

ANALYSIS OF THE EMOTIONAL USER EXPERIENCE ON NETFLIX INDONESIA'S EMOTIONAL BRANDING THROUGH INSTAGRAM ACCOUNTS

Sheilla Claudy Agatha¹, Aminah Swarnawati²

¹Communication Department, University of Muhammadiyah Jakarta, Indonesia

²Master's of Communication Department, University of Muhammadiyah Jakarta, Indonesia

e-mail: ¹sheillaclaudyagatha@gmail.com ²Aminah.swarnawati@umj.ac.id

Abstract

The rise of Over the Top (OTT) internet content services like Netflix has revolutionized the entertainment industry. Netflix Indonesia employs emotional branding through the Instagram account @netflixid. The research aims to describe user experiences with Netflix Indonesia's emotional branding on Instagram and analyze it through the @netflixid account based on user experiences. Using marketing communication theory, specifically emotional branding, the qualitative descriptive research with a phenomenological approach involved four purposively selected informants. Results reveal an emotional bond between users and the Netflix brand through the @netflixid Instagram account. This emotional experience involves feelings, emotions, and psychological reactions during interactions with content uploaded by Netflix Indonesia on its account, @netflixid. Netflix's Instagram content, encompassing relationship elements, sensory experiences, imagination, and vision, is crucial in emotional branding. Additionally, the study discovered that posts featuring behind-the-scenes content, user-generated content, and interactive polls further strengthened the emotional connection between users and Netflix. This research highlights the connection between user emotional experiences and Netflix Indonesia's emotional branding through the @netflixid Instagram account. The study underscores the importance of leveraging social media platforms to enhance brand loyalty and user engagement. Moreover, it suggests that continuous engagement and timely responses to user comments on Instagram posts significantly contribute to the emotional bond between the brand and its audience. By understanding and implementing these strategies, Netflix Indonesia can further solidify its position in the competitive OTT market, ensuring long-term success and sustained user satisfaction.

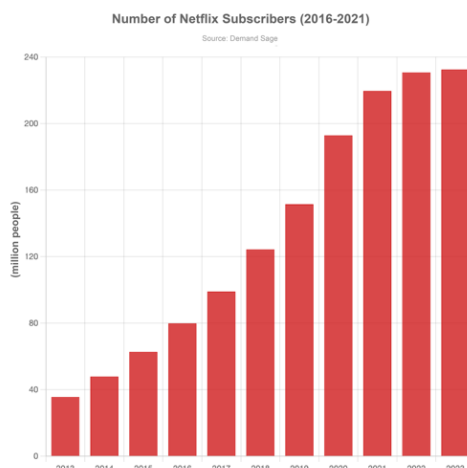
Keywords: Customer Experience, Emotional Branding, Instagram, Netflix Indonesia

INTRODUCTION

The advancement of information technology, which has become increasingly sophisticated, offers various options for seeking entertainment on the internet using mobile phones or laptops. Many services that offer convenience have emerged and can be easily accessed anywhere and anytime as long as there is an internet connection. One such service is streaming services in the film industry.

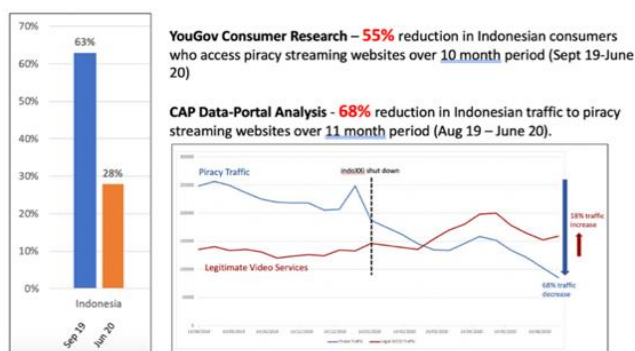
The presence of over-the-top (OTT) application-based content services has clearly had a significant impact on the entertainment industry,

particularly in the film sector, both globally and in Indonesia. With relatively low prices, viewers can legally choose from various types of content they desire, all from the convenience of their handheld devices. Current streaming media is being used as a means to combat the piracy of commercial films. The media has also implemented several strategies to tackle piracy, with the existence of digital streaming media serving as an alternative option for accessing films legally, aside from cinemas.



Source: www.data.goodstats.id

Image 1. Looking at Netflix's Development in the Last 10 Years.



