

ABSTRACT

The organization of student sports events has become increasingly prevalent, relying heavily on social media as the primary medium for communication and promotion. This trend encourages event organizers to develop digital communication strategies that effectively reach and engage with younger audiences. This study analyzes the digital communication strategies implemented by Futsal Series through its Instagram account @futsalseries to build brand loyalty among students. In response to the growing trend of student sports events relying on social media, the research explores seven key indicators of digital communication strategy: information transparency, active interaction, branding consistency, testimonials, influencer use, data protection, and responsiveness. Using a descriptive qualitative approach within a constructivist paradigm, data were collected through observation, in-depth interviews, and documentation. The findings show that Futsal Series successfully delivers communication aligned with student characteristics through casual language, engaging visuals, and interactive content. These strategies contribute to shaping audience loyalty in terms of attitude, behavior, and cognition. However, several areas for improvement remain, such as optimizing the use of live or Q&A features, managing testimonials as permanent content, and conducting regular evaluations of influencer campaigns. This study contributes to the discourse on digital communication strategies in student sports events and offers practical insights for event organizers seeking to build long-term connections with young audiences..

Keywords: Brand Loyalty, Digital Communication Strategy, Social Media, Student Sports Event