

DIGITAL PROMOTION STRATEGIES TO IMPROVE CUSTOMER SATISFACTION IN THE INDONESIAN FILM INDUSTRY: A CASE STUDY OF THE FILM RUMAH TETEh

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ARTICLE INFO

Diterima: 05 Februari 2026
 Direvisi: 25 Februari 2026
 Disetujui: 12 Maret 2026
 Tersedia Daring: 30 April 2026

Keywords:

Customer Satisfaction; Digital Promotion Strategy; Influencer Marketing; Social Media Marketing.

ABSTRACT

The rapid development of digital technology has significantly transformed media consumption patterns in Indonesia, including the way audiences discover and engage with films. Social media, creative digital content, and influencer marketing have become essential components of promotional strategies in the film industry, as they enable production companies to build emotional engagement with audiences. In this context, film producers are required to design effective digital promotion strategies to attract viewers and enhance customer satisfaction. This study aims to analyze the implementation of digital promotion strategies carried out by PT Ruang Visual in promoting the film Rumah Teteh, and to examine the role of social media marketing activities and influencer marketing in shaping audience perceptions and customer satisfaction within the Indonesian film industry. This research employs a qualitative approach using an autoethnographic method, involving eight informants consisting of producers, content creators, audiences, and other stakeholders within the film promotion ecosystem. The findings reveal that digital promotion strategies utilizing platforms such as TikTok, Instagram, and Facebook effectively increase audience awareness and generate early enthusiasm toward the film. In addition, collaboration with credible influencers strengthens audience trust and creates positive perceptions about the film. The study also finds that audience satisfaction is strongly influenced by the consistency between promotional messages and the actual viewing experience, as explained by Expectation–Disconfirmation Theory. Overall, integrated digital promotion strategies can enhance audience engagement and customer satisfaction in the film industry

ABSTRAK

Keywords:

Kepuasan Pelanggan, Strategi Promosi Digital, Pemasaran Influencer, Pemasaran Media Sosial

Perkembangan teknologi digital yang pesat telah secara signifikan mengubah pola konsumsi media di Indonesia, termasuk cara penonton menemukan dan berinteraksi dengan film. Media sosial, konten digital kreatif, dan pemasaran influencer telah menjadi komponen penting dari strategi promosi di industri film, karena memungkinkan perusahaan produksi untuk membangun keterlibatan emosional dengan penonton. Dalam konteks ini, produser film dituntut untuk merancang strategi promosi digital yang efektif untuk menarik pemirsa dan meningkatkan kepuasan pelanggan. Studi ini bertujuan untuk menganalisis implementasi strategi promosi digital yang dilakukan oleh PT Ruang Visual dalam mempromosikan film Rumah Teteh, dan untuk meneliti peran aktivitas pemasaran media sosial dan pemasaran influencer dalam membentuk persepsi penonton dan kepuasan pelanggan di industri film Indonesia. Penelitian ini menggunakan pendekatan kualitatif dengan metode autoetnografi, yang melibatkan delapan informan yang terdiri dari produser, kreator konten, penonton, dan pemangku kepentingan lainnya dalam ekosistem promosi film. Temuan menunjukkan bahwa strategi promosi digital yang memanfaatkan

platform seperti TikTok, Instagram, dan Facebook secara efektif meningkatkan kesadaran penonton dan menghasilkan antusiasme awal terhadap film. Selain itu, kolaborasi dengan influencer yang kredibel memperkuat kepercayaan penonton dan menciptakan persepsi positif tentang film tersebut. Studi ini juga menemukan bahwa kepuasan penonton sangat dipengaruhi oleh konsistensi antara pesan promosi dan pengalaman menonton yang sebenarnya, seperti yang dijelaskan oleh Teori Ekspektasi-Diskonfirmasi. Secara keseluruhan, strategi promosi digital terintegrasi dapat meningkatkan keterlibatan penonton dan kepuasan pelanggan di industri film.

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1. INTRODUCTION

In the last five years, changes in media consumption behavior in Indonesia have been spurred by digitalization, increasing ownership of smart devices, and increasingly widespread internet access. The increasingly mature digital ecosystem makes it easier for people to access entertainment without relying entirely on television or cinema. This condition is the basis for changing the way people enjoy movies and audio-visual content more flexibly and personally. In line with the development of digital infrastructure, video streaming services on demand are developing into one of the main mediums of film consumption. The competition between global and local platforms shows that audience attention is now fragmented to many digital channels. As a result, platforms and production houses are required to present relevant, emotional, and contextual content in order to be able to attract the interest of the audience.

