalisis strategi konten promosi pada akun Instagram @screenplayfilm dalam meningkatkan daya tarik audiens terhadap Pertaruhan The Series Season 3. Penelitian menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Data diperoleh melalui observasi, wawancara mendalam dengan tiga informan kunci Head of Marketing, Digital Content Creator, dan Social Media Officer Screenplay Films — serta dokumentasi konten. Analisis dilakukan menggunakan model AIDA (Attention, Interest, Desire, Action). Hasil penelitian menunjukkan bahwa akun @screenplayfilm menerapkan strategi konten yang sistematis melalui trailer, teaser, reels, behind the scene, dan fitur interaktif Instagram. Strategi tersebut memenuhi seluruh tahapan AIDA: menarik perhatian melalui visual kuat, membangun ketertarikan melalui storyline dan popularitas pemain, menumbuhkan keinginan melalui cuplikan cerita yang menggugah rasa penasaran, serta mendorong tindakan melalui engagement aktif berupa likes, comments, shares, dan views. Penelitian ini menyimpulkan bahwa strategi konten promosi berbasis Instagram terbukti efektif dalam meningkatkan daya tarik audiens terhadap serial lokal Indonesia.
Kata Kunci: Strategi Konten; Instagram; Model AIDA; Promosi; Daya Tarik Audiens

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I. INTRODUCTION

Communication is a fundamental activity carried out daily to fulfil our needs as social beings. The development of digital technology has significantly transformed the way people and organisations communicate, particularly through social media. According to data from stats.napoleoncat.com, by December 2025 there will be 119,419,100 active Instagram users in Indonesia, equivalent to 41.7 per cent of the total population, with the 25–34 age group constituting the largest user base. In the entertainment industry, production companies' official Instagram accounts serve as the primary medium for sharing information about films, ranging from character introductions and behind-the-scenes insights to fan engagement. Instagram functions not merely as a publishing platform, but also as a strategic tool in shaping a film's brand image. (Gisellim & Yoedtadi, 2023). PT Screenplay Produksi (Screenplay Films) is a film production company established in Jakarta on 13 August 2010, and is a subsidiary of Surya Citra Media. Pertaruhan The Series Season 3 is an Indonesian television series produced by Screenplay Films, which premiered on 14 November 2025 on the Vidio platform, adapted from the film Pertaruhan by (Endra & Pangesti, 2025). The series is actively promoted via the Instagram account @screenplayfilms, featuring a variety of content such as teasers, trailers, posters and behind-the-scenes footage.

I. THEORETICAL REVIEW

A. Marketing Communication

According to (Kotler & Keller, 2025), marketing communication is the means used by companies to inform, persuade and remind consumers about the products and brands they sell, either directly or indirectly. Marketing communication is not limited to product promotion activities, but also encompasses planning that involves the attitudes and actions taken by companies (Cindy & Utami, 2022). In the digital age, social media plays a key role in contemporary marketing strategies, enabling two-way communication between brands and consumers (Trisnawati et al., 2025).

B. Content Strategy

A content strategy is a plan designed to deliver pre-prepared content using specific methods so that it is well-received and achieves the desired objectives (Pornama Sanjaya, 2023). In a marketing context, a content strategy encompasses the entire process, from planning and production to the distribution of content aimed at a specific audience, with the intention of attracting, engaging and influencing their actions (Putri & Murhayati, 2025). The elements of a content strategy include content variety, determining content types and categories, a content calendar, visual content, selecting hashtags, and utilising the institution's

activity feed. Instagram as a Promotional Platform, Instagram is one of the most popular social media apps, used by millions of people worldwide, offering a range of features for visual communication and interaction such as Stories, Reels, IGTV and Direct Messages (Uddin et al., 2024). Engagement on Instagram refers to the audience's interaction with content, as measured by likes, comments, shares, saves and various other forms of interaction. The higher the engagement a piece of content receives, the greater the likelihood that the Instagram algorithm will recommend that content to other users via the feed, Reels or Explore features (Wijaya & Erdiansyah, 2023).

