

Social Media Marketing Analysis of CommNightRun Event

Muhammad Dhavin Ardiansyah¹, Nur Maghfirah Aesthetika²

^{1,2}Muhammadiyah University of Sidoarjo, Indonesia



DOI : <https://doi.org/10.61796/jaide.v2i2.1486>



Sections Info

Article history:

Submitted: November 25, 2024
Final Revised: December 11, 2024
Accepted: January 18, 2025
Published: February 28, 2025

Keywords:

Social Media Marketing
CommNightRun
Digital Marketing Strategy
Audience Engagement
Social Media Platforms

ABSTRACT

Objective: This study aims to analyze the implementation of social media marketing strategies in enhancing visibility and audience participation for CommNightRun, the first night run event organized by Communication Science students at Universitas Muhammadiyah Sidoarjo. **Method:** Employing a qualitative approach with a case study design, data were obtained through in-depth interviews with event organizers, observations of official social media accounts (Instagram, TikTok, and the event website), and documentation of promotional materials. **Results:** The findings reveal that the social media marketing strategy was systematically structured based on Singh's five dimensions of social media marketing: online community, interaction, content sharing, accessibility, and credibility. The use of interactive content, strategic scheduling, and visually engaging, emotionally resonant messages effectively increased audience engagement and participation. **Novelty:** This study contributes to the understanding of how student-led events can leverage social media marketing to build visibility and audience loyalty, offering a practical framework for future campus-based digital marketing initiatives.

INTRODUCTION

The development of digital technology has brought significant changes in various areas of life, one of which is the way people communicate and market products or events. One of the influences is the increasing use of social media for marketing activities [1]. According to R. Siregar and Saragih, with social media, information can be disseminated quickly, on time to the desired target, and at a lower cost [2]. Therefore, many event organizers choose online media as the main tool to promote/market their events. The CommNightRun event, which was first held by students of the Communication Studies Program at the University of Muhammadiyah Sidoarjo, is an example of how social media can be optimally utilized to support marketing success. As the first night run event, CommNightRun faced a major challenge in introducing its concept to the public, especially young people who are the main target of this event. In the research of Salma Cahya et al., running is a type of sport that is simple and easy to do [3]. This activity does not require a lot of equipment or special facilities, so anyone can do it easily. Today's young generation is very familiar with the digital world. The majority of internet users in Indonesia are aged 19-34 years [4]. This statement indicates that social media, particularly digital platforms like Instagram, TikTok, and Facebook, are effective platforms for reaching the younger generation. For example, according to Selfina and Ana, social platforms provide interactive capabilities not available in traditional media, thus creating a closer relationship between event organizers and their audiences [5]. CommNightRun is an activity that combines sports and entertainment with an engaging concept. Social media is an important tool for raising public awareness and interest in

this event. CommNightRun not only offers a nighttime running experience but also includes various interactive elements aimed at attracting a wide range of participants, especially young people interested in physical activity and entertainment. Research by Irena Dinar et al., suggests that effective marketing must leave a lasting impression on the audience, particularly through relevant, engaging, and easily accessible messages [6].

In the success of the CommNightRun event, social media plays a significant role in attracting audience attention and effectively promoting the event. Therefore, this study will focus on analyzing social media marketing strategies within the CommNightRun event, focusing on how these platforms were used to disseminate information, increase interaction with participants, and raise public awareness of the event. Engaging captions and interactive content such as quizzes and giveaways are effective ways to increase engagement and engagement with the audience [7]. Social media marketing in the context of CommNightRun involves utilizing various digital platforms to achieve specific goals. Social media is not only used to convey information about the event, such as the date, registration fee, and running route, but also to build a deep experience and engagement with the audience, create enthusiasm, and convert interest into real participation. Platforms such as Instagram, TikTok, and the web are used to share various types of content, from photos and videos to text, and to engage the audience through discussions or online campaigns to build publicity before the event.

Previous research has also shown that the effectiveness of social media in event marketing depends on consistency and creativity in content presentation. For example, in Fajrianti's research, Rizaldi found that the use of Instagram in promoting an event increased the number of participants who registered compared to conventional promotional methods [8], [9]. Previous studies conducted by Putra and Furri also showed that audience involvement in digital interactions through social media, such as commenting on Instagram like Stories and Reels, is a contribution to increasing loyalty in an event [10]. The results of this study indicate that social media, namely Instagram, not only functions as a communication tool in the form of creating interesting content, but also as a strategy to build long-term relationships with the audience.

In the social media marketing strategy for the CommNightRun event, it is important to present content that can attract the attention of a young audience. They have a habit of sharing experiences on platforms such as Instagram and TikTok, so attractive visual content plays a big role in increasing their interest and participation. Several studies by Shelby and Anisatul found that events actively utilize social media by creating content themes, uploading several videos, images, and texts, thus creating diverse content sources [11]. The addition of advertising features in a digital platform is also an aspect that needs to be developed in marketing an event. So the results of the study show that good management in social media makes an effective marketing strategy that can result in increasing direct ticket sales, disseminating information in real time, and the development and progress of social media marketing strategies are also more measurable with insight analytics features. In other research concepts, such as in the study conducted by Hidayat, Pasaribu found that in the case of MSMEs, the use of social media is mainly

to increase sales and build brand awareness through content-based marketing strategies [12], [13]. The study emphasized how MSMEs utilize social media to expand their market reach at a relatively low cost, and also demonstrated the effectiveness of direct marketing/sales promotion methods through social media.

Although several studies have discussed the effectiveness of social media marketing in various aspects, the existing findings remain underexplored. This opens up room for further research, particularly in relation to community-based and social event marketing, such as CommNightRun. Several previous studies have focused on the role of social media in increasing brand awareness and sales in the MSME sector. Other studies have focused on one-way promotional strategies implemented by event managers, without delving deeper into how interactions between organizers and audiences can contribute to the success of event marketing.

