NETWORKING AS A MARKETING STRATEGY: A CASE STUDY ON THE INDONESIAN NETFLIX SUBSCRIBER COMMUNITY

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ABSTRACT

This study aims to find out how a digital marketing strategy can affect the Indonesian Netflix subscriber community and create a strong interaction within it. The theory used in this research is the network society, digital marketing & reception theory. This research is used the qualitative approach with the case study method. The subject of this research is the Indonesian Netflix Subscriber with the object of Netflix Indonesia. Collecting data through online research, interviews, and literature studies. The interviewees in this study were several subscriber members, media or digital marketing observers, and copywriters. Data analysis will be carried out by interactive model data and triangulation of source data with the results that have been obtained. Based on the results of this study, it can be concluded that networking as a marketing strategy is the right and appropriate choice of steps to reach and maintain Indonesian Netflix subscribers.

Keywords: *Network Society, Digital Marketing, Reception Theory, Netflix Indonesia, Subscriber, SVoD*

1. INTRODUCTION

In the era of fast technological development, people can easily access any internet data for various activities. According to data processed by Wearesocial, in January 2021, 202.6 million internet users out of a total population of 274.9 million in Indonesia. This data shows that 73.7% of the population in Indonesia uses the internet. Compared to January 2020, internet usage in Indonesia increased by 15.5%, or approximately 27 million users. Some data explain that an extraordinary increase of over 73% proves that digitization is starting to increase [7].

They are related to the internet users watching online videos. According to Gasella in an article by Kumparan online news, in Indonesia, there has been a business model based on Video on Demand (VoD) that replaces the sale and rental of DVD/Bluray and complements the need for watching conventional TV. Along with the development of VoD, many derivative types have emerged, such as Transactional Video on Demand (TVoD), Ad-based Video on Demand (AVoD), and Subscription Video on Demand (SVoD) [9]. Statista data estimates that in 2020 there will be around 35.9 million Indonesian VoD service users who contribute up to 4 trillion rupiahs in revenue [40].

VoD services experienced an unpredictable surge, especially in Indonesia, with an estimated increase of 17.7% in 2025 starting this year. The projected profit in 2025 is also up to $571 m. The reason behind this increase is the Corona Virus, which causes more people to stay at home and indirectly need entertainment [13].

The booming type of VoD is Subscription Video on Demand or a subscription service from Video on Demand. This service focuses on the fees that users need to pay to subscribe for a certain period. The advantage of this service is that users can access VoD anywhere and anytime if there is an internet connection and free from schedules, one of the SVoD providers is Netflix [37]. Netflix is a subscription video-on-demand service provider founded in 1997 by Reed Hastings and Marc Randolph. This active service offers unlimited DVD rentals to registered members every month. Since 2007, Netflix has officially opened streaming so its members can immediately enjoy series or movies. Another achievement was in 2016 when Netflix expanded its service to 190 countries with 21 languages worldwide. As of this year, Netflix has 200 million members [26].

Netflix began to expand stations to Indonesia in 2016. However, Netflix's journey in Indonesia was

not good at first because on January 27, 2016, Telkom Group blocked access in the same year. After all, it contained content that is not allowed in Indonesia. However, on July 7, 2020, Telkom Group finally unblocked the Video on Demand Netflix service [36]. In 2017 DailySocial.id collaborated with JakPat to conduct a survey of smartphone users in various regions in Indonesia. This survey was conducted on 1037 people to determine whether the people in Indonesia enjoy VoD.

Table 1: The data of dailysocial.id collaborate with JakPat 2017

Video on Demand Service	Service User
HOOQ	48.30%
Viu	25.02%
Netflix	24.93%
Iflix	24.35%
Google Play Movies & TV	21.05%
iTunes	11.83%
Viki	7.27%
Tribe	6.60%
Catchplay	4.85%

Based on the table data above, in 2017, Netflix managed to occupy the third position in the Video on Demand service category with the most fans in Indonesia. Netflix's success in Indonesia cannot be separated from the help of Digital Marketing. This digital marketing concept is also a new introduction in the technology-based world. A strategic element is also an addition to knowing what kind of practice the community needs so that the intended contexts can be achieved in this case and marketing, said Thyer [33].

Digital Marketing is one of the marketing media currently in great demand by the public to support various activities. According to Kotler and Armstrong, Digital and social media marketing involve using digital marketing tools such as websites, social media, mobile ads, apps, online videos, email, blogs, and other digital platforms [17]. In addition, in modern digital marketing, there are seven ways to display ads: Online Advertising, Email Marketing, Social Media, Text Messaging, Affiliate Marketing, Search Engine Optimization, and Pay per Click [39]. In this case, Netflix is an online video media that uses digital marketing to introduce and maintain quality in front of consumers/audiences. The digital era that has

opened today is a sign that the doors of trade between countries worldwide are becoming unlimited. Consumers/viewers nowadays are quickly bored with one thing and have complex desires. They are also more thoughtful in choosing products that suit them. This dynamic market is a challenge because it requires business owners to rack their brains more often and innovate in creating products and services so that digital marketing is also eventually present socially in everyday life [38].