C. Appeal in Promotion

The appeal of content on social media is influenced by its ability to capture the audience's attention[2] through visual elements, messaging, and relevance to users' needs (Nasrullah, 2020).[10] According to Kotler and Armstrong (2014), the appeal of an advertisement consists of three types of[3] approaches: (1) rational appeal, which focuses on fulfilling consumer needs in the form of a product's functions and benefits; (2) emotional appeal, which relates to psychological needs such as feelings of joy, pride, love, sadness, and so on; (3) moral appeal, which relates to societal standards of behaviour. The appeal of content on Instagram can be measured through engagement metrics, which include likes, comments, shares and views (Wijaya & Erdiansyah, 2023).

D. AIDA Model

AIDA stands for Attention, Interest, Desire and Action. This model was developed by Elias St Elmo Lewis and is one of the most popular response hierarchy models in marketing, serving as a guide for implementing marketing communication activities (Aulia, 2023). At the Attention stage, companies must be able to create an engaging stimulus so that the audience pays attention to the message being conveyed. The Interest stage aims to maintain attention and foster a deeper sense of curiosity. The Desire stage aims to create an emotional connection and a desire to acquire the product. The Action stage encourages the audience to take concrete action as a result of the preceding process. By using the AIDA model as an analytical tool, this study is expected to provide a deeper understanding of how promotional content strategies can attract attention, build interest, and encourage the audience to watch.

II. RESEARCH METHODOLOGY

This study employs a qualitative research method using a descriptive and case study approach. The qualitative approach is used to gain an in-depth understanding of how the

promotional content strategy implemented by the Instagram account @screenplayfilms enhances audience engagement with Pertaruhan The Series Season 3. The research was conducted at the Screenplay Films office, SCTV Tower, Senayan City, Jalan Asia Afrika No. Lot 19, Central Jakarta, with the research period running from April to June 2026.

The unit of analysis in this study is the promotional content posted on the @screenplayfilms Instagram account relating to Pertaruhan The Series Season 3, including teasers, trailers, posters, Reels, behind-the-scenes footage, captions, and interview transcripts with informants. Informants were selected using purposive sampling, i.e. selection based on their direct involvement in the promotional strategy process. The informants in this study were: (1) Imelia Pebreyanti (aged 33), Head of Marketing at Screenplay Films; (2) Vidar Octara Talan (aged 36), Digital Content Creator; (3) Nathasya Octava Theoyana (aged 28), Social Media Officer. The triangulator in this study was Hasan Mukti Iskandar (aged 34), Head of Production at Paragram.id. Data collection was carried out in three ways, namely: (1) observation of the content on the @screenplayfilms Instagram account; (2) in-depth interviews with the three informants and one triangulator; (3) documentation in the form of screenshots of Instagram posts, captions, engagement figures, and other supporting documents. Data processing and analysis were carried out through the stages of data collection, data reduction, data triangulation, data presentation, and drawing conclusions. The data were organised and categorised based on the stages of the AIDA model, then compared with the relevant theoretical framework.

III. RESEARCH FINDINGS

A. General Overview of the Research Subject

The Instagram account @screenplayfilm is the official social media platform of Screenplay Films, serving as a tool for communication and promotion of various films and series. At the time of the research, this account had over 298,000 followers. The third season of Pertaruhan The Series unfolds a new story for Elzan (Jefri Nichol), who, facing financial difficulties, returns to work in the import-export business.

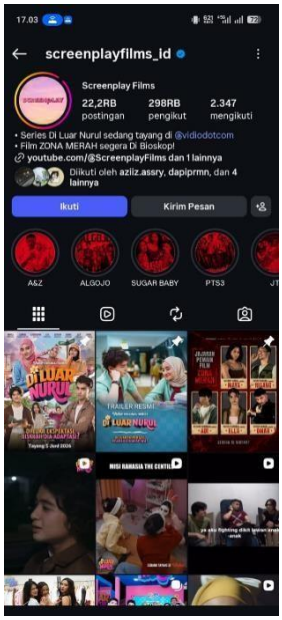


Figure 1Instagram Account @screenplayfilm

A single mistake leads to him being accused of murdering his boss, forcing him to flee to the mysterious village of Cikawe with Kumala (Aulia Sarah). In Cikawe, Elzan encounters a variety of unique characters under the leadership of Kalkun (Aming), an absurd yet brilliant figure who runs a production centre for various counterfeit goods (Endra & Pangesti, 2025).