This shift has strategic consequences for the film industry, including production houses such as PT Ruang Visual. Traditional promotions are no longer effective enough because audiences now live in a fast-paced, interactive, and highly personalized digital space. Therefore, film promotion needs to rely on digital marketing based on social media, influencers, and creative content to build an emotional closeness with the audience. Previous research has reinforced the importance of this digital strategy. Nailufar and Yoestini (2023) show that social media marketing activities have a significant effect on brand loyalty through consumer satisfaction and brand equity. Ardhya et al. (2024) also emphasized that the main goal of content marketing is to increase the interaction and engagement of social media users.

In the post-pandemic context, Indonesia's film industry showed a strong recovery, but it also faced increasingly sharp competition. The resurgence of film production numbers and the recovery of moviegoers signal new optimism for the industry. However, that optimism is overshadowed by stiff competition with global content that is more accessible through various streaming platforms. Therefore, digital promotion strategies are a differentiating factor between a standout movie and a movie that is submerged in

the midst of a flood of content. The Rumah Teteh film is present in a situation like this, which is when the audience has thousands of entertainment options in their hands. Therefore, innovative, adaptive, and targeted promotion is a strategic need, no longer just a complement.

Social media then became the main showcase for brand communication, customer interaction, and the formation of a film's image in the eyes of the public. With a huge active user base, platforms like Instagram, TikTok, YouTube, and X provide space for production houses to build emotional as well as functional relationships with audiences. In this context, social media is not just a promotional channel, but part of the customer experience itself. In addition to social media, digital content plays a central role in creating engagement. Content that is informative, entertaining, authentic, and character-appropriate to the audience will be more effective in fostering interest, participation, and trust in the film. The findings of Ardhya et al. (2024) confirm that good content marketing not only disseminates information, but also encourages active user engagement.

On a tactical level, influencer marketing has also proven to be important in building customer trust and satisfaction. Research by Hasan et al. (2025) shows that influencer marketing and product quality have a positive and significant effect on consumer satisfaction. In the film industry, influencers serve as a bridge that conveys promotional messages in a more personalized, authentic, and convincing way to the audience. Thus, film promotion in the digital era no longer stops at creating awareness, but must build an end-to-end customer experience. Modern audiences not only watch, but also search, compare, share, and discuss movie experiences across multiple platforms. Therefore, a digital promotion strategy that integrates social media, creative content, and influencers is the key to increasing the satisfaction, loyalty, and competitiveness of Indonesian films in the midst of an increasingly competitive entertainment ecosystem.

The formulation of this research problem departs from changes in film consumption behavior in the digital era and the increasing role of social media in the marketing strategy of the film industry. This research focuses on three main things, namely how to implement the digital promotion strategy carried out by PT Ruang Visual in promoting the film Rumah Teteh through social media, how the role of influencer marketing and creative content in shaping audience perception and involvement, and how the digital promotion strategy contributes to the level of customer satisfaction. Thus, the formulation of this problem aims to comprehensively understand how digital promotion strategies are able to build a positive customer experience in the consumption of film products.

This study aims to analyze PT Ruang Visual's digital promotion strategy in increasing customer satisfaction in the Indonesian film industry, especially through social media, influencer marketing, and creative content. Theoretically, this research is expected to contribute to the development of digital marketing studies, especially those related to the relationship between digital promotion, customer experience, and consumer satisfaction. Practically, this research is expected to provide strategic input for PT Ruang Visual and film industry players in designing more effective and relevant digital

promotions, as well as a reference for policy development and education related to digital transformation in creative industry marketing.

LITERATURE REVIEW

The Development of Digital Marketing

The development of digital technology has fundamentally changed the global marketing landscape, including in creative industries such as cinema. Research by Kusworo dan Kurnianingsih (2025) explains that digital marketing strategy is an integrated approach that includes email marketing, search engine optimization (SEO), content marketing, and social media marketing. The integration of these various channels allows companies to reach audiences in a more personalized, measurable, and efficient way than conventional marketing methods. Andirwan et al. (2023) also show that the right digital marketing strategy is able to significantly increase sales effectiveness and customer satisfaction.

Within the framework of such theory, digital marketing is no longer seen as an additional promotional tool, but rather as the core of modern brand communication strategies. This approach allows companies to build closer relationships with consumers through data, analytics, and more personalized communication. Therefore, digital marketing strategies are becoming an integral part of contemporary marketing management that emphasizes customer experience and continuous interaction (Ratang et al., 2025).

