



JOURNAL

Analysis of the Effectiveness of TikTok Social Media Content @Iblindonesia

Nadia Aulia Sukmawati, Terrylina Arvinta Monoarfa, Nofriska Krissanya

nadiaaulia0604@gmail.com

Universitas Negeri Jakarta

Abstract:

The development of video-based social media such as TikTok has become an important tool for sports leagues to build closer relationships with fans. This study aims to analyze the effectiveness of TikTok @ibindonesia social media content in building fan engagement, using the Uses and Gratifications theory, which includes four dimensions: Information, Entertainment, Remuneration, and Social. The method used is a mixed-methods approach, combining quantitative data from a questionnaire administered to 136 respondents and qualitative data from a netnographic analysis of 1,125 TikTok posts between January and May 2025. Quantitative results indicate that the Information, Entertainment, and Social dimensions are highly effective, while Remuneration is the least effective dimension. Qualitative results from netnographic analysis show that the Entertainment dimension dominates in terms of views, likes, and shares, while the Social dimension generates the most comments, reflecting high two-way interaction. Meanwhile, the Information dimension also showed fairly high performance in terms of views and likes, but did not fully encourage active interaction. On the other hand, the Remuneration dimension had the lowest performance across all metrics. These findings indicate that content that is informative, entertaining, and social is more effective in building emotional engagement and fan interaction, while content based on rewards or promotions is less appealing if not presented with an engaging strategy. This study provides strategic recommendations for sports leagues to optimize relevant and interactive digital content in building fan loyalty.

Keywords: TikTok, Social Media, Content Effectiveness, Fan Engagement, Sports.

BACKGROUND

In this ever-evolving digital age, companies are faced with constantly changing technological dynamics in order to increase competitiveness and expand their audience reach (Alichia *et al.*, 2024). Companies can leverage digital innovation to create new opportunities and increase market competitiveness (Hapriyanto 2024). This digital transformation is no longer an option but a necessity for companies to reach and communicate with their audiences more effectively (Pashiera & Sardjono, 2024). Especially in Indonesia, where the number of internet users is steadily increasing. In 2024, 221,563,479 people in Indonesia used the internet, out of a total population of 278,696,200 in 2023 (APJII, 2024). Indonesia's internet penetration rate now stands at 79.5 (Prasetyo *et al.*, 2024). This has prompted the sports industry, particularly sports leagues, to take strategic actions by leveraging digital marketing communication to build strong connections and reach a broader audience through digital platforms.

Social media has become one of the main platforms for reaching and interacting with audiences. According to Priharsa dan Wijaksono (2024), social media has now become an effective communication tool because it allows people to interact anytime and anywhere without being limited by time or location. The rapid flow of information makes social media a platform that makes it easy for people to find, share, and discuss various things that interest them. Social media is not only used for communication and information dissemination; it has also evolved into a strategic tool in the world of business and marketing. Companies can utilize social media to reach audiences directly and build closer relationships with them. Each social media platform has a different role, ranging from communication,



information dissemination, entertainment, to business activities. Understanding the popularity of each platform can provide insight into digital trends and user interaction patterns in Indonesia.

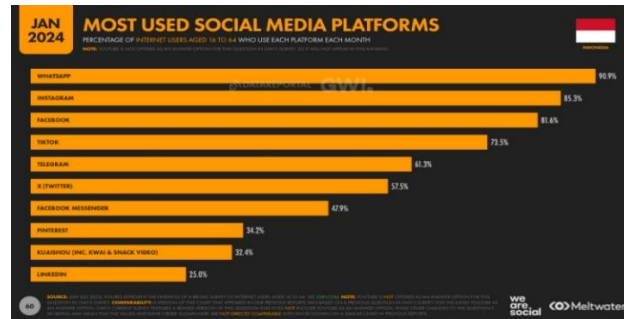


Figure 1. 1 Percentage of Active Social Media Users in Indonesia

Source: Simon Kemp (2024)

Based on Figure 1.1 of the We Are Social report, it can be seen that the most widely used social media platforms among internet users in Indonesia are major platforms such as WhatsApp (90.9%), Instagram (83.5%), Facebook (81.6%), TikTok (73.5%), Telegram (61.3%), and X (57.5%). Each social media platform has distinct characteristics depending on the type of content shared (Evans et al., 2021). One platform that has seen significant user growth recently is TikTok, with a penetration rate of 73.5%. The short-form video format offered by TikTok allows users to convey messages concisely yet engagingly. This popularity has made TikTok one of the most influential digital platforms in the modern era, particularly in terms of digital content consumption patterns.

Along with the growth of social media users, increased internet access, and societal transformation that increasingly relies on technology, users' motivations for utilizing social media have also become more diverse. According to data released by We Are Social, people now use social media not only for communication but also to fill their free time, read news, seek entertainment content, search for information, conduct digital transactions, watch live streams, and engage in online communities. This phenomenon indicates that social media has become a platform with various benefits, not only as a communication tool but also as a means of entertainment, information, and other activities (Adiyono et al., 2021). With its rapid growth, social media has the potential to serve as an information tool (Kamal & Apriani, 2022).