A gap in previous research lies in the lack of studies that integrate various online media platforms into a comprehensive study. Most studies focus solely on a single platform, such as Instagram, whereas in practice, the success of event marketing is often influenced by the role of various digital media platforms. Furthermore, previous research focused on event management in a single region, resulting in less than optimal participant reach. Therefore, this study aims to analyze social media marketing strategies at CommNightRun events, focusing on how digital communication and audience interaction can increase visibility and participant participation. The results are expected to provide broader insight into the role of social media in event marketing and serve as a reference for event organizers in developing more effective digital strategies.

The gap in previous research lies in the lack of studies that integrate various online media platforms into a single comprehensive study. Most previous studies tend to focus solely on a single platform, such as Instagram, whereas in practice, the success of an event's marketing is greatly influenced by the complementary roles of various digital media platforms. Furthermore, previous research has focused more on holding events in specific regions, resulting in less than optimal reach and participant engagement. Based on these conditions, this study aims to analyze social media marketing strategies at CommNightRun events, focusing on how digital communication and audience interaction can increase visibility and participant participation. The research question is: How can the use of social media marketing strategies at CommNightRun events reach audiences and build their participation?

To answer the problem formulation, this study uses the theoretical basis of Social Media Marketing. According to Roberts, social media marketing is a business strategy that utilizes certain social media platforms to understand customers and interact with them, with the aim of building communication and cooperation to support the achievement of marketing targets and overall business goals [14]. Singh in As'ad and Anas's research, explains that there are five main dimensions in Social Media Marketing, namely: (1) online communities, which refers to the formation of a digital community based on shared interests in an event, thus enabling the exchange of relevant information; (2) interaction, namely the ability of users to interact, add networks, and share

information in real-time so that a dynamic dialogue space is created between organizers and audiences; (3) sharing of content, namely the process of sharing and distributing content through various social media features such as direct messages, QnA, and other communication media; (4) accessibility, which indicates the ease of access to social media without requiring large costs or special technical skills; and (5) credibility, which relates to conveying messages clearly and consistently to strengthen brand image, build audience trust, and create emotional connections with target audiences [15]. By referring to these dimensions, this research is expected to provide theoretical and practical contributions regarding the role of social media in event marketing strategies, as well as being a reference for organizers in formulating more effective and sustainable digital strategies.

RESEARCH METHOD

This research uses a qualitative approach because the background and problem formulation relate to the marketing communication process through social media, which requires in-depth observation. The method used is a case study, chosen to comprehensively describe the research results and gain a thorough understanding of the situation under study. A case study is a research approach applied to investigate an event in depth by gathering comprehensive information through various data collection methods [16]. In this study, the participants were organizers and students of the Communication Studies Study Program at Muhammadiyah University of Sidoarjo who designed and implemented marketing communication strategies through online platforms. The research object focused on the marketing communication steps or strategies implemented through digital media to promote the CommNightRun event.

In the data collection process, the researcher used three main techniques. First, in-depth interviews with event organizers to understand the marketing communication strategies implemented through social media, including the implementation of various digital marketing elements. Second, online media observation, particularly on Instagram and TikTok, to analyze promotional content, audience interactions, and messages conveyed. Third, documentation was conducted by collecting digital promotional materials, such as posters, videos, and social media campaigns, as supporting data to enrich the analysis.

Data analysis in this study was conducted using a thematic approach, with the aim of discovering, analyzing, and understanding patterns or themes emerging from the data. The analysis stage began with organizing data from interviews, observations, and documentation, which was then systematically arranged for easy analysis. Next, the data was coded, identifying key themes such as social media strategies, promotional challenges, and the effectiveness of the digital campaigns. The final stage, interpreting the themes, was conducted to analyze the emerging patterns in depth, thus providing a comprehensive understanding of the phenomena being studied and generating solutions relevant to the research objectives.

RESULTS AND DISCUSSION

1. Interview with CommNightRun Event Organizer

An in-depth interview with the team, especially the head of the CommNightRun event organizer, provided firsthand insight into the strategies and challenges faced in promoting this inaugural night run, organized by Communication Science students from the University of Muhammadiyah Sidoarjo. According to the head of the organizer, Rian Risvandi, "Our main strategy and steps are to introduce the concept of this night run to the public, especially our main target, namely young people. We know that the younger generation is very familiar with the digital world, so social media is the obvious choice to reach them." Regarding the choice of platforms, "we focused on Instagram, TikTok, and the Web because these platforms are very popular among the generation," he said. He also added that "we realize that young audiences like to share their experiences, especially on Instagram and TikTok. So, we prioritized engaging visual content, such as photos and videos that can spark interest and encourage them to participate and share."

The primary goal of this social media marketing strategy isn't just to disseminate information. "For me and the organizing team, the continuity of this event is also about building experience and engagement with the audience. It's about generating enthusiasm and converting their interest into actual participation in the event," the organizer added.

2. Utilizing Social Media Platforms in CommNightRun Promotion

CommNightRun, as a night running event, strategically utilizes various digital platforms to introduce this concept to its primary target audience, the 19-25 year old generation. The high digital literacy and extensive engagement of this demographic on social media provide a strong foundation for a marketing approach that prioritizes online platforms [17]. The main strategy used is not only focused on disseminating information, but rather on creating a fun experience and engaging the audience. To achieve this, digital platforms such as Instagram, TikTok, and the Web are among the most frequently used by young people, and can present interesting content and provide direct interaction with the audience [18]. As an initial step in the promotional strategy, the CommNightRun committee utilized social media by distributing digital posters designed to be visually attractive and informative. The posters, as seen in the official Instagram account post, display important elements such as the implementation date, location, race categories, registration fees, facilities provided by participants, and prizes offered. The use of brightly colored designs and bold typography is an effective visual strategy to attract the attention of the audience, especially the younger generation who are the main target of the event.