In the film industry, the application of digital marketing has special characteristics because film is an intangible product. Film promotion not only aims to convey information, but also builds the audience's expectations and emotions before the film is watched. Various elements such as trailers, teasers, behind-the-scenes content, and interactions with actors are part of a content marketing strategy designed to create audience enthusiasm for the film to be released.

Research by Parhusip dan Fauzi (2025) shows that content marketing through social media plays an important role in building customer engagement. Engagement consists of three main dimensions, namely cognitive engagement (interest in information), affective engagement (emotional response to content), and behavioral engagement (desire to share content). An effective digital strategy will result in a positive experience for the audience which ultimately increases customer satisfaction and loyalty.

In addition, the development of digital platform algorithms further strengthens the role of data-driven marketing strategies. Platforms like TikTok use an interest-based recommendation system that allows content to reach audiences organically without having to rely on the number of followers. This opens up opportunities for local films to reach a wider audience through creative content that is easy to share or imitate by social media users (Denia et al., 2023).

More broadly, modern marketing theories such as Customer Engagement and Social Media Marketing Theory (Hollebeek in Alfira, 2022) and Evolution of Marketing Discipline Theory (Sheth et al., 2024) affirm that marketing today has shifted from a product-oriented approach to a customer-centric approach. In addition, research on Digital Marketing Strategies Impact on Customer Satisfaction shows that an effective

digital strategy can increase customer satisfaction through retention strategy, linking strategy, and sensing strategy approaches (Anita et al., 2025). Thus, digital promotion not only aims to increase brand exposure, but also build long-term relationships with customers through positive digital experiences.

Social Media Marketing Activities

Social Media Marketing Activities (SMMA) are an important element in digital marketing management because of their ability to create two-way interaction between brands and consumers. Social media no longer only serves as a channel for the dissemination of information, but also as a public space to build relationships, share experiences, and create shared value between companies and customers. Research by Banerji and Singh (2024) shows that SMMA dimensions such as interaction, entertainment, customization, trendiness, and word-of-mouth have a significant effect on customer relationship quality. In the framework of Stimulus-Organism-Response (S-O-R), social media activity is seen as a stimulus that affects the psychological state of consumers such as trust, commitment, and satisfaction (organism), which then results in customer behavioral responses such as loyalty or recommendations (responses). Therefore, an effective social media strategy can strengthen the relationship between brands and customers while also increasing consumer satisfaction.

In the context of film promotion, the five dimensions of SMMA have strong relevance in building audience engagement. The interaction dimension is reflected in the comments, likes, and shares that allow viewers to respond to promotional content directly, while entertainment is related to the ability of promotional content to provide an engaging emotional experience. Customization allows content to feel more personal and relevant to the audience, while trendiness is related to the use of formats or popular trends on social media such as viral music on TikTok. Word-of-mouth occurs when the audience voluntarily shares promotional content on their social networks. Research by Nabilla and Saputro (2025) also shows that social media activities and online consumer reviews have a positive effect on purchase decisions through brand image as a mediator. This shows that SMMA not only serves as a promotional tool, but also as a means of building brand reputation, audience trust, and positive perception of the product or work being promoted.

Influencer Marketing & Content Fit

Influencer marketing is one of the increasingly important promotional strategies in the digital era because of its ability to build trust and influence consumer decisions. Modern consumers tend to be more skeptical of direct advertising from companies and trust recommendations from individuals who are considered authentic and have an emotional closeness to the audience. Influencers play the role of modern communicators who not only convey promotional messages, but also build narratives that make the product feel more personal and relevant to their followers. Research by Hasan, Muzakir, Wahyuningsih, and Evrianti shows that influencer marketing and product quality have a positive and significant influence on consumer satisfaction. These findings confirm that influencer-based promotion can increase audience perception of value and trust,

especially when the content delivered is considered authentic and in line with the brand's identity (Hasan et al., 2025).

