

# Penerapan humor appeal marketing sebagai strategi customer brand engagement pada akun instagram Netflix Indonesia terhadap pengguna aplikasi video on demand Netflix = The Use of humor appeal marketing as a customer brand engagement strategy on Netflix Indonesia's instagram account towards video on demand application Netflix users

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## Abstrak

### **ABSTRAK**

Makalah ini membahas mengenai strategi customer brand engagement yang dilakukan oleh Netflix Indonesia melalui media sosial Instagram. Hal ini didasari pada rendahnya minat masyarakat Indonesia terhadap layanan Video on Demand berbayar seperti yang ditawarkan oleh Netflix dibandingkan dengan layanan Video on Demand gratis, sehingga dibutuhkan strategi customer brand engagement yang baik untuk menarik perhatian dan minat masyarakat. Dalam mencapai objektifnya, Netflix Indonesia menerapkan strategi humor appeal marketing yang berpotensi untuk mendapatkan tingkat customer brand engagement yang baik, strategi ini meliputi dimensi kognitif, dimensi emosional dan dimensi behavioral. Hasil analisis pada makalah ini adalah humor appeal marketing berpotensi untuk meningkatkan customer brand engagement Netflix Indonesia, serta ditemukan bahwa Netflix Indonesia menargetkan dimensi kognitif melalui konten visual, dimensi emosional melalui penulisan caption, dan dimensi behavioral melalui konten ajakan. Selain itu, Netflix Indonesia juga dilihat paling banyak menerapkan konten visual yang menargetkan dimensi kognitif berdasarkan banyaknya unggahan konten visual yang membutuhkan konsentrasi audiens.

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### **ABSTRACT**

This paper discusses the customer brand engagement strategy carried out by Netflix Indonesia through social media Instagram. This is based on the low interest of the Indonesian people towards paid Video on Demand services such as those offered by Netflix compared to the free Video on Demand services, therefore a good customer brand engagement strategy is needed to attract the attention of the public. In achieving its objectives, Netflix Indonesia applies a humor appeal marketing strategy that has the potential to get a good level of customer brand engagement, this strategy includes cognitive dimensions, emotional dimensions and behavioral dimensions. The results of the analysis done in this paper are that humor appeal marketing has the potential to increase Netflix Indonesias customer brand engagement, and it was found that Netflix Indonesia targeted cognitive dimensions through visual content, emotional dimensions through caption writing, and behavioral dimensions through solicitation content. In addition, Netflix Indonesia is also seen using the visual content the most to target cognitive dimensions based on the number of uploads of visual content that requires audience concentration.