Besides affiliate marketing, Netflix also focuses on Social Media Marketing and Content Marketing. According to Hani in Kompasiana, Netflix only focuses on promotions on social media and is always up to date, plus inserting rumors in every promotion and special memes from Netflix. Besides that, they are also actively holding Polls and Qn A sessions for their followers and users. In its Instagram account @netflixid, Netflix Indonesia creates content on its social media based on original series that are viral or currently being discussed between users/followers. All activities carried out by Netflix are closely related to fans' interactive and acceptance process, commonly known as Community Interactivity and Reception [11].

In the development of interaction between fans and Netflix, there is an active community called Netflix Indonesia, which is a community that becomes a fan base to share information related to films, such as film reviews, film recommendations, interacting between film fans, and finding friends. This Community Group was established on April 19, 2019. The emergence of this community is in line with the definition of community interactivity and reception, which explains that interactions between individuals occur because they have one purpose in life. Hence, it creates conversation and reciprocity through a technology medium. Mchaney also explained that this periodic digitalization is also the role of adaptive technology growth so that modern media can develop and be of interest to the public in the future [25].

If it can be concluded, Netflix indirectly forms a fan community called subscribers. Network marketing as a community is closely related and can also be interpreted as a network society or networking. According to Castell, The Network Society is the critical link between the local and the global world [4]. In this context, it is a globally connected world consisting of individuals with the same goal. Dijk stated that the network society was formed and characterized because of rapid changes and developments in modern telecommunication

technology, also known as information and communication technologies (ICTs) [35]. So, it can also be said that technology shapes and determines society. From all the contexts that have been discussed, content marketing, writing, and in-depth visualization play a role so that the review key can be maximized as well as possible in accordance with existing marketing principles [22].

Another research under the title Marketing Tactics Used in Netflix identified around 13 tactics used in the Netflix application. These endeavors include color psychology, fonts, writing style, and mere exposure effects. Also, that is not all techniques, cliffhanger methods, influence heuristics, scarcity heuristics, social proof marketing, use of eye contact, personalization, reverse marketing, and availability heuristics [8]. Furthermore, research about the relationship between marketing and brand community for Netflix found that communities around brands can break structured social relationships between brand fans and brands themselves [10]. Meanwhile, in our paper, we want to find a digital marketing strategy and see how the interactions between Netflix and the fan community, and researchers will examine networking as a marketing strategy carried out by Netflix Indonesia.

Based on the description above, the author is interested in further discussing how the Digital Marketing strategy carried out by Netflix Indonesia shapes and invited film fan interactions so that it can finally be accepted. The author conducted a case study on the "NETFLIX Indonesia" community on the Facebook platform. Moreover, after going through the background writing, the author will conduct research entitled "Networking as a Marketing Strategy: A Case Study on the Indonesian Netflix Subscriber Community".

2. LITERATURE REVIEW

2.1 Digital Marketing

Digital Marketing is the application of digital technology that forms online channels such as websites, email, databases, digital TV, and through various other latest innovations, including blogs, feeds, podcasts, and social networks) that have a positive impact on marketing activities. This strategy aimed to promote profit and build and maintain relationships with consumers/audiences. In short, digital marketing is an online strategy to achieve marketing goals through applying technology and digital media [5]. Digital marketing

is fundamental to electronic business. It shows the level of goodness and relevant correlation, adds value to a product, expands networks, and increases sales based on digital media such as search engines, online advertising, and affiliate marketing [6]. This technology use also includes the use of a website which will become a means to provide information for consumers/viewers, increase time efficiency, and speed up the customer/viewer service process. Digital Marketing is defined according to Yasmin, Tasneem & Fatema, a broad definition of digital promotion techniques used to reach consumers/viewers easily and instantly. Digital marketing presents a variety of uses, product tactics, and brand marketing, with the focus on using the internet as a promotional tool [39].

The selection and use of digital marketing tools are essential because they can measure customer interactions, manage a platform's traffic, and analyze a company's marketing effectiveness [16]. Digital Marketing has strong guidelines. Suppose someone starts exploring the internet marketing business the customers will quickly find instead of looking for a few consumers or audiences. He will be able to reach millions of consumers/viewers from a more specific global approach and the group as well as from consumers/audiences closer to him, and a broader appeal than the previously owned business. In that case, this also makes marketing more widespread in all elements [14]. So digital marketing is selling a web-based product or service such as a blog, website, email, AdWords, or social media and even a medium to promote visual content.

The six main channels of digital media channels, according to Chaffey and Smith [6]: First, Search Engine Marketing (SEM). Online advertising on search engines results in pages to help visitors find the marketer's product website by displaying messages in search engines to drive clicks to websites when users type in specific keyword phrases. The two main search marketing techniques are paid placement or sponsored links using a pay-per-click (PPC) system and top-list placement using search engine optimization (SEO). SEO is a structured approach used to improve the positioning of a company or its products in the search engine's natural listing results (main body of the search results page) for the selected keyword or phrase.