The effectiveness of influencer marketing can also be explained through Source Credibility Theory, which emphasizes that the success of influencer communication is influenced by three main factors, namely expertise, trustworthiness, and attractiveness. When these three factors are aligned with the characteristics of the product or brand being promoted, it will create an influencer-content fit that is able to build positive perception and increase audience engagement. Freberg, Graham, McGaughey, and Freberg explain that the fit between influencer figures and promotional messages is essential to improve the effectiveness of marketing communications. In addition, recent developments show that not only big celebrities are influential, but also micro-influencers and nano-influencers who have smaller audiences but are more loyal and emotionally attached. In the context of the film industry, reviews from content creators who focus on a particular genre are often considered more authentic and credible so that they can increase the trust and interest of the audience in the film being promoted (Freberg et al., 2011 ; Hasan et al., 2025)

Customer Satisfaction

Customer satisfaction is an important concept in modern marketing management and is a key indicator of the success of a company's promotional strategy and service quality. In the digital context, customer satisfaction is not only determined by the transaction experience, but also by customer interaction, perception of value, and engagement through various digital communication channels. The process of forming satisfaction today is increasingly complex because it involves many touchpoints before , during, and after product consumption. Consumers can shape perceptions through various sources such as social media, online reviews, or recommendations from the digital community. Therefore, companies need to understand how the overall customer experience affects their satisfaction levels. Satisfaction created through positive digital interactions can strengthen the relationship between companies and consumers in the long run (Kusumasari et al., 2025).

Theoretically, the formation of customer satisfaction can be explained through *Expectation-Disconfirmation Theory (EDT)* which states that satisfaction arises when the performance of a product or service is able to meet or even exceed consumer expectations. Oliver explained that consumer expectations are formed before the consumption process, then compared to the real experience gained after using the product or service. In an experience-based industry like film, audience satisfaction is not only influenced by the quality of the story or film production, but also by the emotional experience felt during the viewing. Audiences often judge whether a film is able to deliver emotions such as suspense, excitement, or engagement that matches the expectations that have been formed through digital promotion. High satisfaction can encourage positive behaviors such as recommendations to others, online discussions, and the desire to watch again. Thus, customer satisfaction is not only the end result of the consumption

experience, but also a driver of organic word-of-mouth promotion in the digital environment (Oliver, 2019)

2. METHOD

This study uses a qualitative approach with a type of autoethnographic research that allows researchers to record, reflect, and analyze the personal experiences involved (Wibowo & Arianto, 2025). A qualitative approach was chosen to deeply understand the meaning, process, and dynamics of digital promotion strategies in improving the satisfaction of film customers in Indonesia based on the direct experience of researchers. The selection of a qualitative approach is not a decision taken arbitrarily, but is based on mature philosophical and practical considerations. Philosophically, this research is based on the constructivist paradigm that views social reality as something that is not singular, but is constructed through the interpretation and experience of the subject. In this context, customer satisfaction is not seen as an objective entity that can be measured quantitatively alone, but as a subjective experience shaped by the interaction between the individual and his or her social and cultural environment (Dwijayanti et al., 2022).

The focus of this research is designed to answer the specific problem formulation so that the discussion remains directed in the context of the digital promotion strategy of the film. In qualitative research, a clear focus is important to help researchers manage the various data that emerge during the research process. Based on the Digital Marketing Strategy Theory framework developed by Mukhlis et al. (2023), the focus of the research includes the implementation of PT Ruang Visual's digital promotion strategy through the selection of social media platforms such as TikTok, Facebook, and Instagram, including content strategies and collaborations with influencers. In addition, the study also examined the experiences of audiences and informants in responding to the promotion of the Rumah Teteh film through the dimensions of cognitive, affective, and behavioral involvement. This study also explores the meaning of customer satisfaction formed from the digital promotional experience and the factors that affect it, such as the suitability of promotions with the content of the film, the quality of the story, and recommendations from trusted parties. Thus, this study also analyzes the relationship between social media activities and influencer marketing and customer satisfaction levels in the Indonesian film industry post-pandemic (Hidayat et al., 2022).

The subjects of this study were selected using the purposive sampling technique, which is the selection of informants based on certain considerations that are relevant to the purpose of qualitative research. This technique is used because qualitative research emphasizes more on depth of understanding than statistical generalization, so informants are deliberately selected to obtain rich and contextual information (Creswell & Creswell, 2023). The research informants consist of producers or creative teams of PT Ruang Visual who are involved in the digital promotion of the Rumah Teteh film, viewers who are active on social media, film observers or academics, content creators or influencers involved in promotions, and cinema staff who observe the audience's responses directly. The number of informants is not rigidly determined from the start, but rather follows the principle of data saturation, which is that the data collection

process is stopped when additional interviews no longer produce significant new information (Juska, 2021). Overall, the study involved eight informants representing various roles in the film promotion ecosystem. The object of the research focuses on the digital promotion strategies implemented by PT Ruang Visual, including the use of social media, creative content, collaboration with influencers, and digital advertising, as well as their impact on customer perception and satisfaction in the Indonesian film industry. Thus, this study analyzes the relationship between the implementation of digital promotion strategies and customer satisfaction levels as an indicator of the effectiveness of film marketing in the digital era (Istrefi-Jahja & Zeqiri, 2021).