Source: www.avia.org

Image 2. CAP Indonesia Piracy Report – Data on the Decline in the Number of Illegal Viewers in Indonesia 2019-2020.

Netflix is one of them. Since its arrival in Indonesia in 2016, this California-based digital streaming media service provider has recently become a favorite for watching various audiovisual media, from films to documentaries. Netflix's strength lies in its continuously produced and high-quality original content.

Moreover, Netflix stands out by offering shows not only from the West but also from Asia, including Indonesia. Therefore, it is no surprise that Netflix is dubbed the "king" of digital streaming brands today. Especially when the pandemic hit in late 2019, Netflix users surged globally in the first quarter of 2020.

Table 1. Market Share of Streaming Services in Indonesia in Q2 2023

No	Streaming Platform	Percentage
1	Netflix	23%
2	Disney+ Hotstar	21%
3	Iflix	16%
4	Viu	13%
5	Vidio	10%
6	Prime Video	9%

7	HBO Go	5%
8	Lainnya	3%

Source: (JustWatch, 2023)

In addition to Netflix, there has been a growing proliferation of digital streaming brands, both in the form of applications and websites. This trend has led to increased business competition, prompting producers to continuously enhance their distinctive features, uniqueness, and services offered to win over consumers. At the heart of winning over consumers lies branding. With the evolution of time, branding has undergone significant developments; formerly used primarily to counter competitors, it has now shifted towards consumer-centric approaches.

In implementing branding strategies, social media has become a valuable tool for companies to apply marketing and advertising techniques aimed at building corporate image and reputation. Netflix Indonesia, for instance, has employed branding strategies on platforms like Instagram over the past few years.

Previous research on emotional branding and emotional experiences, such as that conducted by Ayoub and Balawi (Ayoub & Balawi, 2022), explores the impact of social media on customer emotional experiences. They emphasize that social media significantly influences customer experiences due to its broad and easy accessibility, enabling companies to segment customers, gather extensive information about them, and receive rapid feedback regarding their impressions of products or services.

Therefore, this aims to make users feel that Netflix Indonesia is a brand that cares about its user experience and consistently delivers high-quality content. These emotional experiences can also build user loyalty towards Netflix Indonesia, as users feel satisfied and emotionally connected to the content provided.

Further research by Setiawati & Mastarida (2022). indicates that social media marketing plays a role in creating purchase interest based on the emotional experiences generated by customers. The interaction between emotional experiences and social media marketing fosters deeper consumer

engagement, leading to more informed and personalized purchasing decisions.

This is also emphasized by Akgün, Koçoğlu, & İmamoğlu, (2013) indicating that individuals with a strong emotional attachment to a brand tend to be more loyal and have a higher desire for repeat purchases. Mayangsari & Harti (2022) state that because customers perceive brands as part of their identity, those who have an emotional bond with a brand tend to remain loyal even when faced with negative information about it. This loyalty is driven by their belief that staying loyal is a way to protect themselves from uncertainties.

Research is needed to understand the impact of content on the @netflixid Instagram account on user emotional experiences in Indonesia, as highlighted in previous studies by Auditya & Hidayat, (2021). The @netflixid Instagram account provides various information about viewers' favorite films or TV series, packaged uniquely and in line with the lifestyle of the younger generation. This information will help @netflixid identify strengths and weaknesses in their emotional branding strategy. With a deeper understanding, Netflix Indonesia can enhance the quality of uploaded content, maintain user loyalty, and improve the effectiveness of their marketing efforts in the future.

The objective of this study is to describe users' emotional experiences regarding emotional branding by Netflix Indonesia through the Instagram account @netflixid, and to analyze Netflix Indonesia's emotional branding on Instagram based on user experiences.

METHOD

The method used in this study is phenomenological research. Qualitative research is a type of research that can only be used in phenomenological studies. Phenomenological research is a study that narrates individual or group experiences in narrative form, explaining common experiences related to various phenomena or concepts in their lives, including what

they experience and how they experience it. (Hamzah, 2020).

The phenomenological method was used because this research aims to analyze the experiences of Netflix customers and Instagram followers of Netflix Indonesia. The study seeks to determine whether the diverse content posted on Instagram creates emotional experiences for these followers.