Promotional materials not only emphasize functional aspects in the form of basic information, but also include emotional elements with narrative calls that emphasize the spirit of togetherness, joy, and the unique experience of running at night. This aligns with the characteristics of digital-based event promotions, which not only inform but also build emotional engagement with the audience. The digital poster uploaded through the official CommNightRun Instagram account became one of the main instruments in the event's promotional strategy. The post also included a participatory invitation in the

caption that utilized persuasive language and emoticons to create a sense of closeness with the young audience. For example, the phrase "Let's join the excitement of running at night with enthusiasm and togetherness!" serves to emphasize the emotional value of togetherness and a unique experience. Furthermore, the use of hashtags, mentions of the official account (@commnightrun), and additional visuals such as QR codes on the poster demonstrate an integrative strategy between visual content and registration accessibility. From an analytical perspective, Instagram insights on this post can be used to measure reach, impressions, and interactions in the form of likes, comments, and shares. The number of initial interactions recorded, such as 1,054 likes and 23 comments, indicates a positive response and potential for further engagement from the audience. Thus, the digital poster published on Instagram can be understood not only as an information medium but also as a multi-functional digital communication instrument. It works on three levels simultaneously: conveying the event's core information, attracting attention through visual power, and building an emotional connection with the audience. In the context of this research, these findings demonstrate that the integration of visual content, persuasive language, and digital features can strengthen the effectiveness of social media marketing strategies, giving CommNightRun a significant opportunity to reach a wider audience and increase public participation.



Figure 1. Poster or *banner* promotion beginning CommNightRun used on social media

(<https://www.instagram.com/p/DCX3uwRTAZ7/?igsh=MWhmaXI5c3ZjcDZnZg==>)

The official Instagram account @commnightrun served as the primary hub for information and interaction, serving as the event's digital showcase. The profile was designed to be a trusted source of information for potential participants, showcasing event details, the latest updates, and highlights. The consistent look and distinctive visual design of the Instagram profile helped establish a strong and recognizable brand identity. It also served as the first point of contact for many audience members seeking information or interacting directly with the organizers. Furthermore, the use of uniformly designed visuals and a predominance of purple in each post reinforced the consistency of the brand identity, allowing audiences to easily recognize all content related to the event. This pattern aligns with visual communication principles that emphasize the importance of aesthetic cohesion to build a professional impression and enhance audience retention. The dozens of posts demonstrate a consistent content planning strategy. For example, publications about sponsors were arranged in a uniform visual format, indicating that the organizers not only emphasized event information but also expressed appreciation for supporters. In this way, the Instagram account served a dual purpose: as both an informational medium and a means of building relationships.

Audience interaction was also strengthened through features available on Instagram, such as reels, highlights, and digital poster posts. This allowed organizers to display a variety of relevant content, from technical announcements to light-hearted entertainment. Therefore, the @commnightrun Instagram account serves not only as a medium for conveying information but also as a digital dialogue space that supports audience engagement. Overall, the existence of this *account* demonstrates how social media, especially Instagram, can be utilized strategically in promoting student events. Visual consistency, clarity of information, and interaction presented through the @commnightrun account were crucial factors in building a positive image while expanding the promotional reach of the CommNightRun 2024 event. This utilization of Instagram can be viewed within the framework of interactive digital communication, where social media is no longer simply a means of distributing messages, but rather a discursive space that enables the building of relationships between brands and audiences. By emphasizing visual consistency, credibility through sponsorships, and interaction through platform features, the @commnightrun account has positioned itself as a strategic channel that directly contributes to the effectiveness of event promotion. This demonstrates that social media, when managed well, can bridge an organization's communication goals with the needs and preferences of its audience. Instagram serves as a promotional medium, a means of building long-term relationships, strengthening loyalty, and creating a positive image for an event.

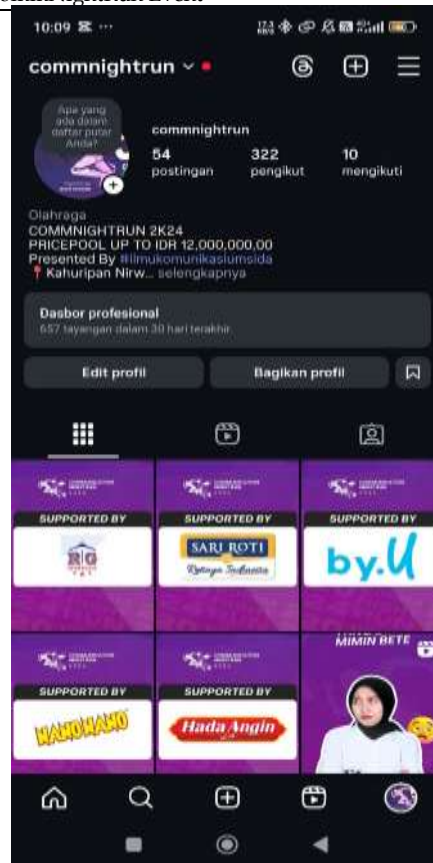


Figure 2. Appearance profile official Instagram @commnightrun which is used as a center for information and interaction.

(<https://www.instagram.com/commnightrun?igsh=cnB4amN3bjhc3pj>)

The content shared on each platform is very diverse, ranging from photos and videos to written text. The main focus is on visually appealing and engaging content, as young people tend to share their experiences on social media platforms like Instagram and TikTok. Engaging visual content plays a significant role in attracting them to and engaging with events. This understanding forms the basis for developing ideas and concepts for promotional materials. To create hype and capture the atmosphere of the event, TikTok accounts consistently share a combination of photos and videos of activities, as well as content designed to entice audiences to participate. The content shared not only conveys information but also seeks to evoke emotion and excite audiences about the exciting experiences they can expect at the event. TikTok, as the primary medium, has unique characteristics compared to other platforms. It emphasizes short, concise, interactive, and entertaining content. This aligns with the habits of the younger generation, who tend to prefer fast, light content with strong emotional appeal. Therefore, promotional strategies through TikTok go beyond simply presenting technical information about the event – such as the date, ticket prices, or location – but also strive to build an atmosphere and emotional narrative. The videos shared consistently feature a combination of activity footage, participant expressions, and invitations to join. All of this is designed to foster curiosity, as well as to create a desire to participate so as not to feel left behind.