TikTok, known as Douyin in China, is a Chinese application that allows users to perform various activities, including business (Fitri et al., 2024). This platform can have a positive impact, depending on how users use it. If used wisely, TikTok can be an effective means of obtaining information and entertainment (Nurasiyah, 2022). The TikTok app allows users to create, edit, and share short videos with music and other interactive features (Utami & Trifiyanto, 2022). This makes users feel comfortable and inclined to spend a long time watching a variety of interesting content. Supported by a unique algorithm that can tailor content based on user preferences (Zhou, 2024). This popularity makes TikTok an ideal platform for various industries to reach and build relationships with audiences, including the sports industry (Sangadji et al., 2024).

Sports leagues such as the Indonesian Basketball League, as a professional sports league in Indonesia, also utilize TikTok as an effective promotional tool to increase visibility and interact with fans. When utilizing the TikTok app, a company can certainly provide engaging content strategies for fans. Not only engaging but also encouraging fan involvement. Content presented on social media can be categorized based on content type, namely whether the content aims to convey information, provide entertainment, offer incentives, or encourage social interaction (Annamalai et al., 2021; Luarn et al., 2015).



Fan engagement on social media is crucial, especially in the sports industry, where clubs and leagues have a loyal and active fan base (Yun et al., 2020). Social media content is a potential tool for sports clubs to build relationships with fans (Kaya et al., 2024). The Indonesian Basketball League (IBL), as the highest basketball league in Indonesia, must certainly build closeness with fans on social media. However, the quality and relevance of the content shared determine the effectiveness of this strategy. A sports league must evaluate the content it publishes, as the nature of this content significantly influences fan engagement. Further research is needed to understand how social media can be effectively utilized to strengthen the relationship between the league, clubs, athletes, and fans (Einsle et al., 2023).

Previous research has shown that social media content strategies are crucial for enhancing fan engagement in the sports industry. In Annamalai et al. (2021) study, which used the Uses and Gratifications (U&G) theory to analyze how Indian Premier League fans engage through Facebook, it was found that social content is the most effective type of content for increasing fan interaction, while promotional or commercial content tends to have lower engagement. When studying audience behavior in the digital real, particularly on social media, audience engagement serves as a key indicator for measuring content effectiveness. This form of engagement can be measured through metrics such as likes, views, comments, and (Chistiakov, 2024). The higher the numbers generated, the more it indicates that the published content successfully reaches and attracts fan engagement. However, in practice, the content strategies used by various sports leagues and clubs yield different findings. Research (Chaerul et al. 2022)) indicates that fan engagement on social media shows that platforms like Instagram and TikTok are more appealing for interacting with athletes or sports teams than Facebook and Twitter. The use of short videos and interactive content is more effective in capturing attention and maintaining fan loyalty. Research conducted by Axelsson dan Reinholdson (2022) states that interactive content, discussion prompts, and short videos highlighting the lives of drivers and team dynamics have proven effective in increasing the number of followers and engagement on F1's Instagram account.

Based on these problems, researchers are interested in raising the theme "Analysis of the Effectiveness of Tiktok @iblindonesia Social Media Content". In addition, based on previous research, there is still a research gap regarding the effectiveness of social media content strategies in the context of sports leagues, especially on the TikTok platform. Most of the research has been conducted on the Facebook, Twitter, and Instagram platforms, while TikTok, a rapidly growing platform, has not been academically studied much about sports fan engagement. Therefore, this study aims to analyze the effectiveness of social media content on the @iblindonesia TikTok account. This research uses a *mixed methods* approach, combining a quantitative survey to measure user perceptions and a netnography-based qualitative analysis to evaluate the content strategy implemented by the TikTok @iblindonesia account.

THEORETICAL FRAMEWORK

Uses and Gratifications Theory

Uses and Gratifications theory was first developed by Elihu Katz, Jay G Blumler & Michael Gurevitch in 1973 which states that a person actively uses the media to fulfill certain needs and get satisfaction from the content presented. *Uses and Gratifications* theory is based on five main assumptions, namely, audiences are active, have diverse needs and interests, show preferences for certain media and content, reject excessive generalizations and suspend value judgments (Adistri et al., 2024; Katz et al., 1973).

Uses and Gratifications theory is an approach in communication studies that states the active role of the audience in consuming media, the main focus of this theory includes audience characteristics, gratification orientation, media needs, and perceptions of (Nurfadila, 2024 ; Blumler,



1979). Selection is influenced by individual needs and the media serves to fulfill these needs and desires (Kasirye 2021). Research by Karunia *et al.* (2021) states that social media research using *Uses and Gratifications* theory aims to analyze user motivation in sharing content and expanding their social network.

This theory can be used in various industrial fields. In the sports industry, social media has become a key tool for leagues, clubs, and athletes in building relationships with fans. Using the Uses and Gratifications approach, a league can understand the motives that drive fans to interact with content shared by sports leagues on various digital platforms to meet the needs of fans. Based on the Uses and Gratification theory, fans' motivations for accessing media are based on various needs that can be categorized into several main content types, including information, entertainment, remuneration, and social (Annamalai et al., 2021; Luarn et al., 2015)

Uses and Gratifications Dimensions & Indicators

Fan motivation in using media is divided into four dimensions of content types as follows:

1. Information

The information dimension refers to users' motivation in using media to gain knowledge, updates and understanding of certain topics. This need encourages users to seek content that is informative and can provide new insights. In the context of social media, information can include data, news facts or things that expand user knowledge. In this dimension there are five indicators, namely, *Player, General Information, Game, Curiosity, Knowledge*.