Second, Online PR (Public Relations). Maximize favorable mentions and interactions with company brands, products, or websites using third-party sites such as social networks or blogs that are incidentally visited by the company's target audience. This online PR also includes responding to negative mentions and conducting public relations through the site via press centers or blogs. It is closely related to social media marketing.

Third, Online partnerships. Create and manage long-term arrangements to promote the company's online services on third-party websites or via email. Different forms of partnerships include link building, affiliate marketing, aggregates such as price comparison sites, online sponsorship, and co-branding.

Fourth, Interactive advertising. Use online advertising such as banners and multimedia ads to achieve brand awareness and drive click-through (through clicks from the audience) to the target site.

Fifth, Opt-in email marketing. Use of internal lists for consumer/audience activation and retention. This method adds to the contact list in email marketing through registered consumers/viewers who agree and know that they will receive regular emails containing advertisements from marketers.

Finally, Social media marketing. Social media marketing is an essential digital marketing category that encourages consumer/audience communication on company-owned sites or social presences such as Facebook or Twitter, Instagram, or publisher sites, blogs, and forums.

Content marketing involves gathering relevant information, distributing, and amplifying interesting, relevant, and valuable content for a clearly defined audience to create a conversation about content [18]. Cohen states that content marketing consists of various media formats such as text, video, photos, audio, presentations, e-books, and infographics to tell the story of a brand or company. Content marketing can be accessed through various modern digital devices such as computers, tablets, smartphones, and others. Content marketing is distributed through company websites, third parties, and social media platforms which can then be measured based on the reports. In connection above, content marketing plays an essential role for companies in creating engagement

with their audiences [23]. To engage with customers consistently, sometimes marketers need to create content that might not directly contribute to their brand equity or improve their sales numbers but is valuable to customers [18].

2.2 Community Interactivity

Often, a person throws himself into various communities, whether met online or directly [19]. The communities formed can interact with each other, ultimately leading to disputes or controversial conversations that can trigger conflict between them. That is why community interactivity is considered to have substantial control and creates reciprocity between the people involved [12].

According to Bill Law, Community Interactivity is a stage by which an individual is motivated to achieve a career or other life goals, even getting a failure in which, these aspects are motivated by the community they attend or believe in [21].

Law states that five models affect these things: First, expectations are anything that can be accepted in a scope where someone is placed. expectation obtained from the point of view of community members. Second, feedback, which is the reciprocal of the environment towards individuals who join and interact with others. Third, in this aspect, individuals need not only to be involved in expectations but also have started to form plans to get support from the right community.

Fourth, in modeling, an individual has a role model and person who can be used as a reference so that he can continue to be encouraged to interact in a community. Information is choices and opportunities that exist in a community. Where the parameter is "how much filtered news from the social community?" According to Paul Bradshaw, basic theory in the journalism world includes interactivity, community, and conversation [3]. Fifth, interactivity, according to him, is the freedom of a consumer/audience of literature or work in interpreting according to what he sees, reads, and hears. In this section, an individual (consumer/audience) will become more engaged with others.

Community and conversation, a collection of consumers/audiences on certain occasions, discuss and openly discuss something relevant from literature or consuming work.

Therefore, it can be concluded that community interactivity is a benchmark in one's life to continue socializing by developing and adapting to the environment. Especially a community that is very closely related to itself to form something and get reciprocity, be it an achievement or failure to continue to develop themselves.

2.3 Film Reception Theory

The first theory is film reception Jauss looked at literature "from the point of view of the reader or consumer/audience" and treated literature "as a dialectical process of production and reception." He also thinks that a literature work must be linked between its production and reception, which involves the subject who consumes the work and the interaction of the author/publisher with the consumers/audience [31]. Meanwhile, according to the accepted theory, Wolfgang Iser in Kinoshita includes the following nine aspects: the production of means; reader models; text functionalist model; text processing; phenomenology of reading; literature and communication; the interaction between the text and the reader; literary anthropology; and the amalgamation of interpretive theory with cognitive criticism [15-28].

The production of meaning in literary texts does not only require the discovery of text elements that are not interpreted or written; it allows us to hone our mindset in interpreting things and broaden our experience to include things we did not know or understand before. The reader model is intended to overcome these restrictions. According to him, the reader model is a textual structure that anticipates the presence of the recipient without having to define it. In the functionalist model of the text, the text tends to lose its beautiful quality and is only considered as material to show its function for our psychological aspects. In text processing, if the illusion is destroyed, then the text will be foreign to us; and if the illusion embraces, then the text will be reduced to a meaning. In the phenomenology of reading, Iser asserts that the reader becomes the thinking subject in reading. Although the text consists of ideas thought by the author, in reading, we must think about the thoughts of the author. Literature and communication, an understanding based on the reader's interrelationships and the deformation of the organized structure of known knowledge. The interaction between the text and the reader means that every decision we make as readers must stabilize themselves against the alternatives we have rejected. Literature anthropology, which is measured by what specific things about literature come to aid us in our relentless drive for self-interpretation. Combining interpretive theory with cognitive criticism, what has been interpreted, is also packaged to contribute to (cognitive) science of mind, not only for study.