The organizers' strategy of uploading content in various formats – such as official announcement videos, event teasers, and preparation documentation – demonstrates a

structured communication plan. Each piece of content serves not only as practical information but also as a means of building an emotional narrative about how this event is different, exciting, and worth attending. Thus, the shared content provides *visual storytelling* that captivates the audience while strengthening CommNightRun's image as a professional and engaging event. TikTok also supports a two-way relationship between organizers and audiences. Comments, likes, and sharing features open up space for broader public participation. This demonstrates that promotion is not only a one-way process but also provides an opportunity for audiences to contribute to spreading information about the event through user engagement. The more audiences interact and share content, the greater the organizers' opportunity to expand the promotion's reach organically without additional costs. Therefore, the use of TikTok in CommNightRun promotions can be understood as a digital communication strategy that combines visual creativity, interactivity, and virality to build awareness, attract interest, and encourage participation for a young audience. TikTok is not only a medium for distributing information, but also an arena for creating shared meaning, where the experience, spirit, and identity of an event are collectively shaped through visual content that is easy to understand and share.



Figure 3. Example posts TikTok CommNightRun featuring a combination photos and videos

(<https://www.tiktok.com/@commnightrun?t=ZS-8zgNAg4IG1P&r=1>)

In addition to Instagram and TikTok, other digital platforms, such as the Web Linktree, were also utilized to reach a wider audience. Through Linktree, important information such as registration, admin contacts, and access to other platforms could be combined into one easily accessible link. Although the primary focus remained on Instagram and TikTok, Linktree remained crucial as a convenient information bridge, especially for those seeking direct access to various event-related resources. This multi-platform strategy helped maximize promotional reach. Visually, the Linktree layout was consistent with CommNightRun's visual identity, predominantly featuring purple and the event logo. This consistency conveyed a professional impression and reinforced the event's image as a well-managed activity. The Linktree page included several structured access buttons, such as a participant registration link, a link to the official TikTok account,

contact information for admins 1 and 2, and access to other relevant social media platforms. This division demonstrated thorough digital communication planning, as the committee focused not only on disseminating information but also on ensuring audience convenience.

Linktree's function as an information bridge makes the promotion process more inclusive. For example, prospective participants who find a digital poster on Instagram can simply click the Linktree link in the bio to be immediately directed to the registration page. Similarly, audiences who want to ask questions can easily find the available admin contact. Without Linktree, this process might be more complicated because prospective participants would have to manually search for the registration link or scroll through individual posts. In other words, Linktree provides an effective centralization of information, thereby minimizing communication barriers between organizers and audiences. From a digital marketing strategy perspective, Linktree also functions as a multi-platform integration tool. A single shared link can cover various needs simultaneously, from promotion and interaction to registration. This strategy not only saves audience time but also increases the likelihood of conversion, that is, changing from simply being aware of the event to actually registering. This effectiveness occurs because Linktree reduces the risk of losing audiences in the process of searching for information. The presence of Web Linktree in CommNightRun's communication strategy demonstrates the importance of easy access, visual consistency, and digital integration in event promotion. While Instagram and TikTok still play a primary role as the primary media for content distribution, Linktree provides a very significant complement. It acts as a single point of entry that unifies all information, allowing audiences not only to receive complete event details but also to take immediate action, whether by registering, following official accounts, or contacting the committee. Thus, Linktree significantly contributed to strengthening the overall effectiveness of CommNightRun 2024's digital promo

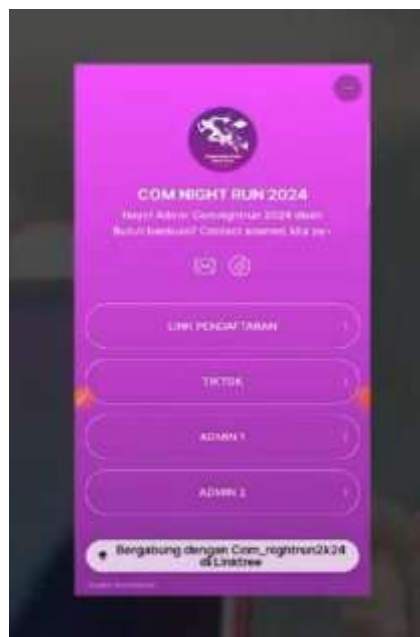


Figure 4. Web Linktree Which used as a convenience of information for participants (<https://linktr.ee/commnightrun2024>)

3. Social Media Content Planning

Promotional content for an event like CommNightRun 2024 requires careful planning before publication. The organizing team understands that social media plays a crucial role in building the event's image, disseminating information, and attracting the interest of the younger generation, the primary target audience. The planning process is carried out systematically to achieve maximum results. The first stage is brainstorming, or idea discussion. The team sits together to align their vision and explore various creative ideas relevant to the night run concept. Ideas discussed not only concern the content to be created but also how to package it to suit the characteristics of young people who prefer visual, concise, interactive, and entertaining content. Content formats considered include short videos, reels with running tips, event technical infographics, and interactive quizzes that encourage audience engagement. The collected ideas are then translated into a content concept. The concept serves as a guide to ensure the content aligns with the CommNightRun branding. It includes the core message, the language used, and visual elements such as colors, logos, and fonts. This consistency is important because it helps audiences more easily recognize the content and reinforces the event's identity. The next step is to create a weekly content calendar. The calendar contains a schedule for posting to various platforms, such as Instagram, TikTok, and Linktree. This schedule details when content will be published, its purpose, and who is responsible. For example, educational content about warming up is published several weeks before the event, while interactive content is posted near the registration deadline to generate urgency. The purpose of each piece of content is specifically outlined.