2. Entertainment

Entertainment is a dimension that reflects the user's need for pleasure, relaxation, and escape from boredom or stress. Users access media to fill leisure time and get a pleasant emotional experience. Entertainment content usually does not demand high cognitive engagement, but is able to attract attention through visual, narrative, or creative aspects. In this dimension there are four indicators, namely, *Humor, Trend, Teaser, Wordplay*.

3. Remuneration

The remuneration dimension relates to the motivation of users who expect a direct reward or benefit from their involvement in the media. These rewards can be in the form of gifts, special access, promo information, or other economic benefits. Remuneration indicates that some audiences are moved by the added value gained from using certain media. In this dimension there are four indicators, namely, *Reward, Sales Promotion, Sponsor, Exclusive Access*.

4. Social

The social dimension refers to the need to establish relationships with others, feel a sense of community, and build social identity through media. Social media users not only passively consume content, but also engage in conversations, share experiences, and form social closeness with fellow users or with certain public figures. In this dimension there are four indicators namely, *Interaction, Relationship, Nostalgia, Social Belonging*.

Requirements for creating good content

In the digital era, social media content is not only judged by the visual appearance and frequency of uploads, but also by the ability to build relationships and encourage active audience participation. One measure of content success is the level of *fan engagement*, which is the extent to which fans are actively involved with the team they support. According to Yoshida *et al.* (2024) define fan engagement as the level of emotional and behavioral involvement that fans show towards the supported sports team. This emphasizes that fan engagement is not only transactional, but also includes active and social dimensions.

The spread of digital technology has changed the way fans and the sports industry interact with each other (Glebova & Desfontaine, 2020). This fan engagement does not only include physical presence on the field or consuming information through conventional media such as television and newspapers. Now, with the presence of social media such as Instagram, TikTok, Twitter, it allows fans to engage with their favorite teams in *real time*. Social media allows clubs and leagues to



interact directly with fans, providing a space for fans to engage by sharing posts, saying hello, or responding to fan comments (Dvergedal, 2021). It plays an important role in building emotional connections and loyalty between sports teams and their fans by providing *real-time* official information and updates that can build trust and strengthen reputation in the eyes of fans (Bui, 2023).

Fan engagement can be measured according to fan activity on social media. Research conducted by Santos *et al.* (2019) shows that when sports clubs actively use social media to build two-way communication, provide space for fans to share experiences and involve fans in terms of their club's development, the level of fan engagement will increase significantly. This is in line with the findings of Annamalai *et al.* (2021) which confirms that an affective social media content strategy is interesting and interactive content that can strengthen fan participation and build loyalty in the long run. The results also show that the type of content uploaded by clubs or athletes affects the level of fan engagement.

Social media content acts as a strategic tool that sports leagues and sports clubs can utilize to increase engagement and strengthen relationships with their fan communities (Saatchian *et al.*, 2021). With the right content strategy, sports organizations can create a more personalized experience for their fans while increasing long-term loyalty (Abeza *et al.*, 2020). In this case, the ability to create content that is interesting and relevant to the audience is one of the main requirements in designing an effective social media content strategy.

METHOD

This research was conducted from January to July 2025. The selection of the time span was adjusted to the needs of data collection, observation of Tiktok content, distributing questionnaires and the data analysis process. The research location is in DKI Jakarta, where the majority of the audience for the @iblindonesia Tiktok account comes from DKI Jakarta (IBL, 2025). This shows that DKI Jakarta is the region with the highest level of digital audience engagement with @iblindonesia content. Therefore, DKI Jakarta was chosen as the main location of the research because it is considered the most relevant and Representative.

This research uses a *mixed methods* approach, which combines quantitative and qualitative methods to gain an in-depth understanding of the effectiveness of Tiktok @iblindonesia's social media content strategy. The population in this study includes IBL fans who follow the Tiktok @iblindonesia account and live in the DKI Jakarta area. The selection of the DKI Jakarta area is based on the fact that the majority of the audience for the @iblindonesia Tiktok account comes from DKI Jakarta.

This research applies *nonprobability sampling* technique, which is a sample selection method where not all members of the population have the same opportunity to be selected as a sample. The method used is *purposive sampling*, which is a deliberate sample selection technique based on certain criteria that are considered relevant by the researcher. This technique allows the research focus to be directed at individuals or groups that best represent the research objectives, so that the data obtained is more relevant and informative. The criteria used in this study are as follows:

1. Respondents live in the DKI Jakarta area.
2. Respondents are fans of the Indonesian Basketball League (IBL).
3. Respondents follow the Tiktok @iblindonesia account.
4. Respondents ever interacted with content that uploaded by at account Tiktok @iblindonesia account.