Participants are essential elements in research, thus purposive sampling is used to select them. There are a total of 4 informants selected for interviews, meeting specific criteria: they are users of Netflix streaming media services and followers of the Netflix Indonesia Instagram account who are aware of their experiences as followers. To obtain diverse perspectives and evaluate the extent of various emotional experiences, the informants consist of two

students and two employees, comprising two females and two males. Data collection techniques in this study include observation, interviews, and documentation in the form of photographic documentation of content on the Netflix Indonesia Instagram account that aligns with user experience preferences.

In qualitative research, data analysis is focused during the fieldwork alongside data collection. Qualitative data analysis occurs concurrently with data collection, and continues after data collection is complete. (Bungin, 2017).

As stated by (Miles & Huberman, 2014) the data analysis in this study involves three concurrent activities: data reduction, data display, and conclusion drawing/verification.

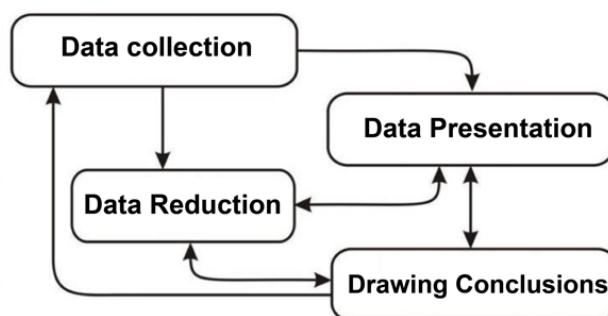


Image 3. Miles & Huberman Flow Model

In terms of the validity and reliability of the data in this study, the approach taken includes increasing the rigor of observation by enhancing diligence in documenting the relevant findings through meticulous observation of related documentation. (Sugiyono, 2019).

RESULTS AND DISCUSSION

Netflix Indonesia engages in emotional branding through its Instagram account, @netflixid. Emotional branding is a marketing strategy aimed at building an emotional connection between a brand and its consumers. Creating the right emotions is a significant investment for the future of a brand (Gobe, 2010). Strengthening emotional bonds with users in Indonesia is an effective approach for Netflix as a major streaming platform.

In this discussion, the emotional branding by Netflix Indonesia via the Instagram account @netflixid will be analyzed in relation to the four essential elements of Emotional Branding theory (Gobe, 2010) relationship, sensory experience, imagination, and vision based on user experiences.

Description of User Emotional Experiences Towards Netflix Indonesia's Emotional Branding Through the Instagram Account

In building emotional connections with its followers, Netflix Indonesia communicates messages based on the preferences of Indonesian society through its Instagram account @netflixid, which will be examined through the experiences of users and followers while engaging with Netflix Indonesia's Instagram account (@netflixid).

Initially, users follow the Netflix Indonesia Instagram account to stay updated on the latest offerings available through Netflix's services. This includes updates on new releases, schedules for upcoming shows, and recommendations tailored to user interests. The diversity of content available on Netflix's streaming service drives this engagement. According to users of Netflix Indonesia on their Instagram account @netvisiflixid, there is minimal discussion related to the identity of the majority of its audience, which consists of Indonesian society. This identity encompasses cultural background, race, gender, and sexual orientation. Therefore, sensitive issues are seldom discussed directly by Netflix Indonesia; when they are addressed, they are usually implied rather than explicit.

Sensory experience is a crucial aspect of interaction for followers of the Netflix Indonesia Instagram account (@netflixid). Through the visual and audio content presented, followers can experience unique sensory interactions with this account. In terms of sound, users experience sensory elements in various contexts, including soundtracks, scoring, expressive voices through dialogues, or simply sound effects from films or other shows.

However, some users do not experience this because they believe that the sound presented by Netflix Indonesia through its Instagram content is an overall element of a show, rather than its content. When considering the visual aspect, the sensory experience for users is observed through the content uploaded by Netflix Indonesia on its Instagram account, @netflixid.

The content posted, based on user experiences, consists of excerpts from shows that are cut at crucial moments to evoke highly emotional responses and engage the senses of the users. Typically, these excerpts are accompanied by subtitles to provide additional context about what is happening in the content snippet.

In addition to snippets of video clips or images from shows, Netflix Indonesia also creates other types of content that contribute to users' emotional experiences. In this case, the content includes memes created based on modified excerpts from films. These memes may derive from film subtitles, portrayals of situations, or other elements that are creatively adapted to resonate emotionally with the audience.