This approach shows that reception theory defines work as the process of how the reader and the text interact with each other. It is considered a revolutionary way of looking at the history of the work and the criticism of a work. The impact and response generated from literature or work. However, reception theory still gives limitations to consumers/audiences in interpreting and interpreting something.

2.4 Conceptual Framework

Based on the research background, the researcher uses the theory of network society which is associated with community interactivity. Netflix Indonesia's digital marketing strategy will be used as the basis for research on community interactivity so that later it can be stated that Netflix Indonesia's digital marketing strategy has succeeded in fulfilling the customer interactivity dimension. Understanding the network society is essential to anticipate the transformation of a global society. The development of information technology not only improves people's standard of living but also creates social inequality because access to technology is still limited.
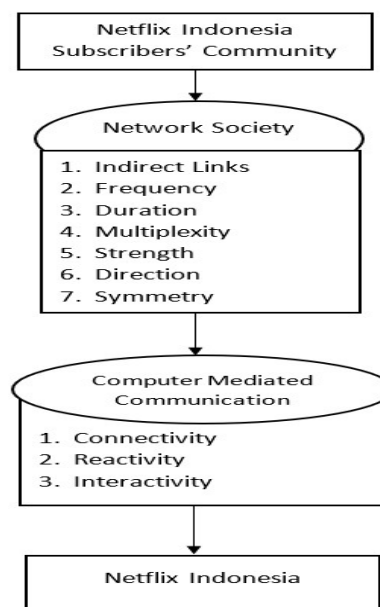

Figure 1: Conceptual Framework

The network society is a social structure formed due to information and communication technology development. Information and technology currently developing allow communication to run in all directions at any level of the structure without the need to be represented. Community members can also access a better life with the development of technology.

From these aspects, it will form an element of marketing communication, like how to convey from an SVoD platform so that it can fulfill interactivity properly. It can be said that the power of digital marketing dramatically affects the experience of consumers/viewers of an industry/company.

3.   RESEARCH METHOD

The type of research that will be used is explorative. This type of explorative research increases the relevance of the results studied. Researchers use related causes to find and explain ideas or phenomena by Netflix Indonesia [27]. The research method that will be used is the case study method. Case studies are a new research method compared to others. The purpose case study is the facts about an event so that the facts can finally be found in the specific situation and relationship [32]. The researcher used the case study method to examine the digital marketing strategy carried out by Netflix in forming community interactivity from the creator and audience sides. The essential collection of this research was carried out using interviews, observation, and documentation.

The subject of this research is Netflix Indonesia. From these subjects, researchers will conduct direct observations and interviews with content creators or creative teams and fan communities from Netflix Indonesia to obtain relevant direct information. Some selected interviewees are individual members of the "Netflix Indonesia" group on the Facebook application and contents of digital marketing campaigns. Moreover, the object is the Film Enthusiast Community in Indonesia. The object of research is something that becomes the focus or target, and when is the right time to do scientific research so that specific goals can be achieved. In this study, data were obtained through interviews. The informants in this interview are Ester Suhana Abdurahim as Marketing Manager/digital marketing observer, Haerul as movie translator, as a community member, Kim Joo as entrepreneur/community member, and Munissa Sari

Mahardika as Jr. Social Media Manager/content observer.

Primary data is collected independently by researchers or information derived from original data. In this study, the primary data used comes from digital data and several official articles that discuss the condition of internet and Netflix users in Indonesia. In addition, the researcher also uses the interview method to collect additional data. According to Banister, an interview is a conversation and answering a question with a specific purpose [1]. Qualitative interviews are conducted if the researcher aims to gain knowledge about the subjective meanings the individual understands regarding the topic under study and intends to conduct further investigations on the issue.

4.   RESULT AND DISCUSSION
4.1 Netflix Subscribers Community

Discussing the digital marketing strategy by Netflix Indonesia, when it appeared first, Netflix focused on promoting on social media and was always up to date in providing informative and interactive content to its followers. They also use humor or memes in their promotions through several film clips, which are then used as memes to entertain their followers. As a member of the Indonesian Netflix subscriber community, Kim Joo gave his opinion on this: "Netflix also offers interesting advertisements and displays funny memes in Indonesia. Indonesia likes funny memes, right? Moreover, from those posts, Netflix followers always share them here. They are also retweeted from one follower to another. This application makes it attractive for many people to subscribe to Netflix for entertainment, like that." Social media is also the place where Netflix's performances are published. Everyone can see Netflix's involvement or internal movement, which proves a deep connection between it and its users [2].

Meydhita Stevanny as a member of the Indonesian Netflix subscriber community said: "The impact is quite large, because it can be an interaction with friends, can discuss films, can give each other recommendations, for example there is a new film or maybe an old film on Netflix can go up again." This fact concludes that the digital marketing strategy carried out by Netflix Indonesia can provide interaction among its members. The interaction results in a value co-creation experience

between consumers and the company. The value co-creation process was developed to predict how a company communicates with its consumers through online social media interactions. Interaction through online sites will affect the user experience. A positive consumer experience will increase engagement in online sites by creating mutually beneficial co-creation values for both the company and consumers/viewers.