In this study, determining the number of samples refers to the formula proposed by Hair *et al.* (2021), which is used in research with an unknown population scope. The number of representative samples depends on the number of indicators multiplied by 5 to 10. So, with a total of 17 indicators, the number of respondents determined in this study was 136 (8×17 indicators).



RESULT & DISCUSSION

Information dimension

Table 4. 1 Descriptive Analysis of the *Information Dimension*

Item	Pernyataan		STS	TS	S	SS	S+SS
INF1	Konten tentang performa pemain, wawancara & kegiatan pemain mampu membangun kedekatan emosional dengan pemain.	F	0	4	52	80	132
		%	0,0%	2,9%	38,2%	58,8%	97,1%
		Rata - Rata		3,56			
INF2	Konten Tiktok @iblindonesia memberikan info terkini tentang pertandingan IBL.		0	3	46	87	133
			0,0%	2,2%	33,8%	64,0%	97,8%
		Rata - Rata		3,62			
INF3	Konten <i>highlight</i> yang menampilkan aksi – aksi basket (<i>assist, dunk, blok, lay up</i>) membuat saya merasa bersemangat.		1	4	48	83	131
			0,7%	2,9%	35,3%	61,0%	96,3%
		Rata - Rata		3,57			
INF4	Konten Tiktok @iblindonesia membangun rasa ingin tahu saya.		1	12	51	72	123
			0,7%	8,8%	37,5%	52,9%	94,1%
		Rata - Rata		3,43			
INF5	Saya merasa konten Tiktok @iblindonesia menambah pengetahuan saya tentang liga basket Indonesia.		1	7	37	91	128
			0,7%	5,1%	27,2%	66,9%	94,1%
		Rata - Rata		3,60			
Persentase			0,4%	4,4%	34,4%	60,7%	95,10%
Rata – Rata Dimensi			3,55				

Source: Data processed by researchers (2025)

Based on table 4.6, it shows that 95.1% of respondents agreed and strongly agreed with the *Information* dimension, which refers to the category in Table 3.4 which is included in the "Very Good" range (82%-100%). This indicates that TikTok @iblindonesia's informative content is considered effective in meeting user information needs. This is reinforced by the statement "TikTok @iblindonesia content provides the latest info about IBL matches" which obtained an average percentage of 97.8%. This indicates that the informative content of TikTok @iblindonesia is considered effective in meeting users' information needs. According to Abidin (2025), fans use social media as a means to follow the latest developments about their favorite clubs, watch match



highlights, and interact with fellow fans.

Entertainmet dimension

Table 4. 2 Descriptive Analysis of the *Entertainmet* Dimension

Item	Pernyataan		STS	TS	S	SS	S+SS
ENT1	Saya merasa terhibur dengan konten yang menampilkan <i>humour</i> , <i>meme</i> & interaksi lucu antar pemain & pelatih yang dibagikan melalui Tiktok @iblindonesia.	F	1	3	32	100	132
		%	0,7%	2,2%	23,5%	73,5%	97,1%
		Rata	3,70				
		- Rata					
ENT2	Konten Tiktok @iblindonesia menyajikan hiburan kekinian yang sesuai dengan minat audiens		1	6	47	82	129
			0,7%	4,4%	34,6%	60,3%	94,9%
		Rata	3,54				
		- Rata					
ENT3	Konten teaser TikTok @iblindonesia membuat saya semakin antusias mengikuti <i>update</i> berikutnya.		0	9	55	72	127
			0,0%	6,6%	40,4%	52,9%	93,4%
		Rata	3,46				
		- Rata					
ENT4	Konten permainan kata di TikTok @iblindonesia memberikan kesan yang lebih segar dan menarik bagi saya.		1	10	44	81	125
			0,7%	7,4%	32,4%	59,6%	91,9%
		Rata	3,51				
		- Rata					
Persentase			0,5%	5,1%	32,7%	61,5%	94,3%
Rata – Rata Dimensi			3,55				

Source: Data processed by researchers (2025)

Based on table 4.7, it shows that 94.3% of respondents agreed and strongly agreed with the *Entertainment* dimension, which refers to the category in Table 3.4 which is included in the "Very Good" range (82%-100%). This indicates that *Entertainment* content on TikTok @iblindonesia is considered capable of providing entertainment and effectively meeting users' needs for fun and refreshing content. This is reinforced by the statement "I feel entertained by content that features *humor*, *memes* & funny interactions between players & coaches shared through Tiktok @iblindonesia" with an average percentage reaching 97% and the statement "Tiktok @iblindonesia content presents contemporary entertainment that matches audience interests" with a percentage of 94.9%. This is in line with Cortés (2025) that entertainment content such as *mic'd-ups*, funny



moments, and TikTok trends not only attract attention, but also build emotional closeness with fans.