B. Promotional Content Strategy

Based on interviews conducted with informants, Instagram was chosen as the primary promotional channel due to its large user base and features that support digital marketing activities. The promotional strategy begins with a systematic content planning process prior to the broadcast period, encompassing the definition of promotional objectives, the target audience, the type of content to be published, and the adaptation of the message to the characteristics of the series.

> *"Before creating content, we first set the objective, then formulate the key message we wish to convey to the audience. From there, we develop the content pillars that form the basis of all promotional material."* **(Imelia Pebreyanti, 12 June 2026)**



Figure 2 Views Reels Instagram Account @screenplayfilm

The @screenplayfilm account uses various types of content to promote the series, including posters, teasers, trailers, Reels, scene highlights and behind-the-scenes footage. Video content is the most prevalent format, as it is considered more effective at capturing the audience's attention. In its promotional activities, the account also utilises various Instagram features such as the Feed, Reels, Stories, the Question Box, Polls and Collaborative Posts. The frequency of posts increased in the run-up to the trailer's release, during the episode airing period, and whenever there was a particular moment of interest.

C. The Appeal of Promotional Content

Visual appeal is one of the key elements used to capture the audience's attention. Promotional content showcases striking visuals through posters, trailers and reels featuring action scenes and plot conflicts.



Figure 3Question Box Pertaruhan 3

The appeal of the message is built through the presentation of plot conflicts and storylines that leave the audience curious about the series' continuation. In addition to visuals

and messaging, the content's appeal is also enhanced through interactive features such as the Question Box and Instagram Live sessions, which allow the audience to participate directly.

> *"If there's a fight scene, and the characters are shown, people will know what to expect. A trailer like that would work really, really well."* **(Hasan Mukti Iskandar, 17 June 2026)**

D. Audience Response

Promotional content for Pertaruhan The Series Season 3 has received a fairly high number of likes, particularly for trailers, teasers and Reels. There was active commenting on various promotional posts, with viewers sharing their opinions on the storyline, comparing it to previous seasons, or commenting on the fate of specific characters.



Figure 4Comments Section

The number of shares indicates that the content was considered engaging enough to be shared with other users, whilst the high number of views on the video content demonstrates the audience's interest in watching the published content.

> *"If the aim was promotion, it has been a success because there are thousands of likes, or at least hundreds. There are shares and comments. The question box and comments can serve as feedback or two-way communication between Screenplay and its audience."* **(Hasan Mukti Iskandar, 17 June 2026)**

IV. DISCUSSION

A. Analysis of Attention

The promotional content strategy for Pertaruhan The Series Season 3 focuses on the use of eye-catching visuals through posters, trailers, teasers, Reels, and scene clips showcasing conflict and action. The promotional team also utilises captions designed to spark curiosity, encouraging the audience to view and follow the published content. The use of short-form video content in the form of Reels is one of the key strategies, as it is considered capable of reaching a wider audience compared to other formats.

This finding is consistent with the concept of 'Attention' in the AIDA model. Attention is the initial stage in the marketing communication process, which aims to draw the audience's attention to a product or service. At this stage, companies must be able to create compelling stimuli so that the audience is willing to pause their activities and pay attention to the message being conveyed. The use of trailers, teasers, posters and Reels featuring action scenes and conflict successfully created a strong visual appeal, enabling the promotional strategy to generate initial awareness amongst the audience regarding Pertaruhan The Series Season 3.

B. Analysis of Interest

Audience engagement is built through the presentation of an engaging storyline, ongoing narrative conflicts, the popularity of the cast, and behind-the-scenes content that offers an insight into the series' production process. The informant explained that promotional content not only showcases action scenes, but also highlights the relationships between characters and the conflicts that arise within the story, thereby encouraging the audience to find out what happens next.

These findings align with the 'Interest' stage in the AIDA model. 'Interest' refers to the stage at which the audience begins to show interest in the promoted product once their attention has been successfully captured. The Instagram account @screenplayfilm successfully built audience interest through a combination of storytelling and the strength of the characters featured in the promotional content. The presence of popular actors such as Jefri Nichol was also a contributing factor that increased the audience's interest in following the series' developments. Furthermore, behind-the-scenes content provided an additional experience that made the audience feel closer to the production process and the cast.