This approach is interesting and creative as followers experiences suggest that the Instagram

account stimulates their imagination and provides a unique emotional experience. Through the uploaded content, there are aspects that users appreciate, shaping Netflix Indonesia's identity in their minds. This identity is formed by the visual style in how Netflix Indonesia communicates, its language, and the way it interacts with consumers. Users interpret Netflix Indonesia's image through its Instagram account, @netflixid, as humorous, playfully friendly yet passionate about its work. The way Netflix Indonesia's admins interact with their audience is seen positively by users, making it top of mind for them.

Overall, based on the subjective experiences and feelings of the informants as users and followers of the Netflix Indonesia Instagram account, the information they receive resonates with their personal vision and expectations. This research delves into the underlying motives, backgrounds, and emotional contexts that shape their interactions with the content posted by Netflix Indonesia, providing a more thorough understanding of the social phenomena involved.

Analysis of Netflix Indonesia's Emotional Branding through the Instagram account @netflixid Based on User Experiences

Netflix Indonesia's relationship with its users through the Instagram account @netflixid is built on the content it posts. Creating engaging and relevant content that aligns with user preferences is key to fostering a strong emotional connection because consumers seek relationships with brands that understand them (Gobe, 2010).

In forming this emotional connection, it is crucial to respect and value the identities of customers. According to the informants, the diversity displayed by the Netflix Indonesia Instagram account reflects a broad range of perspectives and cultural backgrounds. This diversity not only enhances their viewing experience but also connects with their personal and emotional contexts, reflecting the multi-dimensional nature of their identities and social environments. One aspect used by Netflix Indonesia to build relationships with users in Indonesia through its content is the use of the Indonesian language. Apart from language, the entertainment preferences

avored by Indonesian society also help build connections with users, particularly in the form of comedy entertainment. Through its content, Netflix Indonesia often includes comedic elements such as memes that resonate with the tastes and preferences of Indonesian audiences.

Creating an exclusive relationship with consumers also requires sensory aspects that appeal to the consumer's senses. This serves as stimulus to enhance the user's emotional experience. Sensory experience is a critical aspect in the interaction for followers of the Netflix Indonesia Instagram account (@netflixid). Sensory experiences are essential in emotional branding as they can influence the purchasing experience and user imagination (Gobe, 2010).

Through its Instagram account, Netflix Indonesia stimulates its audience primarily through visual and auditory senses, as platforms like Instagram rely heavily on visual and audio experiences to deliver content. Other sensory aspects such as smell, touch, and taste cannot be analyzed because Instagram focuses mainly on visual and auditory experiences in content delivery.

Based on the content uploaded to its Instagram platform, Netflix Indonesia provides stimuli to its audience through visual aspects in the form of videos or images. The visual aspects created

by Netflix Indonesia typically consist of scenes excerpted from its shows. These clips are chosen based on crucial scenes from the shows or are edited to create entertainment from multiple scenes. This approach helps shape an emotional experience for users, as effective visual presentation is key to delivering information effectively to users (Haidar & Martadi, 2021).

Visual aspects in content are crucial because they often form the primary connection point for users accessing content. Visual elements play a significant role in conveying messages effectively to users, as they provide the initial access point through which information is communicated (Rhyne, 2016).

Netflix Indonesia not only creates snippets of videos or images from shows but also produces other types of content that evoke emotional experiences for users. One such content type is memes created based on modified clips from films, whether from film subtitles, situational depictions, or other elements. When it comes to auditory stimuli, Netflix typically relies on soundtracks, scoring, dialogues, and sound effects extracted from scenes displayed in visual video formats.

The videos uploaded on Netflix Indonesia's Instagram account include Reels and Instastories, enhancing the sensory essence of user experiences to a more maximal extent.



Source: netflix.com/netflixid, 2023.