Dimension of *Remuneration*

Table 4.3 Descriptive Analysis of the *Remuneration* Dimension

Item	Pernyataan		STS	TS	S	SS	S+SS
REM1	Konten Tiktok @iblindonesia yang menawarkan giveaway atau hadiah membuat saya tertarik.	F	4	21	51	60	111
		%	0,7%	2,2%	23,5%	73,5%	81,6%
		Rata - Rata	3,23				
REM2	Saya mengikuti Tiktok @iblindonesia untuk mengetahui promo tiket & merchandise.		10	22	46	58	104
			7,4%	16,2%	33,8%	42,6%	76,5%
		Rata - Rata	3,12				
REM3	Konten sponsor di Tiktok @iblindonesia memberikan manfaat & keuntungan bagi saya.		6	33	42	55	97
			4,4%	24,3%	30,9%	40,4%	71,3%
		Rata - Rata	3,07				
REM4	Saya tertarik dengan konten eksklusif yang ditawarkan untuk followers setia		4	24	47	61	108
			2,9%	17,6%	34,6%	44,9%	79,4%
		Rata - Rata	3,21				
Persentase			4,4%	18,3%	34,1%	43%	77,2%
Rata – Rata Dimensi				3,16			

Source: Data processed by researchers (2025)

Based on table 4.8, it shows that 77.2% of respondents agreed and strongly agreed with the *Remuneration* dimension, which refers to the category in Table 3.4 which is included in the "Good" range (63% - 81%). Although included in the category, this achievement is the lowest compared to other dimensions. One indicator that shows this is the statement "Sponsored content on Tiktok @iblindonesia provides benefits & benefits for me" which was only approved by 71.3% of respondents. This finding shows that content that is transactional or offers rewards is not fully perceived as relevant or valuable by the audience.

Social Dimension



Table 4. 4 Descriptive Analysis of *Social* Dimension

Item	Pernyataan		STS	TS	S	SS	S+SS
SOC1	Saya menyukai konten interaktif seperti pertanyaan & ajakan diskusi yang dibagikan oleh Tiktok @iblindonesia	F	0	9	57	70	127
		%	0,0%	6,6%	41,9%	51,5%	93,4%
		Rata	3,45				
		- Rata					
SOC2	Ucapan hari raya dan apresiasi yang dibagikan di Tiktok @iblindonesia membuat saya merasa dihargai sebagai bagian dari komunitas penggemar.		1	11	50	74	124
			0,7%	8,1%	36,8%	54,4%	91,2%
		Rata	3,45				
		- Rata					
SOC3	Konten Tiktok @iblindonesia yang menampilkan momen lama & bersejarah yang memicu rasa nostalgia.		0	10	52	74	126
			0,0%	7,4%	38,2%	54,4%	92,6%
		Rata	3,47				
		- Rata					
SOC4	Saya merasa konten sosial memperkuat hubungan antara liga & komunitas penggemar		0	3	41	92	133
			0,0%	2,2%	30,1%	67,6%	97,8%
		Rata	3,65				
		- Rata					
Persentase			0,1%	6%	36,7%	56,9%	93,8%
Rata – Rata Dimensi				3,51			

Based on table 4.9, it shows that 93.8% of respondents agreed and strongly agreed with the *Social* dimension, which refers to the category in Table 3.4, which is included in the "Very Good" range (82%-100%). This indicates that the content with the social dimension on the TikTok @iblindonesia account is considered capable of meeting user needs for interaction and a sense of community. This is reinforced by the statement "I feel social content strengthens the relationship between the league & the fan community." with an average percentage reaching 97.8%. More personalized and sustainable interactions encourage fans to play an active role, not only as spectators, but also as part of a community that supports clubs and athletes (Abidin, 2025).



Effectiveness Level Analysis

Table 4. 5 Average Content Effectiveness of Uses

Dimensi Uses and Gratification			
Information	Entertainment	Remuneration	Social
3,55	3,55	3,16	3,51
(Sangat Efektif)	(Sangat Efektif)	(Efektif)	(Sangat Efektif)
Rata – rata = $\frac{3,55 + 3,55 + 3,16 + 3,51}{4} = 3,44$			

Source: Data processed by researchers (2025)

Based on Table 4.10, it is known that the average score of the effectiveness of TikTok @iblindonesia content based on the *Uses and Gratification* dimension reaches 3.44. This value shows that in general the content presented is considered to get a positive response from respondents. The *Information* and *Entertainment* dimension obtained the highest score of 3.55 followed by *Social* at 3.51 which is included in the "Very Effective" category based on the weighted score of the research criteria. Meanwhile, the *Remuneration* dimension at 3.51 is classified in the "Effective" category based on the weighted score of the research criteria, despite being the dimension with the lowest score. This finding indicates that the *Information*, *Entertainment* and *Social* dimensions are more effective in building fan engagement while the *Remuneration* dimension still needs to be improved to be more attractive and invite active participation for fans.

The results of this study are in line with the findings of Wang (2023) who said that the *Information* content dimension related to matches, such as statistics and analysis of team performance, proved to be the most effective in meeting fan needs. Meanwhile, the *Remuneration* content dimension, which provides promotions, prizes, still needs to be improved because it does not provide strong emotional or functional value for fans. Commercial content in a sports context tends to generate lower engagement if it is not associated with emotional value or content exclusivity. The results of this study are also in line with the findings of Einsle *et al.* (2023) who said content that combines opinion, analysis, entertainment, and visual elements is proven to be more able to attract user attention and audience engagement tends to increase when informative content is combined with entertainment aspects.