Informative content focused on technical explanations such as event rules or registration procedures. Motivational content aimed to boost participant enthusiasm. Interactive content, such as quizzes or running challenges, was used to increase audience engagement. This distinction of purpose ensured that all posts had a clear role in supporting the promotional campaign. Resource efficiency was also a priority. Thorough planning helped the team save time, effort, and money. A single photo shoot could produce a large amount of material, which was later edited into various content formats according to the platform's needs. This strategy was more effective than creating content without a plan, which risks wasting energy and money. Branding consistency was a key element in the planning. The event's identity was reinforced through a unified visual appearance, from the signature purple color and the logo to the style of the captions. Audiences immediately recognized CommNightRun content from its appearance alone, creating a professional and organized image. Planning CommNightRun promotional content wasn't just about choosing what to post. It integrated creative ideas, schedules, objectives, and visual consistency into a well-defined flow. Social media campaigns were more effective because they reached the right audience. Planning is like the foundation of a building; the stronger the foundation, the stronger the results. A well-structured CommNightRun promotion has great potential to support the success of the event, both in terms of the number of participants, the level of enthusiasm, and a positive image in the eyes of the public.

KONTEN PLAN MINGGU		
JUDUL	ISI	REFERENSI
Pemanasan yang wajib dilakukan sebelum lari	<ul style="list-style-type: none"> ▪ Leg Swing 20x ▪ Lateral lunge 10x ▪ Pongo jump 25x ▪ Hip openers 20x ▪ Calf sweep 10x 	https://vt.tiktok.com/
Penting banget buat kamu yang baru pertama ikut event lari.	<ul style="list-style-type: none"> •Latihan dari jauh hari sebelum hari H ini sangat penting banget. •Jangan makan terlalu banyak sebelum lari, ini bisa bikin perut samping kalian sakit. •Sebelum lari kalian wajib banget buat pemanasan. •Ngebut? Stop!! karena bisa nguras tenaga kalian diawal loh! Kalian bisa pemanasan ringan <p>(Voice kita)</p>	https://vt.tiktok.com/
Saut-sautan	<p>A : hallo runners</p> <p>B : jangan sampai ketinggalan</p> <p>A : pendaftaran commnightrun</p> <p>B : berakhir tgl 7 desember 2024</p> <p>A : buruan daftar sekarang!!!</p>	https://vt.tiktok.com/
Saut-sautan	<p>A : jangan apa?</p> <p>B : jangan lupa join commnightrun</p> <p>A : ga join? rugi boss!!!</p>	https://vt.tiktok.com/
Ngomongin uang 180 property uang 180	<p>Suatu pandang</p> <p>Mengambil uang 180 di</p> <p>ompet, talent sedang</p> <p>memikirkan makanan gen z</p>	https://vt.tiktok.com/

Figure 5. Planning Content Which made in order to get maximum promotional goals

4. Implementation of Social Media Marketing Dimensions

Based on Singh's indicators, the CommNightRun event demonstrated specific implementations for each dimension of social media marketing:

Online Community

The formation of an online community in the CommNightRun promotion is an interesting phenomenon because it creates a space for togetherness in the digital world. Social media brings together prospective participants and members of the public interested in running to share information and share a shared passion. This community exists not simply to watch content, but rather to foster a shared interest in the unique concept of night running combined with entertainment. The lifestyle of the younger generation, who enjoy physical activity while seeking exciting social experiences, makes this concept increasingly relevant and desirable. Social media plays a crucial role in providing an interactive space that enables conversation and information exchange. Every uploaded piece of content, whether in the form of a promotional video, technical information, or light commentary, provides an opportunity for the audience to express their opinions, ask questions, and even respond to each other. The audience doesn't just passively consume the content but actively participates in building conversations that enrich the digital experience. Comments regarding medals, which were immediately responded to by the admin, are a clear example of two-way communication that strengthens closeness and fosters trust in the organizers. The comments section is strong evidence of the presence of this online community. Many audience members expressed curiosity, asked detailed questions, and even invited friends to join. Tagging, sharing posts, and leaving positive comments created an energetic digital atmosphere. This space functions like a mini-forum where individuals with similar interests gather, fostering a sense of belonging to the event. Audiences feel like they're not just attending an event, but rather part of a larger community.

participate. This activity reflects the formation of a lively digital conversation space. Shares and saves are another important indicator because they show that audiences find the content relevant and useful. When a post is shared, the information has the potential to reach new social circles beyond the primary audience, allowing for a broader promotional impact at no additional cost. Meanwhile, the save feature reflects deeper audience interest, as they perceive the content as worth saving for future review. For organizers, the number of saves can be interpreted as a sign that the information provided is important and helpful for participant preparation, for example regarding the schedule, registration procedures, or running guides.

Reach and impressions are also crucial metrics for measuring engagement effectiveness. Reach indicates how many unique accounts view content, while impressions describe how often that content appears on users' screens. Increasing numbers in these two indicators indicate that the content distribution strategy, both through *the* Instagram algorithm and organic audience interaction, is working well. Increased reach is also usually influenced by high levels of shares and comments, because the more people involved, the greater the chance the algorithm will push content to a wider audience. The engagement reflected in insights is not just a statistical number, but also a reflection of reciprocal communication. Organizers don't just convey information one-way, but also receive real responses from the audience, which can then be used as evaluation material. For example, if comments are filled with questions about the technical aspects of an event, organizers can create additional content to address these concerns. This way, communication becomes more responsive and transparent, ultimately building audience trust in the organizer. The increase in Instagram insights shows that audience engagement continues to grow along with consistent content uploads. The more frequently audiences interact, the stronger the emotional connection formed between the event and the digital community. This not only supports the success of the promotion, but also creates a positive image that CommNightRun is able to provide a communication space that is open, interactive, and relevant to the needs of the target audience.