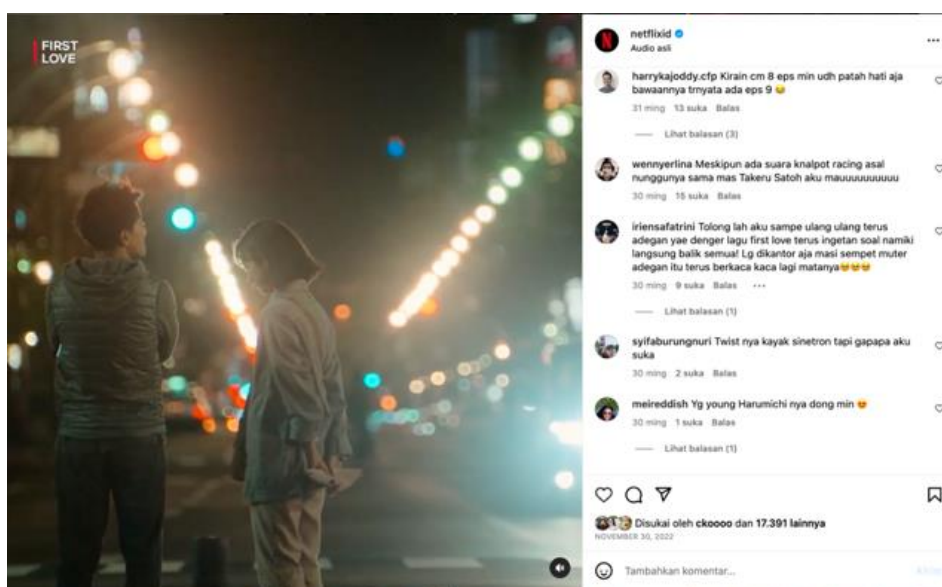
Image 4. Content contains visual stimulus.

The audio elements on Netflix Indonesia's Instagram account can elicit emotional responses from the majority of its audience, given that the content uploaded is also its own product—films. In

content creation, sound is crucial for establishing mood among viewers, serving as a cue for specific scenes or moments to evoke or regulate emotions (Epidemic Sound, 2022).

However, several informants noted that the sound elements provided by Netflix Indonesia do not stand out distinctly. They perceive these elements as integral parts of the overall film content rather than unique components specifically crafted by Netflix Indonesia.

Sound is essential in content creation as it enhances clarity and makes content more stand out. Its use can significantly impact the viewer's experience, as music, for instance, can set the mood for a content piece (Epidemic Sound: 2022).



Source: netflix.com/netflixid, 2023.

Image 5. Content includes audio stimulus.

Netflix Indonesia features several key visuals that have caught the attention of informants. The visual aspect of content is crucial as it frequently engages users' experiences when accessing content, serving as a primary conduit for delivering messages. (Rhyne, 2016).

Consequently, the sensory experiences perceived by users through Netflix Indonesia's content on Instagram are effective in stimulating users' senses of sight and hearing, despite being less impactful in terms of sound. Netflix Indonesia exhibits its distinctiveness through the content uploaded via its Instagram account in Indonesia, solidifying its position as top of mind for users.

Forming user imagination is pivotal in cultivating emotional bonds with consumers. Imagination is cultivated through the relationship between consumers and the Netflix Indonesia Instagram account, predominantly through the created content. When this content provides sensory experiences that align with users' needs, it

automatically shapes their imagination regarding their perception of the Netflix Indonesia account. Through observations on the Netflix Indonesia Instagram account, Netflix fosters imagination among users and followers through the content it creates. With a casual yet professional language style, appealing visual presentation, supportive audio elements, and interactions initiated by Netflix Indonesia with users, positive responses toward the Netflix brand can be cultivated.

The presence of Netflix Indonesia's Instagram account is believed to enhance users' connection with the Netflix brand itself. Before gaining recognition, a brand must first be "seen". Specifically, Indonesian users perceive Netflix as a prestigious streaming platform, exclusive, and with a relatively high subscription cost.

Based on informants' experiences, there is a perceptual shift where users' perceptions of the Netflix brand change after engaging with Netflix Indonesia's content. Initially perceived as rigid and

exclusive, users now see Netflix as less exclusive, friendly, and humorous through Instagram.

However, this shift in perception is not consistent among all informants. Some users remain unaffected, viewing Netflix Indonesia's social media activities merely as promotional tactics.

In addition to content delivery, Netflix Indonesia is responsive to user aspirations and followers, such as offering discounted subscription rates through its Instagram account. This responsiveness further shapes positive customer imagination and enhances Netflix's image. Through observations on the Netflix Indonesia Instagram account, Netflix fosters imagination among users and followers through its content creation. This process establishes an image and alters perceptions, though not universally. The relationship Netflix Indonesia builds with users effectively generates responses and nurtures positive brand imagination.