3. RESULT AND DISCUSSION

This research takes a case study at PT Ruang Visual, a film production house based in Jakarta and established in 2018. The company has grown in line with the rise of the national film industry and has produced a number of feature films and digital content with various genres. PT Ruang Visual is known for strategically utilizing digital platforms in the process of promoting and distributing works, including through social media and collaboration with Over-The-Top (OTT) platforms. This digital-based marketing approach reflects the changing landscape of film marketing in the era of technology that is increasingly integrated with social media and online platforms.

The case study in this study is the film *Rumah Teteh 2025*, a horror film that is intensively promoted through various digital platforms such as TikTok, Facebook, and Instagram. The promotional strategy used not only shows trailers, but also creates a digital ecosystem that involves audience participation through TikTok challenges, interactive sessions with movie performers, and behind-the-scenes content. This approach aims to build anticipation and emotional engagement of audiences before the film is released. The research analysis places social media marketing activities and influencer marketing as the main elements that have the potential to influence audience perception and customer satisfaction. The research findings were then analyzed based on the theoretical framework of digital marketing and customer engagement to understand the relationship between digital promotion strategies and customer experience in the film industry.

Implementation of Digital Promotion Strategy for Rumah Teteh Films

The implementation of the digital promotion strategy of the *Rumah Teteh* film by PT Ruang Visual focuses on two main elements, namely social media marketing activities (X1) and influencer marketing and content suitability (X2). Based on the results of the interviews, the company makes intensive use of the TikTok, Instagram, and Facebook platforms due to their audience characteristics and algorithms that support the spread of viral content. This strategy starts from the pre-production stage to build audience engagement early on through various promotional content on social media. TikTok was chosen as the main platform because its interest-based algorithm allows content to reach a wider audience beyond the official followers of movie accounts. Meanwhile, Instagram and Facebook are used to strengthen interaction and build discussion communities for

movie fans. This approach is in line with the concept of Digital Marketing Strategy which emphasizes the importance of choosing the right digital channels to increase audience reach and engagement (Mukhlis et al., 2023).

In addition to platform selection, promotional strategies are also supported by the development of creative content designed to build curiosity without giving spoilers to the audience. The promotion team produced several versions of the teaser with different points of view as well as using visual elements such as dark colors and intense music to create the consistency of the horror atmosphere. This approach aims to attract various audience segments while maintaining promotional momentum through a gradual variety of uploaded content. This kind of content strategy can increase the emotional engagement of the audience because it gives an idea of the mood of the movie without revealing the storyline excessively. Digital content that is able to trigger cognitive and affective engagement will increase customer engagement and build positive expectations for a product. Thus, the mysterious teaser content serves as a stimulus that encourages curiosity while reinforcing the film's visual identity.

Collaboration with influencers and content creators is also an important part of the digital promotion strategy of Rumah Teteh's films. The chosen influencers generally have a reputation as horror film reviewers so they have high credibility in the eyes of the audience. Content creators are given the opportunity to preview the movie and then create reviews according to their own communication style to make the content feel more authentic. This approach differs from traditional endorsement strategies because it gives influencers the freedom to express honest opinions. The authenticity of the content increases audience trust and reinforces the influence of recommendations on viewing decisions (Aziz et al., 2022). This is in line with the Source Credibility Theory which states that the effectiveness of communication is influenced by the expertise, trust, and attractiveness of the communicator (Freberg et al., 2011 ; Hasan et al., 2025).

In addition to influencers, digital promotion strategies also encourage audience interaction and active participation on social media. Viewers engage by liking, sharing trailers, and discussing movies through conversation groups or online communities. PT Ruang Visual's promotion team monitors various forms of interaction as an indicator of the success of the digital campaign. The diverse level of participation shows that digital promotion serves not only as a means of disseminating information, but also as a space for communication between companies and audiences. This is in line with the theory of customer engagement in social media marketing which states that interactive content can increase emotional engagement and strengthen the relationship between brand and customer. Thus, a creative and interactive digital promotion strategy can build a positive perception of the audience and increase customer satisfaction with the promoted film (Oliver, 2019).