Netflix realizes that digital marketing is critical because this marketing strategy can develop brand awareness for potential consumers while providing precise and definite directions and goals for the people involved in determining strategies to attract potential consumers/audiences. One of the digital marketing techniques is to use websites and social media owned by the company. Here, Netflix has used various measures, including pushing the community agenda to achieve the expected message. Indeed, Netflix uses other business strategies, but digital marketing also has challenges that the Netflix team must deal with the customers and potential buyers. One of the main challenges is the scope and scale of digital marketing itself and communication with community members. Even though digital marketing has formidable challenges, many entrepreneurs and businesspeople agree that digital marketing is essential for Netflix's business growth and progress. The collaboration between stakeholders also plays a role in interpreting the results of boosted digital content to the public.

Munissa Sari Mahardika, as a content observer, stated Netflix Indonesia's steps to give a persuasive message through the content it presents to be able to promote a film so that customers are interested in watching it. The ease with which people know every show or movie that Netflix offers will create market loyalty to the business. So that in the end, there will be even more excellent market opportunities that can be obtained and advance Netflix's business in the future. Netflix needs content that is interesting and able to create a space for interaction with its followers. Netflix Indonesia outsmarts this by using memes on its social media as a liaison between Netflix and its followers or users. Netflix uploads many memes, one of which is on their official Twitter account with various contents, such as movies, prices, and others, using media such as writing, photos, and videos. Meme content like this can increase buying interest, especially for Netflix's targets [30].

4.2 The Networks Dimension Analysis

Networking society is formed and characterized because of changes and developments in modern telecommunications technology that is so rapid or commonly referred to as information and communication technologies. All Netflix subscribers indirectly form a network society where they become a group that likes to watch movies through Netflix. Netflix uses this networking society that has been indirectly formed to carry out digital marketing strategy activities. The network is formed because Netflix subscribers feel that they have the same taste, and they feel that movies, dramas, and series that Netflix airs are shows that have high quality. These benefits indirectly make them become a network society and can provide digital marketing benefits to Netflix.

Digital marketing is a marketing activity that uses techniques or digital media to get data, markets, and customers. In networking activities carried out by Netflix subscribers and can be utilized by Netflix in digital marketing. Several things can be done and can be a marketing activity.

Indirect Links, Frequency, and Duration of Campaigns

Indirect links are activities in the network that indirectly share a link between members. These links can be widely distributed direct, and this is one of the marketing activities carried out by Netflix. Netflix subscribers will share links related to a movie on Netflix or content to promote the movie that is currently showing.

Dissemination of links by Netflix subscribers becomes an indirect link activity. In the end, they not only disseminate the link through their social media, but the activity also takes place in their environment. They will even invite other people to become Netflix subscribers. This network is explained by one of the Netflix subscribers as follows.

> Yes, I have posted films or series that I watched on Netflix on my social media. Yes, because I feel everyone should know what movie I am watching and what ongoing series, right? Then because I think it is good, I must share it. I often upload it on IG stories. (Meydhita Stevanny, Store and Social Media Staff, 01 August 2022)

This explanation shows that the indirect link in the network society of Netflix subscribers can be digital marketing from Netflix. Also, these spots illustrate how Netflix subscribers relate to each other in disseminating links from Netflix. Indirect links or indirect links that Netflix subscribers upload what they are viewing on Netflix, and the upload was distributed through the social media of Netflix subscribers. In addition, supporting activities are also carried out by recommending others to become Netflix subscribers.

Frequency is one of the activities in the network society that describes how often the ties are established in the network society. This engagement can also mean how often Netflix subscribers share posts about Netflix. The frequency with which posts are shared on social media can also be an advantage for Netflix. The more often Netflix subscribers share uploads about Netflix, the more digital marketing strategy will be formed in this activity.

This frequency can be seen in how often Netflix subscribers share or upload posts about their views on Netflix. This way can show the network of Netflix subscribers that can benefit Netflix. The frequency with which each Netflix subscriber uploads posts on social media about what they see on Netflix differs from following the explanation from one of the Netflix subscribers.

Quite often, I think more than ten times. Very often, huh? I do not know, and it is like I have an obligation if there is a good film, so people should know there is a good film on Netflix. There is a good series like that, so I am like, let us watch Ono. It is also good. We do not know if there is something good. It feels like we want to share it. (Joo, Self Employed, 02 August 2022)

From this explanation, the frequency that occurs in the network society of Netflix subscribers can be digital marketing from Netflix. Also, it means how Netflix subscribers share and disseminate links from Netflix. The frequency with which Netflix subscribers upload what they are viewing on Netflix is intense, and the upload is distributed through the social media of Netflix subscribers. In addition, supporting activities are also carried out by recommending others to become Netflix subscribers.

Duration is a network activity that describes how many people have become Netflix subscribers. This duration can form a network that Netflix can utilize. In addition, the length of time people subscribe to Netflix reflects how it treats its subscribers. In addition, how long people have been subscribers to Netflix can describe the existence of Netflix. This duration can form a relationship between Netflix and its subscribers.