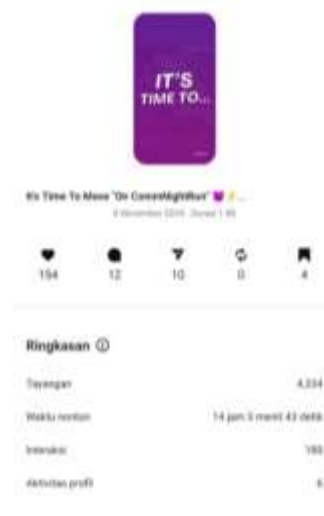


Figure 7. Screenshot of @commnightrun's Instagram insights in their participation to interact

(https://www.instagram.com/reel/DCFwTs_OZ8Z/?igsh=MTFvZTVhMDVvczNkdw==)

Sharing Content

Content sharing is one of the most important aspects of an event's promotional strategy on social media, including CommNightRun. In today's digital age, the success of an event is determined not only by how much information the organizer disseminates, but also by the extent to which the audience engages in sharing that content within their social circles. This phenomenon is often referred to as user-generated amplification, where the power of dissemination no longer relies on official accounts but rather on the audience's willingness to share information they find interesting, relevant, or useful. The higher the sharing rate, the greater the opportunity for the promotion to reach new audiences who may not have previously been aware of the event. CommNightRun understands the importance of this sharing aspect and consciously designs content that has shareability. Content is not simply meant to be informative; it must also contain visual, emotional, or entertaining appeal that can trigger the audience to press the share button. For example, a short video upload showing enthusiastic participants holding event flyers, complete with a provocative caption like "don't miss it," not only conveys information but also creates a psychological incentive for the audience to share the message with their friends. A simple format like this is often more effective than a lengthy explanation, because it fits the content consumption patterns of the younger generation, which tend to be fast, visual, and emotional.

The content sharing process is also enhanced through built-in features on digital platforms, such as the share button on Instagram and TikTok, the repost feature in stories, and the ability to send posts directly via private message. These features allow audiences to easily share information with just one click. For example, when a CommNightRun promotional video features trending music or a narrative that relates to the lives of young people, audiences are encouraged to share it on their stories, not only because the information is useful, but also because they want to appear up-to-date and connected to trends. This creates a snowball effect, where a single post can grow to reach hundreds or even thousands of additional users simply because so many people share it. The effectiveness of content sharing is also evident in the increased insights on CommNightRun's official account. The high number of shares not only increases reach but also strengthens engagement. For example, when audiences share a post on their stories, new conversations often arise in the comments section or private messages asking for more details about the event. This situation demonstrates that sharing content not only increases visibility but also opens up new communication spaces between organizers and potential participants. In other words, content sharing serves a dual purpose: as a promotional channel and a trigger for digital social interaction. The interactions created demonstrate audience trust, reflect genuine interest in the event, and serve as an indicator that the digital communications strategy effectively reaches information needs. The positive responses generated by these interactions can be seen as a form of social validation, which in turn strengthens CommNightRun's image as an engaging, trustworthy, and worthwhile event.



Figure 8. CommNightRun promotional video on TikTok designed to attract the audience's attention

(<https://vt.tiktok.com/ZSDYkWucG/>)

Accessibility

Social media is characterized by its ease of use, free access, and the lack of complex technical expertise [19]. CommNightRun chose to use a simple platform like Google Docs or Google Forms as the primary means of participant registration. Google Forms are easily accessible to anyone using a mobile phone or laptop, without the need for additional applications. With just a link, prospective participants can immediately fill out the form from anywhere and at any time. This convenience aligns with the fast-paced, practical, and digital lifestyle of young people. The registration process on Google Forms is clear and structured. Participants simply follow simple steps such as filling in their personal details, selecting a running category, and confirming payment. This systematic flow minimizes confusion. An automated feature also ensures participants receive immediate confirmation after submitting their data. This provides a sense of security as data is recorded correctly. Transparency is crucial for maintaining trust, especially as the event is managed by students. This platform also simplifies the process for the committee. Collected data is directly integrated with Google Spreadsheets, simplifying participant recaps and management. The number of registrants can be monitored in real time, including payment status, without manual input. This efficiency reduces workload, speeds up administration, and ensures no participant data is missed. From a participant perspective, online registration eliminates the barriers typically associated with offline systems. There's no need to visit the campus or the secretariat in person; simply click on a link shared via Instagram or WhatsApp. Registration can be completed in just a few minutes, even during breaks, on the go, or at home. The increasingly digital lifestyle of young people makes this method highly relevant.

The use of Google Forms also demonstrated the committee's professionalism. Although the event was for students, the neat, clear, and transparent registration process conveyed the impression that the event was being managed seriously. The first impression of a smooth registration experience encouraged potential participants to be

more confident in participating. CommNightRun's accessibility through web registration encompassed not only technical aspects but also psychological, practical, and managerial aspects. Technically, digital registration made it easy for anyone to register. Psychologically, automatic confirmation provided a sense of security. Practically, the simple form made the process more efficient. Managerially, data integration helped the committee monitor participants more effectively. All of these factors contributed to the increase in the number of registrants and strengthened CommNightRun's image as a professional student event. All of these factors contributed to the increase in registration numbers. Furthermore, the use of this digital registration system conveyed the impression that CommNightRun was a student event that was up-to-date, professional, and open to all groups. This enhanced the event's image not only as a sporting activity but also as a modern, inclusive, and trustworthy platform for its participants.



Figure 9. Website for participant registration form

(<https://docs.google.com/forms/d/e/1FAIpQLSdCommNightRun2024/viewform>)

Credibility

This dimension focuses on delivering a clear message to strengthen brand image, build trust, and foster an emotional connection with the audience. Consistent and creative content presentation across platforms also plays a role in building a reliable and trustworthy brand image. CommNightRun understands this importance, therefore using digital flyers and banners as one of the main media to strengthen public trust. Flyers and banners that are attractively designed, neat, and consistent with the event's identity demonstrate that the organizers are serious about preparing every detail. Professional visuals directly influence audience perception, as the first thing they see determines whether the event is legitimate and trustworthy. CommNightRun flyers typically contain detailed information about the event, from the event date, location, running categories, registration fees, participant facilities, and the running route. This comprehensive information not only makes it easier for potential participants to understand the event but also reduces the possibility of confusion that could dampen interest. Presenting details with a clear visual style—for example, the use of icons, contrasting colors, or a route map—helps the audience quickly grasp important information. This transparency strengthens the committee's credibility, as the public feels they are being given open and

easy-to-follow access to information. Digital banners published on Instagram, TikTok, or the event's web platform also add a professional feel. Visual elements such as the event logo, consistent typography, and bright color combinations create a strong visual identity. This identity is important because it conveys the impression that the event is being managed seriously, not just a directionless activity. Furthermore, the presence of official elements such as the university's logo (Muhammadiyah University of Sidoarjo) and the Communication Studies Program logo adds credibility. Audiences see the event not just as a running event but as an academic activity with institutional legitimacy.