The Effectiveness of Digital Promotion Strategies on Customer Satisfaction

The effectiveness of the digital promotion strategy of the film *Rumah Teteh* can be seen from its ability to form positive expectations of the audience before the film is aired. Promotions carried out through social media and various teaser content have succeeded in communicating the film's identity as a horror film with the power of an interesting story. This strategy was consciously designed by the production team to highlight the uniqueness of the film compared to other horror films that often rely solely on shock effects. By displaying elements of mystery and strong narrative, promotions are able to arouse the curiosity and enthusiasm of the audience. This formation of expectations shows that digital promotion serves not only as a means of disseminating information, but also as a tool to build audience emotional engagement. These findings are in line with the concept of affective involvement in customer engagement, which explains that digital content is able to trigger emotions such as curiosity and anticipation for a product (Wilson, 2023).

Audience satisfaction is also influenced by the compatibility between the promotional message conveyed and the actual viewing experience. Viewers tend to feel satisfied when the movies they watch meet the expectations that have been built through trailers, reviews, and promotional content on social media. In the context of the film industry, honesty in promotion is an important factor because audiences in the digital age have wide access to various sources of information and reviews. If the promotion is too excessive or does not match the content of the film, then the audience's disappointment can quickly spread through social media. The results of the study show that most of the audience considers the promotion of the *Rumah Teteh* film to be quite representative of the actual viewing experience. This condition shows that an honest and realistic digital promotion strategy is able to create a positive perception and reduce the risk of audience disappointment. The findings are in line with the Expectation–Disconfirmation Theory which states that satisfaction arises when the performance of a product meets or exceeds consumer expectations (Oliver, 2019).

Overall, the level of audience satisfaction with the film *Rumah Teteh* is relatively high and is reflected in the positive response after watching the film. Satisfied viewers tend to give recommendations to others, either through direct conversations or through social media. This phenomenon creates a word-of-mouth effect that is very important in movie marketing because it can expand the reach of promotions organically. In addition, customer satisfaction also contributes to the formation of audience trust in the production house. When promotions are considered honest and the viewing experience meets expectations, audiences will have more confidence in subsequent works from the same production house. Thus, digital promotion strategies not only play a role in increasing the number of viewers, but also become part of the overall customer experience. This shows that strategically designed digital promotions can improve customer satisfaction while strengthening the long-term relationship between audiences and movie brands.

Analysis of the Role of Digital Factors in Shaping Perception and Loyalty

The role of digital factors in shaping the audience's perception and loyalty to the film *Rumah Teteh* is evident from the use of the TikTok platform as the main medium in building initial enthusiasm. TikTok allows promotional content to reach a wide audience through its For You Page (FYP) algorithm that displays content based on user interests, not just a network of friends. A custom sound strategy that is easy to remember encourages many users to create similar content that creates a viral effect and expands the reach of the promotion organically. This phenomenon shows how the bandwagon effect mechanism in social media can increase the visibility of a content exponentially. Thus, TikTok serves as a discovery engine that introduces movies to new audiences who previously did not follow the film's official account. This is in line with the concept of social media marketing activities which emphasizes the importance of trendiness and word-of-mouth in increasing audience engagement on social media (Banerji & Singh, 2024).

In addition to the role of digital platforms, influencers and content creators also have a big contribution to building audience trust in movies. Viewers tend to consider reviews from content creators before deciding to watch because they are considered more authentic and independent than official promotions from companies. In the digital era, consumers are increasingly actively looking for information from various sources to validate the promotional messages they receive. This process indicates the presence of cognitive engagement where the audience assesses the credibility of the information before making a decision. Trust in influencers arises due to the factors of expertise, honesty, and emotional closeness to their followers. This phenomenon is in line with *the Source Credibility Theory* which explains that the effectiveness of marketing communication is greatly influenced by the trust and expertise of communicators (Freberg et al., 2011; Hasan et al., 2025).

In addition, strategically designed creative content also plays an important role in strengthening the audience's emotional engagement with the film. Promotional content such as teasers and trailers not only serve to provide information about the movie, but also convey the atmosphere and emotions that the audience will feel. This approach helps the audience imagine the viewing experience before the movie is released, thus increasing curiosity and interest in the film. The combination of using TikTok to build enthusiasm, influencer marketing to strengthen trust, and creative content to build emotional engagement creates an effective synergy in digital promotion strategies. This synergy not only forms a positive perception of the *Rumah Teteh* film, but also encourages audience loyalty through recommendations to others or word-of-mouth. Thus, an integrated digital promotion strategy is able to build a long-term emotional connection between the audience and the work of the film being promoted (Banerji & Singh, 2024).