This relationship can be put to good use by Netflix. In addition to taking advantage of its customers, Netflix also provides satisfaction for each customer, then keeps the loyal subscribers, as explained by one Netflix subscriber.

I have been a Netflix subscriber for about five years, and it has been since 2018 now I am still subscribing. What, Karen, in my opinion, the films or series that air on Netflix are reasonable, different from other platforms. That is what kept me going with Netflix to this day. Hopefully, there will not be any loss of quality. (Joo, Entrepreneur, 02 August 2022)

From this explanation, members who join become Netflix subscribers for a long time, illustrating the existence of Netflix itself. The number of Netflix subscribers from 5 years ago to the present day who have just subscribed proves that Netflix can still maintain its existence.

Multiplexity and Strength of Subscriber Peer Group

Multiplexity is a set of activities of the network that describes the information needs. The young people's lifestyle is illustrated by how Netflix subscribers look to each other for information to get the latest information and entertainment. In addition, the relationship between Netflix subscribers is created from the mutual need for such information. Netflix subscribers also utilize this fast internet and technology movement, and this makes Netflix subscribers also finally look for information related to Netflix.

Searching on the internet will also definitely relate to social media. Searching for information via the internet or social media by Netflix subscribers can be used as a digital marketing strategy. Digital marketing activities that can be carried out can be through the internet, which also includes social media. Multiplexity or multiplexity

is done by looking for information from each other, as explained by one Netflix subscriber.

> I often ask through stories via uploads, on Instagram, and sometimes on WhatsApp, which is often discussed on Twitter. It must be entertaining. People ask for recommendations for the Netflix series. I am sure many people will reply with comments if they pass Twitter. (Chaerullah Mujianto, Chef, 03 August 2022)

From the explanation above, the multiplexity activities by Netflix subscribers are finding out about each other or asking for good movie recommendations on Netflix. This interaction can indirectly spread the Netflix platform, and more and more people will know about Netflix from these multiplexity activities.

Strength is one form of strong bonds that exist in the network. This strength can be illustrated by the bond between Netflix subscribers and subscribers and Netflix itself. The strong bond between these customers can form a network. Netflix can indeed use this network to carry out digital marketing strategies because a strong bond can result in actions that can make a profit.

One activity that forms the strength of the bond or relationship is uploading Netflix to promote the films that Netflix is currently broadcasting, as explained by one Netflix subscriber.

> Yes, sometimes we even post too much. For example, if there is a new series or if we finish watching it with friends or family, we tag each other and mention each other. So that is fun. What is more, if there is more hype, like a money heist, there is another Korean film. What is the name of the squid game, it can only be seen on Netflix, and it is an excellent film, so sometimes we upload it a lot. (Joo, Entrepreneur, August 02, 2022)

From the explanation above, the form of bonding power that Netflix subscribers possess can generate profits for it. There are many ways that Netflix carries out its digital marketing strategy. In its marketing activities, Netflix does not use rigid language like the others, as a promotion carried out by Netflix subscribers on social media can be a good marketing strategy.

Direction and Symmetry of Subscribers

Direction is one form of activity in the network that illustrates that a network has direction. In this case, the direction is given by Netflix to its customers. After getting these directions, Netflix subscribers can carry out activities according to the directions that Netflix has given.

In this case, Netflix uses the network created between its subscribers as a digital marketing strategy. The invitations that Netflix makes to its subscribers are well received. Not infrequently, these invitations are carried out by their customers, as follows.

> Yes, I often share Netflix movie links on my social media. Sometimes posts from Netflix also say share with your friends' invitations. Although sometimes implicitly yes, I feel like wow, I also have to post this post from Netflix. However, it is unique that Netflix has made games or quizzes several times on its social media. So we want to join in, post, and invite friends to join in playing. (Meydhita Stevanny, Store and Social Media Staff, 01 August 2022)

From the explanation above, the direction Netflix takes can persuade its subscribers to contribute to promoting the films, series, or dramas currently airing on it. Even so, according to Netflix subscribers, Netflix itself also provides benefits for them. Customers get great attention or insight by using social media to promote Netflix movies.

Symmetry is one of the network descriptions, which means that there is always a balanced or straight relationship in the network, which can be interpreted as reciprocity. If implemented, this balanced relationship means a reciprocal relationship between Netflix subscribers and subscribers. This reciprocal relationship can be done by asking each other for advice, criticism, and advice.

Some customers provide suggestions or criticisms to Netflix through social media or comments uploaded by Netflix under the explanation of one Netflix subscriber.

> I have ever been in touch or asked directly to Netflix or given suggestions for if there is an update, it can be shared directly for us, and they responded well too. (Chaerullah Mujianto, Chef, 03 August 2022)

From this explanation, there is a balanced or straight relationship. Reciprocal relationships are needed for a network to survive. Some customers provide suggestions or criticisms to Netflix through social media or comments uploaded by Netflix. In addition, Netflix can use this to improve itself.