Netnography Analysis of Tiktok @iblindonesia

Table 4. 6 Average Content Performance of Tiktok @iblindonesia

Total		Rata – Rata							
Post									
	Content Type	Views		Likes		Comments		Shares	
		M	SD	M	SD	M	SD	M	SD
590	<i>Information</i>	58.569	188.764	1.986	5.576	12	39	45	123
327	<i>Entertainment</i>	115.454	354.777	3.635	10.611	18	46	93	309
8	<i>Remuneration</i>	6.710	5.998	251	391	5	7	5	7
200	<i>Social</i>	92.276	279.759	3.398	9.658	22	52	48	98

Source: Data processed by researchers (2025)



Based on Table 4.11, there are 327 contents in the *Entertainment* dimension that get an average of 115,454 *views*, 3,635 *likes*, 18 *comments* and 93 *shares*, it can be seen that the *Entertainment* dimension has the highest overall performance, especially in terms of the number of *views*, *likes* and *shares*. This shows that entertaining content is indeed more for Tiktok @iblindonesia followers. However, when viewed from the high standard deviation number, it indicates that the performance of content in the Entertainment dimension tends to vary, some are viral and get high interaction, but some are mediocre. This means that although the average is high, the results are not always consistent. High numbers of *views*, *likes* and *shares* indicate that the content is considered interesting or entertaining enough to encourage watching, liking and sharing, which is a strong form of passive engagement. This is reinforced by uploads as in the following figure:

Figure 4. 1 Entertainment content



Source: Tiktok @iblindonesia (2025)

Based on Figure 4.1, there is an example of content on the *Entertainment* dimension which shows the moment when Abraham Grahita approached his girlfriend after the match with the caption "Tag your favorite person" and uses the *sound* that is currently viral on Tiktok. This content has received 2,300,000 *views*, 119,900 *likes*, 407 *comments*, 4,640 *shares*. The high number of interactions shows that this kind of content has a strong emotional appeal by showing the personal side of players off the pitch. According to Cortés (2025), fans show interest in content that showcases the personal and off-field life of athletes, as this kind of content is considered entertaining because it is able to show the personalities, daily routines, and casual interactions of athletes, which are rarely seen in official matches. On the other hand, the *Social* dimension contained 200 TikTok contents with an average interaction of 92,276 *views*, 3,398 *likes*, 22 *comments*, and 48 *shares*. The *Social* dimension performed quite well, especially in terms of *comments*, which were the highest compared to other dimensions with an average of 22 *comments* per content. The standard deviation is also relatively high, indicating that the interactions are also diverse but still have the potential to create conversations.

This indicates that social content, which contains a call to interact or involve direct fan participation, has a strong emotional appeal and community connection, thus encouraging higher levels of engagement. This is reinforced by uploads such as in the following figure:



Figure 4. 2 Social content

Source: Tiktok @iblindonesia (2025)

Figure 4.2 shows one example of content that illustrates the *Social* dimension, namely a video featuring Rayyanza (Cipung) and Aruni watching an IBL match and supporting RANS Simba, their family-owned club. This video garnered 2,300,000 *views*, 71,300 *likes*, 292 *comments*, and 715 *shares*. The presence of these children's public figures creates an emotional closeness with fans, while building a sense of community among fans. This finding confirms that the *Social* dimension has an important contribution in building emotional connections and a sense of community between fans and players and the basketball community at large.

The *Information* dimension shows a fairly stable performance, but is below the previous two dimensions. 590 TikTok @iblindonesia contents are included in the *Information* dimension with an average of 58,569 *views* per upload. 1,986 *likes*, 12 *comments* and 45 *shares*. Although the number of *views* and *likes* is high, the number of *comments* and *shares* is still relatively low. In addition, the large standard deviation value shows that the performance between content varies greatly, with some content attracting a lot of attention, but others not receiving a significant response.

The high number of *views* and *likes* indicates that the audience shows a strong interest in informative content, especially those related to *real-time* match action. This is reinforced by posts like the one in the following image:



Figure 4. 3 Information content

Source: Tiktok @iblindonesia (2025)



Based on Figure 4.3, there is an example of content in the *Information* dimension that displays *two-hand dunk* action in a match, accompanied by informative *captions*. Content like this not only displays crucial action on the field, but also includes match schedule information that strengthens its relevance. This content gained 2,200,000 *views*, 34,600 *likes*, 63 *comments*, 574 *shares*. The high number of interactions shows that fans respond positively to informative content that provides *real-time* match moments and league updates. This confirms that the *Information* dimension plays an important role in meeting fans' needs for *real-time* and relevant information regarding the matches of the teams they support (Bui, 2023).