Analysis of Findings in a Theoretical Perspective

The findings of this study confirm the relevance of *the Digital Marketing Strategy Theory* developed by Mukhlis et al. (2023), which emphasizes the importance of integrating various digital channels in modern marketing strategies. In the case of the

film Rumah Teteh, the digital promotion strategy is carried out through the selection of the right platforms such as TikTok and Facebook, the development of creative content, and collaborations with influencers to increase audience reach and engagement. This strategy has been proven to be able to build positive expectations while increasing audience satisfaction with the promoted film. These findings are in line with research by Andirwan et al. (2023) which states that an effectively designed digital marketing strategy can improve customer experience and consumer satisfaction. In addition, this study also shows that customer engagement occurs through a process of digital interaction that allows audiences to actively participate in movie promotions. Thus, the implementation of an integrated digital marketing strategy is able to strengthen the relationship between companies and audiences in the creative industry.

The results of the study also show that there is customer involvement in three dimensions as explained by Wardhana (2024), namely cognitive, affective, and behavioral involvement. Cognitive engagement is seen when viewers actively seek information about the movie through trailers, content creator reviews, and discussions on social media before deciding to watch. Affective engagement arises through emotions evoked by digital promotions, such as curiosity, tension, and enthusiasm for the promoted horror film. Meanwhile, behavioral involvement can be seen from the actions of the audience who like, sharing promotional content, discussing with friends, and finally deciding to watch the movie. This process shows that the audience is not only passively the recipient of the message, but also actively involved in the digital marketing communication process. This strengthens the role of social media as an interaction space that is able to build a more dynamic customer experience (Rachmawati & Afifi, 2022).

In addition, the research findings regarding the compatibility between digital promotion and viewing experience are in line with the Expectation–Disconfirmation Theory which explains that customer satisfaction arises when the experience received matches or exceeds previously formed expectations (Oliver, 2019). In this study, most of the audience was satisfied because the promotion of the film gave a realistic picture of the atmosphere and quality of the film's story. A promotional approach that avoids over-promising helps maintain the audience's trust in the work being promoted. These findings also show that customer experience in the film industry is holistic, starting from exposure to digital promotions, followed by viewing experience, to post-viewing reflections such as recommendations to others. In addition to reinforcing a positive perception of the film, this process also contributes to the formation of audience loyalty to the production house. Thus, a credible and consistent digital promotion strategy can be an important factor in building a long-term relationship between audiences and the film industry (Oliver, 2019; Wardhana, 2024).

Table 1. Research Findings Recapitulation

Theoretical Dimensions	Indicator	Key Findings	Key Informan
Types of Digital Channels	Platform selection (TikTok, Facebook)	TikTok is effective for <i>virality</i> and building initial enthusiasm. Facebook for community discussions.	P4, P1, P6, P7
Content Strategy	Trailers, teasers, creative content	The content is designed to build mystery and expectation without spoilers. Visuals and music are key.	P1, P4, P2, P7
Cognitive Engagement	Information search, source comparison	Viewers actively search and compare reviews from different sources (influencers, creators) before deciding to watch.	P7, P3, P5, P8
Affective Engagement	Emotions (curiosity, fear, enthusiasm)	The promotion managed to arouse curiosity and emotions that are in accordance with the film (horror) genre.	P6, P7, P1, P5
Behavioral Engagement	Like, share, comment, discussion, recommendation	Viewers are actively sharing content, discussing with friends, and making recommendations.	P6, P7, P2, P8
Customer Satisfaction	Expectations conformity, viewing experience	The highest satisfaction occurs when the viewing experience matches the expectations that the promotion has built.	P7, P1, P2, P8

The results of the analysis show that most of the informants first learned about the *Rumah Teteh* film through social media, especially through the TikTok, Instagram, and Facebook platforms. These findings confirm that social media functions as the main channel in disseminating information and forming audience awareness of film products. Promotional content such as teasers, trailers, and reviews from influencers has proven to be able to arouse curiosity and encourage audiences to seek more information about the film. Digital promotion strategies that utilize the visual power and recommendations of public figures are also able to significantly increase audience engagement (Wazdi & Aisya Aprilia, 2022). In addition, most informants stated that the experience of watching movies was relatively in line with the expectations built through digital promotion (Montiel-Ruiz et al., 2023). This condition shows that consistency between promotional messages and actual experience is an important factor in shaping customer satisfaction as described in Expectation–Disconfirmation Theory (Oliver, 2019).