4.3 The Netflix Digital Marketing Campaign

Through constant analysis and optimization, Netflix can connect with viewers across various media, devices, and tools. Netflix's digital marketing strategies are data-driven, audience-centric, personalized, and ubiquitous. The strategy chosen by Netflix Indonesia is undoubtedly through a combination of creative and visual disciplines. It can even be said that Netflix media is an expert in one content, and this business also excels in several other media. By being proactive in embracing new technologies, Netflix Indonesia is also looking for new and inventive ways to bring together channels and tools to offer a better viewing experience. Among them is the selection of film concepts, acceptance of interactive shows to visualization of images that will be presented to the public [20].

Haerul, as a member of the Indonesian Netflix Subscriber Community, said, "So far, it has been pretty good, although there are some films that do not suit our culture, yes, it is just entertainment. Even though it is not related to eastern culture, you know that the Netflix series is like that. Regarding gender, it is also more for those 18 years and over, in terms of age only. Not bad for making several groups interested, yes, for me. Not too boring in terms of marketing."

This statement explains that the digital marketing strategy carried out by Netflix Indonesia has been going quite well. Kim Joo, who is also a member of the Indonesian Netflix Subscriber Community, has the opinion,

"The approach is very agile and has been carefully planned to develop a brand or produce a unique film series that can invite the Indonesian people. They engage in watching films and subscribing so that in the current digital era, it can be promoted more quickly through social media and advertisements. Interesting to make people interested. Then it also offers interesting advertisements and also displays funny memes, right? Moreover, from those posts Netflix followers share here, they

retweeted from one follower to another, making it attractive for many people to subscribe to Netflix for entertainment, like that."

These testimonies conclude that the marketing strategy carried out by Netflix Indonesia is very agile and well planned.

For information, Netflix has thousands of fantastic shows and movies. Each has an intuitive user interface, which can be enjoyed on various devices. Netflix Indonesia is so meaningful because it is obsessed with personalization. It is a core component of digital marketing success in almost every industry today [24].

This core component of digital marketing is, of course, also strengthened by the interactions that are built between businesses and their public, one of which is with Netflix. Even in some posts, personal communication was found in the comment's column, which strongly encouraged interaction on the posts of the Indonesian Netflix Instagram account.

Quoting from several discussions that a content or communication pattern conveyed through social media is very encouraging what kind of awareness and public awareness of a discussion [34]. Netflix Indonesia ultimately uses a social media approach and leads to interaction and audience awareness of the content they publish on their media. These facts are closely related to the goal of Netflix in opening engaging communications and deep personalization for the intended target.

4.4 Interactive Content of Netflix Indonesia

The interactive strategy built by Netflix was also initially dominated by the communication dissemination process. The initial stage is consistent with the one-way-based expansion model without interaction in this process. From this phase, Netflix can finally formulate a more optimal strategy from existing experiences and learning. Netflix is expanding its capabilities to expand into more markets over the next few years. It is proven that the audience is always loyal to waiting for updates from the films they expect. This network building also makes the market booming to wait for new series.

Still, around the interactive strategy of Netflix Indonesia's digital marketing, knowledge, and

awareness of communication built by social media. Impact of the collaboration and profound relationship between businesses and their consumers. Focusing on the previous digital marketing discussion, that awareness and easy understanding can be built from social media or interesting content [34]. So it is essential to know that there are elements of focus on viral content that can play a role in increasing interaction and information suitable for the public who witness it.

Meydhita Stevanny as a member of the community revealed, "Every time I open the comments, each Netflix follower is like interacting with the admin. Because the admin is too active to reply to the comments, it is fun, so you know what new movies are there, not just in Korea, so there is Japan too, so it is kind of fun, anime is also discussed there."

This testimony explains that Netflix.id Instagram social media always presents interactive content that invites followers to comment on the content presented. Netflix chooses an interactive strategy that is also affected by their similarity of attraction, such as their distinctive culture, the presence of middle and upper consumers, and the availability of adequate internet infrastructure. This strategy encourages interaction and approaches with the film fan community wherever they are. This phase helps Netflix continue to learn about community listening in the creative economy and partnering with existing media outlets. So, this phase involves a more significant public expansion than ever before, including gaining community interaction.

Kim Joo revealed, "If it is informative, it is clear. Interactive is one of the ways for us to participate, so we think like, oh, how about this, okay? We are going to guess that. So, yes, really, interactive and informative."

This customer explains that the content presented by Netflix Indonesia is informative and interactive. If referring to several theories that have been discussed, most human communication occurs between sources and recipients who have congruent. Community interactivity is defined as the degree of congruence between individuals in specific attributes, such as demographic similarities, beliefs, or values that are believed. Moreover, seeing Netflix, which chooses a strategy based on the similarity in attraction and culture, is also congruent to allow for significant collaboration, which is certainly a change from digital marketing to the intended target.

It is essential to know that even Netflix can see that film content production targets local-to-local and local-to-global levels [29]. In other words, it aims to make the content attract the audience not only in the country in which it was produced but more broadly. Thus, Netflix could benefit more from investing in local content worldwide. This local appreciation is also happening in the current situation, where the meaning of the social media context can be broader so that interactions and impressions are created according to each segmentation.

