

ABSTRACT

Huge market opportunity for streaming services companies in Indonesia occurred during COVID 19. Instagram may be utilized for brand marketing communication and also interacting with audiences in order to transmit messages. This research is focused on the effect of message appeals on Instagram on customer engagement. The objective of this study is the application of message appeal on Instagram Netflix Indonesia (@netflixid) caption. The researcher divides the independent and dependent variables into Message Appeals (x), while Customer Engagement (y). The purpose of this study was to determine how much of an impact the message appeals on the Instagram account @netflixid caption had on consumer engagement with followers. This study uses descriptive quantitative methods. The sampling technique is non-probability sampling with the type of purposive sampling to 100 respondents who are active on Netflix Indonesia Instagram, questionnaires were delivered using Google Form and distributed through author's social media. The results of this study will be analyzed using simple linear analysis. The study's results indicate that using message appeal in the caption of the @netflixid account on Instagram influences customer engagement with followers of 51.7%, particularly the use of mixed appeal in the caption, while the remaining amount of 48.3% is influenced by other factors not investigated in this study.

Keywords: Message Appeals, Elaboration Likelihood Model, Customer Engagement, Instagram, Netflix Indonesia