Flyers and banners also serve as a means of building an emotional connection with the audience. Visuals featuring elements of a youthful lifestyle – for example, images of runners in a night setting, illustrations of city lights, or vibrant colors – make the audience feel connected and relevant to the event. This creates an emotional connection that encourages them to participate, as the event appears both fun and professional. The committee's credibility stems not only from conveying detailed information but also from its ability to package it in a visual format that appeals to potential participants' emotional well-being. Distributing flyers and banners through social media also supports the event's transparent image. When participants see numerous accounts sharing or reposting the official flyer, trust grows because the information appears consistent across various channels. The public is more confident in registering if they see uniform, standardized, and easy-to-find event details. This uniformity is what distinguishes a well-organized event from one that is poorly managed. Overall, the CommNightRun flyers and banners serve as the primary face of the event, introducing the event to the public. The attractive visual design, comprehensive information, and inherent academic credentials make this promotional medium not only a means of conveying a message but also a representation of the committee's credibility. For potential attendees, the first impression of a neatly organized flyer or banner is enough to establish confidence that CommNightRun is a well-managed, transparent, and reliable event. From the committee's perspective, this media serves as a crucial strategy for strengthening the event's image and building long-term trust in the public.



Figure 10. Graphic design or infographic from CommNightRun which provides detailed event information

1. Analysis of CommNightRun's Social Media Marketing Strategy Based on Theory

CommNightRun's social media marketing strategy demonstrated strong alignment with Singh's five dimensions, each of which played a crucial role in the event's success. First, in the online community dimension, CommNightRun successfully fostered a sense of belonging and shared purpose among potential attendees. The unique concept of "sports and entertainment" served as a powerful draw for community formation. The event organizers recognized that the younger generation is highly digitally savvy, with the majority of internet users in Indonesia aged 19-34. Thus, this strategy effectively capitalized on the target demographic's natural tendency to seek out and form groups based on shared interests. Second, the interaction aspect of CommNightRun's strategy was analyzed more deeply, going beyond just the number of likes or comments. Activities such as quizzes, giveaways, and online discussions were used in a deliberate manner to encourage active audience engagement. These strategies not only invited participation but also indirectly served to identify participants' interests and preferences. Furthermore, direct or real-time communication, such as Q&A sessions, was deemed crucial in providing quick responses to participants' questions, managing their expectations, and building a closer and more personal relationship between the organizers and the audience.

Then, in terms of content sharing, the discussion highlights how CommNightRun's content strategy was designed to encourage widespread distribution and engagement through user-generated content (UGC). This strategy creates a positive, recurring pattern, where engaging content encourages audiences to share it, thereby strengthening trust in the event and attracting greater attention, ultimately increasing the number of participants. Accessibility is analyzed in the context of how easy access to platforms such as Instagram, TikTok, and the website helps expand the reach of the promotion and reduces barriers that could hinder audience participation. These three platforms were chosen because they are familiar and widely used by the event's primary target audience, namely the younger generation. In organizing events by students, the use of social media, which is not expensive, is also considered as an efficient and relevant strategic choice. This ease of access plays a crucial role in ensuring that event information can be widely disseminated and reached by a wide range of audiences without significant difficulty.

By utilizing platforms that have become part of everyday digital activities, CommNightRun is able to reach a wider audience in a practical and affordable manner. Finally, the Credibility dimension is understood as the main foundation that underpins CommNightRun's entire social media marketing strategy. Building trust and creating an emotional connection with the audience is crucial, especially since this is the first event that needs to introduce its concept to the public. Clear and consistent delivery of information such as the implementation schedule, registration fees, and running route – as well as the presentation of a uniform brand message – is considered important factors in cultivating a trustworthy and professional image of the event in the eyes of potential participants.

2. The Effectiveness of Using Social Media in Attracting Audience Interest

CommNightRun's use of social media to attract audiences is evident in the way the committee designed content that was not only informative but also entertaining. Interactive content such as light quizzes, polls, and giveaways were chosen to make the audience feel closer to the event. Audiences didn't just read information but also participated directly by answering questions, leaving comments, and re-sharing posts. Simple activities like these fostered a sense of community and made them feel like they were part of the event's journey from the start. The platforms Instagram and TikTok were chosen with consideration for their relevance to young people's habits. Instagram was used to distribute digital flyers, posters, reels, and more organized information, while TikTok was used to present short videos that capitalized on music trends or popular challenges. The combination of the two broadened the promotional reach while keeping the content relevant to the target audience's lifestyle. Young people seeking comprehensive information could rely on Instagram, while those seeking entertainment could still find CommNightRun through TikTok. Instagram's insight analytics feature became a crucial tool for the committee in assessing the effectiveness of the promotion. Insights displayed engagement data such as the number of likes, comments, shares, saves, and audience reach. The number of comments indicates an active dialogue between the committee and the audience, while a high number of shares indicates that the information is deemed worthy of sharing with others. This data helps the committee see which content is attracting attention and what needs to be improved to better suit the audience's preferences. Evaluation of insights allows for a flexible and continuously evolving promotional strategy. Content that receives little response can be quickly revised, while content that generates a lot of interaction can be used as a model for reproducing it in a similar format. This process ensures that social media campaigns don't become monotonous but always adapt to the audience's needs and habits. The effectiveness of social media in engaging audiences is reflected in three main factors. First, interactive content that makes the audience feel involved. Second, choosing a platform that aligns with the lifestyles of the younger generation, making the message more easily conveyed. Third, utilizing analytical insights that provide real data to continuously refine the promotional strategy. For a student event, this strategy is powerful enough to reach a large audience while building rapport with potential attendees. Social media ultimately serves not only as a promotional tool but also as a digital space to create shared enthusiasm before the event.