Another strategy from Netflix regarding resolve the longed communication based on community, where Netflix is also pursuing content licensing agreements globally so that they can provide content in all markets at a time including Indonesia. In this case, the maximum role in terms of Netflix's digital marketing is the increase in the number of subscribers at the Indonesian level, due to the increasing performance of Netflix's predictive algorithm and the role of satisfaction from Netflix viewers due to the shows provided. Maximizing this form of business strategy certainly affects Netflix in marketing its products, because the interactive approach is considered more effective and efficient for Netflix. Haerul says, "*Not bad for making several groups interested, yes for me. Not too boring in terms of marketing*" which explains that Netflix Indonesia's digital marketing is able to attract the interest of many people.

Another response by Munisa Sari Mahardika as a content observer, "For example, if it is rich in content, I do not think it is that big because maybe if it is a rating of one to five, it is three or four. Because back again, Netflix always presents various kinds of films, right? It is just that many people have many film tastes. Well, most people turn to the trigger when the scene is booming. Or like at that time, the Manifest series was booming, and in my opinion, at the moment when Manifest came in, he could be like standing at the top among other drama series, right? Korea is booming, too, right? So, in my opinion, apart from trying to promote the content, back again, the content also influences people's final decision whether to watch it or not. If Netflix gives its users a rating of one to five, it is four."

He has already tried to accommodate this by giving content that was previously of different genres through the statement that Netflix Indonesia's strategy is to build networking by presenting content that can interact with its consumers.

Another important thing is that most digital marketing has an effect called direct marketing. Direct in an online context means that the message conveyed through digital marketing has no obstacles and goes straight to the public target desired by the company, including Netflix Indonesia. The critical role of marketing communication encouragement is applied to help the content process and its legitimacy so that marketing can align with current and future trends.

4.5 Netflix Fans' Satisfaction

As mentioned above, digital marketing can get the target market desired by Netflix. Because when Netflix, especially Netflix Indonesia, uses digital marketing, they can immediately focus on potential audiences who share the same interests as the various films and series owned by the company. A study shows that when a company can implement the right digital marketing, it can provide significant results for a company. Indeed, with interactive media, this can happen because Digital marketing can build a Netflix business base that can continue to grow if it is adequately maintained. From the data found in the field, it is known that there are individuals who ask questions at the same time answering that they are satisfied and sufficient with the presence of the individual.

As stated by Esther Suhana Abdurahim, "Personally, I'm satisfied. If I'm not happy with Netflix's top recommendation at homepage, I'll definitely look it up if I'm not on Twitter, go to IG, I'm sure I'll read the comments right, oh it looks fun and their comments are fun, right? I already got the answer, so I'm not confused anymore what to watch. Personally, I got it, that's how it is" that he is satisfied with the digital marketing strategy carried out by Netflix Indonesia.

Then the views of individuals on the Netflix platform itself were also examined by researchers. In the questions asked about what kind of community, the use of Netflix and also the system of this media, it was found that all these individuals agreed that the Netflix platform made it easy for them to watch movies anywhere & anytime. They also watch movies more often since there is the Netflix platform. This is due to the easy access to the film platform and the variety of film variations. In addition to the two statements above, the statement of interest in uploading Netflix content on their social media also received a positive and very good response from the respondents. All of them answered that they agreed that they were interested in uploading other social media content besides what they had created or watched.

Several factors that ensure that individuals are satisfied in watching movies on the Netflix platform based on their answers to the research results are the variety of movies on the Netflix platform on various smartphones and easy access to the Netflix platform. The mobile connection by gadgets gives the flexibility of place and time where respondents can access the Netflix platform anywhere. There is interaction and communication, both on social media and on community channels that were built. Individuals who were joining the Indonesian Netflix community claim to be enthusiastic about the Netflix platform and their respective shows. Some individuals are interested in continuously uploading content about the Netflix platform, reviewing films to criticizing Netflix films. However, on the other hand, individuals agree that the interaction, communication, and how Netflix uses its digital marketing strategy are appropriate and innovative in building relationships and achieving their respective targets.

5. CONCLUSION

Based on the preparation of this research, it can be concluded that networking as a marketing strategy is the selection of the right and appropriate steps in building a marketing system in business, especially in this case, Netflix Indonesia. Netflix Indonesia takes a very well-planned approach to developing its brand and promoting each of its products, in this case, films that invite people to subscribe to Netflix. Netflix Indonesia is very focused on promoting all its latest films on various engaging social media, making people's interest in watching them high. Advertisements that were packaged in social media content were also packaged with a different appearance by displaying memes. These campaigns are an excellent step to creating and presenting interactions between users/followers. Netflix Indonesia uses very effective tactics and strategies to attract people to watch it. Digital marketing plays a significant role

in creating awareness and attracting people to use Netflix. Digital marketing is also the right step to creating satisfaction in the minds of its users. The implementation of digital marketing will make it easier for Netflix users and companies to interact with each other so that they will get positive aspects that are more sustainable. The success of this strategy cannot be separated from the ability of community members to spread awareness through networks such as introducing Netflix to friends and family and participating in building interactions within it. Thus, several metrics that become supporting factors can be realized and proven.

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