Overall, the findings of this study show that digital promotion strategies have a significant influence on shaping audience perception, viewing interest, and customer satisfaction levels with promoted films (Permatasari et al., 2023). The implementation of digital promotion by PT Ruang Visual through social media, creative content, and collaboration with influencers has been proven to be able to increase audience engagement while building a positive perception of the *Rumah Teteh* film (Tutik et al.,

2021). The study also shows that customer satisfaction is not only influenced by the quality of the film, but also by the experience built through digital promotion before the film is released. When promotional messages are able to create realistic expectations and match the actual viewing experience, then audiences tend to feel satisfied with the products they consume. Thus, an integrated digital promotion strategy between social media, influencer marketing, and creative content can be an important instrument in building long-term relationships between film companies and their audiences (Hasan et al., 2025)

4. CONCLUSION

This study concludes that the digital promotion strategy in the film *Rumah Teteh* (2025) has an important role in shaping viewers' expectations, perceptions, and satisfaction even before the viewing process takes place. Through an autoethnographic approach, digital promotion is understood not only as a marketing activity, but also as part of the cultural and emotional experience that accompanies film consumption. The audience satisfaction process is formed gradually, starting from exposure to digital promotions, experiences while watching, to reflection after watching movies. The compatibility between the promotional message and the content of the film is the main factor that determines audience satisfaction. When promotions are able to build realistic expectations and match the viewing experience, the audience tends to feel satisfied. This is in line with the Expectation–Disconfirmation Theory which states that satisfaction arises when the consumer experience matches or exceeds pre-formed expectations.

The implementation of digital promotion strategies by PT Ruang Visual is carried out through a combination of social media marketing activities and collaboration with influencers who are relevant to the target audience. The use of platforms such as TikTok and Facebook allows companies to reach a wide audience as well as build initial enthusiasm through creative content such as mysterious teasers and digital interactions with audiences. In addition, collaborations with credible content creators and influencers in the horror genre help convey promotional messages more authentically and convincingly. This strategy has proven effective in increasing audience engagement while forming a positive perception of the promoted film. These findings are in line with the theory of Digital Marketing Strategy which emphasizes the importance of integrating various digital channels in building effective brand communication. With this approach, digital promotion not only serves to increase brand awareness, but also builds an emotional connection between the film and the audience.

In addition, this study shows that various digital factors work in a complementary way in shaping audience perception and loyalty. Social media activities through creative content, especially on TikTok, are able to build emotional engagement and attract the attention of the audience from the early stages of promotion. Meanwhile, influencer marketing plays a role in building trust and encouraging audiences to process information more deeply before making a viewing decision. The combination of creative content and recommendations from trusted figures creates a strong positive perception of the film. These positive perceptions then encourage loyal behaviors such as

recommending movies to others through word-of-mouth. Thus, an integrated digital promotion strategy has been proven to increase customer satisfaction while strengthening the long-term relationship between audiences and film products.

SUGGESTION

The company is advised to continue to strengthen the synergy between social media marketing activities and influencer marketing in the film's digital promotion strategy. The integration of these two approaches can be done through structured and consistent content planning so that the main message of the film can be effectively conveyed to the audience. The use of various digital platforms such as TikTok, Instagram, and new platforms that are developing also needs to be continuously explored so that promotional strategies remain relevant to people's media consumption behavior. In addition, the use of popular digital content trends can increase the chances of promotional content to go viral and reach a wider audience. This approach is in line with the concept of digital marketing strategy which emphasizes the importance of digital channel integration and creative content management to increase customer engagement.

In addition to expanding the scope of promotions, companies also need to ensure that each promotional material realistically reflects the content and quality of the film. The principle of compatibility between promotional messages and products offered is an important factor in building trust and audience satisfaction. Promotional strategies that are too excessive or unrepresentative can give rise to unrealistic expectations that have the potential to cause viewer disappointment after watching a movie. Therefore, periodic evaluation of audience responses and feedback on social media needs to be carried out so that promotional strategies remain in line with market perception. This approach is in accordance with the Expectation–Disconfirmation Theory which states that customer satisfaction is formed when the experience received matches pre-built expectations. Thus, honest and representative promotion can help companies maintain the trust of the audience in the long run.

Further, the national film industry is advised to view social media activities and collaborations with influencers not just as promotional costs, but as a long-term investment in building an emotional connection with the audience. Building online communities and the involvement of *micro-influencers* who have closeness to certain communities can be effective strategies to strengthen audience loyalty. This approach allows companies to create a more personal and sustainable relationship with their audience. In addition, further research is recommended to develop a quantitative approach to empirically test the influence of social media activities and influencer marketing on customer satisfaction. Further research can also add mediating variables such as brand trust or emotional engagement to enrich understanding of the effectiveness of digital promotion in the creative industry.

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