

ABSTRACT

In the midst of the many film genres, local superhero films in Indonesia still attract relatively small audiences compared to other genres. As works of the nation's children, Indonesian local superhero films have distinctive features that can showcase the character and identity of Indonesia, considering they possess historical aspects and strong Indonesian values. One reason for this is the lack of public awareness regarding Indonesian local superhero films. Films like Gundala Putra Petir and Sri Asih, for example, are adapted from legendary Indonesian comics now transformed into films to attract public interest in local culture. With the advancement of technology, it is possible to conduct social media campaigns, i.e., campaigns based on social media platforms utilizing features and analytics provided.

From the social media campaign titled Aksara Adiwira released on Instagram, it can be seen that public awareness of local superhero films can be fostered through various engaging educational content on social media. Aksara Adiwira utilizes various features provided, such as Post, Story, and Analytics, which function to evaluate the ongoing campaign. From this analysis, it is evident that various promotional materials for films combined with appealing visual elements can raise public awareness of the values contained in local superhero films, thereby indirectly fostering a sense of ownership towards the works of the nation's children.

Keywords: social media campaign, Aksara Adiwira, Instagram, Local superhero movies