Aligned with its corporate vision, "At Netflix, we want to entertain the world" (Netflix, 2023) Netflix Indonesia aims to enhance user experiences through its Instagram account @netflixid. Building a long-term emotional connection with customers requires a clear vision effectively communicated to consumers. Netflix achieves this by uploading entertaining content that resonates with users and followers, thereby embodying its service-oriented vision.

With the consistency provided by Netflix Indonesia in delivering entertainment through the content uploaded on Instagram, they can provide emotional experiences to consumers, fostering long-term loyalty. In this context, the interpretation of the informant's statement indicates that the content favored by users consists mainly of memes, Meme Internet is usually used to describe the spread of content such as jokes, rumors, videos, or websites from one person to another via the Internet. (Shifman, 2013)

Furthermore, Netflix's adaptation of its vision through the Netflix Indonesia Instagram account shapes a new perception and user experience for its followers. This relates to what users perceive and feel while engaging as consumers and followers of the @netflixid Instagram account.

Based on the statements of the informants, users following the Netflix Indonesia Instagram account receive updates about the services provided by Netflix. This aligns with their initial intent when following the account, and they also derive entertainment that matches Netflix's adjusted vision for its audience. In this context, Netflix's adaptation through its Instagram platform successfully conveys these visions to users and engages them emotionally.

CONCLUSION

The emotional experiences of users and followers of Instagram @netflixid reflect Netflix Indonesia's emotional branding efforts through the uploaded content. Researchers conclude that there is an emotional bond between users and the Netflix brand, involving feelings, emotions, and psychological reactions during their interaction with this content.

Based on the uploaded content, the research concludes that Netflix's emotional branding through Instagram Indonesia effectively builds relationships with its users. The posted content includes crucial elements of emotional branding, such as relationships, sensory experiences, imagination, and vision. Netflix successfully fosters closeness with users and followers through relevant, informative, and entertaining content. These contents also enhance compelling audio and visual aspects.

REFERENCES

- Akgün, A. E., Koçoğlu, İ., & İmamoğlu, S. Z. (2013). An Emerging Consumer Experience: Emotional Branding. *Procedia - Social and Behavioral Sciences*, 99, 503–508. <https://doi.org/10.1016/j.sbspro.2013.10.519>
- Auditya, A., & Hidayat, Z. (2021). Netflix in Indonesia: Influential Factors on Customer Engagement among Millennials' Subscribers. *Journal of Distribution Science*, 19(1), 89–103.
- Ayoub, A., & Balawi, A. (2022). A New Perspective for Marketing: The Impact of Social Media on Customer Experience. *Journal of Intercultural Management*, 14(1), 87–103. <https://doi.org/10.2478/joim-2022-0003>
- Bungin, B. (2017). *Metodologi Penelitian Kualitatif*. Jakarta: PT. Raja Grafindo Nusantara.

- Epidemic Sound. (2022). How the Soundtrack Will Make Or Break Your Content.
- Gobe, M. (2010). *Emotional Branding: The New Paradigm for Connecting Brands to People*. New York: Allworth Press.
- Haidar, N. F., & Martadi. (2021). Analisis Konten Visual Post Instagram Riliv Dalam Membentuk Customer Engagement. *Jurnal Barik*, 2(2), 121–134.
- Hamzah, A. (2020). *Metode Penelitian Fenomenologi Kajian Filsafat & Ilmu Pengetahuan*. Malang: CV Literasi Nusantara Abadi.
- JustWatch. (2023). Q2 Streaming services marketshare infographic 2023.
- Mayangsari, A., & Harti. (2022). The Effect of Brand Trust and Brand Experience on Brand Loyalty Through Emotional Brand Attachment to Wardah Cosmetics. *Jurnal Mantik*, 6(1), 448–458.
- Miles, B. M., & Huberman, M. (2014). *Analisis Data Kualitatif Buku Sumber Tentang Metode-metode Baru*. Jakarta: UIP.
- Netflix. (2023). About.
- Rhyne, D. (2016). Why Visual Design Is More Than Meets the Eye.
- Setiawati, R., & Mastarida, F. (2022). Understanding Social Media Marketing to Emotional Experience: Self-congruence Theory Perspective. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 635–643. Michigan, USA: IEOM Society International.
<https://doi.org/10.46254/SA03.20220171>
- Shifman, L. (2013). Memes in a Digital World: Reconciling with a Conceptual Troublemaker. *Journal of Computer-Mediated Communication*, 18(3), 362–377.
<https://doi.org/10.1111/jcc4.12013>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