Meanwhile, the *Remuneration* dimension only has 8 contents and obtained an average of 6,710 *views*, 251 *likes*, 5 *comments* and 5 *shares*. This number of interactions indicates a relatively low level of audience engagement compared to the other dimensions. However, it is unique that the standard deviation value of the *likes* metric is smaller than the average value. This indicates that although the number of likes is not high, the audience response to this type of content tends to be uniform and stable. In other words, this type of content has a consistently low interaction pattern, indicating that topics regarding remuneration or forms of reward are not of great interest to audiences on TikTok @iblindonesia social media. This is shown by uploads as in the following figure:



Figure 4. 4 Remuneration content

Source: TikTok @iblindonesia (2025)

Based on Figure 4.4, there is an example of content in the *Entertainment* dimension which holds a *giveaway ticket* quiz to watch the match between Prawira Bandung vs Pelita Jaya. Despite offering free tickets for viewers who answer the quiz statement, this content only generates 8,596 *views*, 317 *likes*, 8 *comments*, 15 *shares*. This shows that the appeal of promotional content is not strong enough to build emotional engagement with the audience. This finding is in line with Annamalai *et al.* (2021) who said the *Remuneration* dimension contributed the least to fan engagement indicating that incentive-based approaches are not fully effective in driving audience engagement if not combined with an attractive presentation strategy.

CONCLUSION

Based on the descriptive analysis, effectiveness level, and netnographic approach in the study “Analysis of TikTok @iblindonesia Social Media Content Effectiveness”, the findings indicate that the TikTok content of @iblindonesia is generally categorized as Very Good and Highly Effective. The information dimension stands out as the strongest aspect, demonstrated by the delivery of accurate updates on players and matches that fulfill audience needs. The entertainment dimension also plays a significant role in attracting attention through light, humorous content and



TikTok trends involving players, while the social dimension fosters emotional closeness through natural interactions among players, coaches, and fans.

The netnographic analysis shows that entertainment ranks highest in performance for views, likes, and shares, followed by the social dimension, which excels in encouraging two-way participation (comments), and the information dimension, which is effective in attracting attention but less capable of driving active user responses.

Overall, content effectiveness is determined not only by user preferences but also by actual engagement on the platform. Therefore, a combination of quantitative and qualitative approaches is essential to provide a comprehensive understanding of how content is both perceived and received by users.

BIBLIOGRAPHY

- A Abeza, G., O'Reilly, N., & Braunstein-Minkove, J. R. (2020). Relationship Marketing: Revisiting The Scholarship In Sport Management And Sport Communication. *International Journal Of Sport Communication*, 13(4), 595-620.
- Abidin 2025. "Pengaruh Media Sosial Terhadap Keterlibatan Penggemar Dalam Olahraga Profesional." 6: 606-17.
- Abidin, Dindin Et Al. 2024. "Strategi Pemasaran Olahraga Di Era Digital : Mengoptimalkan Social Untuk Menjangkau Audien Baru." *Jurnal Edu Research* 5: 239-48.
- Adistri, Nabila, And Almira Adani Rusman. 2024. "Pemenuhan Kebutuhan Informasi Pada Tiktok : Studi Uses And Gratification Di Era Digital." 2: 103-16.
- Adiyono, Niko Garuda, Tantri Yanuar Rahmat, And Rina Anindita. 2021. "Digital Marketing Strategies To Increase Online Business Sales Through Social Media." *Journal Of Humanities, Social Science, Public Administration And Management (HUSOCPUMENT)* 1(2): 31-37.
- Alichia, Khoirunnisa, Al-Madani, Hidayat & Ikaningtyas. 2024. "50-59 (2)." Strategi Inovasi Bisnis Untuk Meningkatkan Daya Saing Dan Pertumbuhan Organisasi Di Er Digital 1(4): 50-59.
- Annamalai, Balamurugan Et Al. 2021. "Social Media Content Strategy For Sport Clubs To Drive Fan Engagement." *Journal Of Retailing And Consumer Services* 62(June): 102648. <https://doi.org/10.1016/j.jretconser.2021.102648>.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024, Januari 31). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta* <https://apji.or.id/berita/d/apji-jumlah-pengguna-internet-indonesia-tembus221-juta-orang>
- Bui, Cindy (2023) Evolving Sports Viewership: Social Media Influence On Viewing Behaviour
- Chaerul, Muhamad, Ichsan, Heny Setyawati, And Fajar Awang. 2022. "Social Media And Sports: Engagement For Sports Fans." *Journal Of Physical Education And Sports* 11(4): 456-63. <https://journal.unnes.ac.id/sju/index.php/jpes>.
- Chistiakov, Arsenii. 2024. "Social Sciences , Business And Administration Exploring Social Media Metrics And Sponsorship Relationships Of Kups Football Club."
- Cortés, Lindzy K. 2025. "Digitalcommons @ UNO The Impact Of Social Media On Fan Engagement In College Sports : A Focus On Student Fan Interaction."
- Dvergedal, Kennet (2021) The Creation Of Fan Engagement Through Social Media
- Egon Axelsson, And Jakob Reinholdson. 2022. "Customer Engagement In Formula 1."
- Einsle, Carmen Sarah, Gregorio Escalera Izquierdo, And Jerónimo García-Fernández. 2023. "Social Media Hook Sports Events: A Systematic Review Of Engagement." *Communication And Society* 36(3): 133-51.
- Glebova E, Desbordes M (2020a) Technology Enhanced Sports Spectators Customer Experiences: Measuring And Identifying Impact Of Mobile Apps On Sports Spectators Customer Experiences. *Athens Journal Of Sports* 7(2): 115-140.
- Hapriyanto, Aditya Restu. 2024. "Multidisciplinary Science Strategi Inovatif Dalam Meningkatkan Daya Saing Bisnis Di Era Digital." *Nusantara Journal Of Multidisciplinary Science* 2(1): 108-17.