C. Analysis of Desire

The audience's desire to watch Pertaruhan The Series Season 3 is built up through a cliffhanger teaser, a trailer showcasing the main conflict, and various scene clips deliberately selected to arouse curiosity. The promotional team strives to reveal just enough information to grab attention, without giving away the entire plot, so that the audience is encouraged to watch the series for themselves.

> *"Showing snippets of what the episode will be about is bound to pique people's interest. Because when people watch the video, they'll be curious to find out what happens next."* **(Hasan Mukti Iskandar, 17 June 2026)**

These findings align with the 'Desire' stage in the AIDA model, which is when the audience begins to develop a desire to acquire or consume the promoted product. The use of teasers, trailers and highlight scenes—which consistently build the audience's anticipation of the story to be broadcast—ensures that the audience is not only interested in the promotional content but also eager to find out how the story unfolds via the official broadcasting platform.

D. Analysis of the 'Action' Stage

The audience's response to the promotion was demonstrated through various forms of engagement, such as liking, commenting on and sharing content, watching trailers, and following updates on the series via the @screenplayfilm Instagram account. The primary aim of the promotion was to encourage the audience to watch Pertaruhan The Series Season 3 on the Vidio platform. The high level of engagement indicates that the audience did not merely receive the promotional message passively, but was also actively involved in the communication process. This aligns with the 'Action' stage in the AIDA model—the final stage in which the audience takes concrete action as a result of the previously established stages of attention, interest and desire.

E. Types of Content Used

The Instagram account @screenplayfilm uses various types of content to promote Pertaruhan The Series Season 3, including teaser posters, official posters, teasers, trailers, scene highlights, behind-the-scenes footage, and interactive content via Instagram Stories. The use of these content types is tailored to the different stages of the promotional campaign, from pre-production, through production and post-production, right up to the series' broadcast period. Video formats such as trailers, Reels and scene clips are the most prevalent

types of content, as they are considered more effective at capturing the audience's attention and maintaining their interest.

According to the concept of content marketing, a variety of content types is required to convey information in an engaging way whilst maintaining audience engagement. The use of trailers, teasers and scene highlights allows the audience to get a sense of the story on offer, whilst behind-the-scenes content provides additional information that can strengthen the emotional connection between the audience and the promoted series. The predominance of video content indicates a strategic adaptation to social media consumption trends, which currently prioritise moving visual formats over static content.

F. Strategies for Increasing Audience Appeal

The strategies used to increase audience engagement involve several approaches: the use of eye-catching visuals, the presentation of narrative conflicts that arouse curiosity, capitalising on the popularity of the cast, the use of captions containing a 'hook', and the use of Instagram's interactive features such as the Question Box and Polls. The most compelling part of a scene is usually placed at the start of the video to stop the audience from scrolling and encourage them to watch the content right through to the end.

These findings are consistent with the theory of appeal in marketing communication, which states that promotional messages must be able to attract attention, generate interest, and create an emotional connection with the audience. In the context of promotion via Instagram, visual appeal is achieved through the use of trailers, teasers and Reels, whilst emotional appeal is built through narrative conflict and characters that resonate with the audience's experiences.

V. CONCLUSION

According to the research findings, the Instagram account @screenplayfilm successfully utilised social media as an effective digital promotional tool through various types of content and features available on Instagram, with the aim of boosting the appeal of Pertaruhan The Series Season 3. The promotional strategy was implemented in several stages, pre-production, production, post-production and the broadcast period using a collaborative approach between the @screenplayfilm account and the series' official account.

Based on an analysis using the AIDA model, the promotional strategy implemented has fulfilled all stages of marketing communication. At the Attention stage, the account successfully captured the audience's attention through promotional posters, trailers, Reels, character visuals and engaging captions. At the Interest stage, the account successfully

built audience interest through the presentation of an engaging storyline, relevant plot conflicts, the popularity of the cast, and behind-the-scenes content. At the Desire stage, the account was able to foster the audience's desire to watch through cliffhanger teasers and conflicts that piqued their curiosity. At the Action stage, the promotional strategy successfully encouraged the audience to respond with likes, comments, shares and views, as well as to watch the series via the Vidio platform.

Further research is recommended to develop a study of film promotion strategies using other marketing communication theories such as Integrated Marketing Communication (IMC), AISAS, or Digital Marketing Communication, as well as to broaden the scope of the research by comparing promotion strategies across various social media platforms such as Instagram, TikTok, YouTube and X.

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