- Kamal, M. F., & Apriani, R. (2022). Pengaruh Perkembangan Teknologi Di Era Digital Terhadap Investasi Dan Pasar Modal. *Jurnal Justitia: Jurnal Ilmu Hukum Dan Humaniora*, 9(1), 488-496.
- Karunia H, Hans, Nauvaliana Ashri, And Irwansyah Irwansyah. 2021. "Fenomena Penggunaan Media Sosial : Studi Pada Teori Uses And Gratification." *Jurnal Teknologi Dan Sistem Informasi Bisnis* 3(1): 92-104.
- Kasirye, Faiswal. 2021. "The Importance Of Needs In Uses And Gratification Theory." *Advance* (1974): 1-3.
[/Articles/Preprint/The_Importance_Of_Needs_In_Uses_And_Gratification_Theory/14681667/1](#).
- Katz, Elihu, Jay G Blumler, And Michael Gurevitch. 1973. "American Association For Public Opinion Research Of Uses And Gratifications." *Source: The Public Opinion Quarterly* 37(4): 509-23.
- Kaya, Sabri, Metin Argan, And Mehpare Tokay Argan. 2024. "Like, Share Or Comment 'Till We Die: Analyzing Football Fans' Engagements, Identity And Loyalty On Social Media." *Sport I Turystyka. Środkowoeuropejskie Czasopismo Naukowe* 7(1): 69-91.
[Http://Dlibra.Bg.Ajd.Czest.Pl:8080/Dlibra/Docmetadata?Id=7312&From=Publication](http://Dlibra.Bg.Ajd.Czest.Pl:8080/Dlibra/Docmetadata?Id=7312&From=Publication).
- Nurfadila, Amelia Putri. 2024. "Uses And Gratification Social Media X @Statsrawon To Fulfilment Information Needs Of Followers." *Jurnal Audiens* 5(2): 204-14.
- Pashiera, Resa Salsa, And Wahyu Sardjono. 2024. "The Role Of Digital Marketing As A Company Strategy To Gain A Competitive Advantage In Dealing With Consumer Behavior In The Era Of The Industrial Revolution 4.0." 8(2): 1396-1406.
- Prasetyo, Sofyan Mufti, Rehan Gustiawan, Faarhat, And Fabian Rizzel Albani. 2024. "Analisis Pertumbuhan Pengguna Internet Di Indonesia." *Jurnal Buletin Ilmiah Ilmu Komputer Dan Multimedia* 2(1): 65-71. <https://Jurnalmahasiswa.Com/Index.Php/Biikma>.
- Priharsa, Amir Taqiyuddin, And Dimas Satrio Wijaksono. 2024. "Implementasi Strategi Komunikasi Surya Citra Media Pada Tiktok @ Indosiar _ Sports Abstrak." 5(3): 2179-89.
- Saatchian, Vahid, Bahador Azizi, And Mahdi Talebpour. 2021. "Sports Business Journal." *Journal.Alzahra.Ac.Ir* 1(1): 101-17.
[Http://Journal.Alzahra.Ac.Ir/Article_5800_E87acafd376ad9c05b3aad169125d871.Pdf](http://Journal.Alzahra.Ac.Ir/Article_5800_E87acafd376ad9c05b3aad169125d871.Pdf).
- Sangadji, Fadhila Analia Putri Et Al. 2024. "Peran Media Sosial Tiktok Sebagai Platform Untuk Pengembangan Bisnis Di Era Digital." *KARYA : Jurnal Pengabdian Kepada Masyarakat* 4(1): 1-7.
- Santos, Thiago Oliveira, Abel Correia, Rui Biscaia, And Ann Pegoraro. 2019. "Examining Fan Engagement Through Social Networking Sites." *International Journal Of Sports Marketing And Sponsorship* 20(1): 163-83.
- Simon Kemp. (2024). *Main Reasons For Using Social Media* [Infografik]. We Are Social Meltwater. Diakses Pada 24 Januari 2025, Dari <https://Wearesocial.Com/Id/Blog/2024/01/Digital-2024/>
- Sugiyono. (2022) *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Alfabeta
- Utami, Dyah Putri, And Kabul Trifiyanto. 2022. "Pengaruh Product Features, Advertising Attractiveness, Dan Celebrity Terhadap Keputusan Penggunaan Platform Media Sosial Tiktok." *Jurnal Bisnis, Manajemen, Dan Akuntansi* 9(2): 178-93.
- Wang, Wenche. 2023. "Customer Engagement On Social Media: An Examination Of NFL Teams' Instagram Posts." *International Journal Of Sports Marketing And Sponsorship* 24(5): 1021-38.
- Yoshida Et Al (2023) Fan Engagement Behavior: Validation Of A Theory – Based Scale In *Journal Of Sport Management*
- Zhou, Ren. 2024. "Understanding The Impact Of Tiktok ' S Recommendation."