CONCLUSION

Fundamental Finding : This study concludes that the CommNightRun event successfully implemented an integrated social media marketing strategy that combined information dissemination, emotional engagement, and interactive audience participation through platforms such as Instagram, TikTok, and Linktree. The structured content planning—covering objectives, themes, formats, scheduling, and consistent brand identity—proved effective in enhancing public awareness and encouraging participation. **Implication :** The findings suggest that student-led events and similar organizations can leverage social media not only as a promotional medium but also as a

strategic communication tool to build community interaction and strengthen brand image. **Limitation** : The study's focus on a single event with a limited duration and participant base restricts the generalizability of its conclusions. **Future Research** : Future studies could compare social media marketing strategies across different types of university or community events, incorporate quantitative analysis of engagement metrics, and explore the long-term impact of digital campaigns on audience loyalty and institutional branding

REFERENCES

- [1] Timoty Agustian Berutu, Dina Lorena Rea Sigalingging, Gaby Kasih Valentine Simanjuntak, and Friska Siburian, "The Influence of Digital Technology on the Development of Modern Business," *Neptunus: Journal of Computer Science and Information Technology*, vol. 2, no. 3, pp. 358–370, 2024, doi: 10.61132/neptunus.v2i3.258.
- [2] R. Siregar and MY Saragih, "The Role of Multimedia Media in Delivering Journalistic Information in the Online Media Okezone.Com," *Jurnal Ilmiah Dinamika Sosial*, vol. 8, no. 1, pp. 88–99, 2024, doi: 10.38043/jids.v8i1.5308.
- [3] Salma Cahaya Rachmawati, Puji Lestari, and M.Hum, "Social interaction in the Magelang Runner running community," no. 2, pp. 2–17, 2019.
- [4] ER Hutagalung, A. Fahrudin, and D. Febrieta, "The Relationship between Digital Literacy and Digital Well-Being in Internet and Social Media Users in Bekasi City," *Liberosis: Journal of Psychology and Counseling Guidance*, vol. 4, no. 2, pp. 1–7, 2024.
- [5] AD Selfina Anesti, "Planning of Instagram Social Media Content @Kampunggrisdg in Building Customer Engagement," *Journal of Scientific Communication (JIKOM) STIKOM IMA*, vol. 16, no. 01, p. 1, 2024, doi: 10.38041/jikom1.v16i01.334.
- [6] DOR Irena Dinar Vania Sasikirana, Aulia Safira Dewi, Queena Aurora Khayzuran, Sabrina Puspa Firdausy, "Effective Digital Marketing Strategies to Increase Company Competitiveness in the Digital Era," *Business and Accounting*, vol. 3, no. 2, pp. 166–177, 2024, [Online]. Available: <https://doi.org/10.58192/profit.v3i2.2092>
- [7] F. Poodo and AM Pabulo, "The role of creative content in social media marketing for MSMEs (A case study of Ansalni Fashion)," *BUDIMAS Journal*, vol. 6, no. 2, pp. 1–7, 2024.
- [8] P. Fajrianti and W. Sastika, "Analysis of Implementation of Social Event Promotion Through Social Media Instagram on Hotel Mercure Bandung City Centre, Bandung City in 2018," vol. 4, no. 3, pp. 874–880, 2018.
- [9] DG Rizaldi and M. Hartono, "Analysis of the Influence of Social Media on Participants' Decisions to Participate in the Pati Futsal and Dance Competition Sports Event in Pati Regency," *Indonesian Journal for Physical Education and Sport*, vol. 2, no. 2, pp. 677–683, 2021, doi: 10.15294/inapes.v2i2.49205.
- [10] R. Putra and W. Furrie, "Marketing Communication Strategy in Optimizing Instagram Social Media Nafas Pertama," *Indonesian Journal: Informatics and Communication Management*, vol. 5, no. 3, pp. 2523–2534, 2024, doi: 10.35870/jimik.v5i3.955.
- [11] Shelby Dhoz Basnet and Anisatul Auliya, "Digital Marketing Strategy Through Social Media in Organizing the Inacraft 2022 Event," *Journal of Tourism and Economic*, vol. 5, no. 1, pp. 18–31, 2022, doi: 10.36594/jtec/gp940703.
- [12] AFN Taufiq Hidayat, "Analysis of the Influence of Social Media Marketing on Micro, Small, and Medium Enterprises in Semarang City," *Management Business Innovation*

- Conference-MBIC*, vol. 7, pp. 218-236, 2024, [Online]. Available: <https://jurnal.untan.ac.id/index.php/MBIC/index>
- [13] Rotumiar Pasaribu, "Optimizing Online Media as a Marketing Promotion Solution for MSMEs in Semarang during the Covid-19 Pandemic," *Journal of Communication and Media*, vol. 01, no. 01, pp. 33-44, 2020.
- [14] M. Lou Roberts, *Internet Marketing: Integrating Online and Offline Strategies*, March. 2008.
- [15] YA As'ad, H. Abu-Rumman. Anas, "The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan," 2014, *Bus. Econ, Jordan*.
- [16] R. Yohanda, "Case Study Method: Teachers' Efforts to Increase Student Learning Motivation at State Senior High School 14 Pekanbaru," *Kordinat: Journal of Communication between Islamic Religious Universities*, vol. 19, no. 1, pp. 113-130, 2020, doi: 10.15408/kordinat.v19i1.17178.
- [17] N. Hidayah, I. Perpustakaan, I. Islam, U. Sayyid, and AR Tulungagung, "Utilization of Social Media as a Digital Literacy Media in Marketing Gendang Jimbe MSME Products," *Journal of Library and Information*, vol. 6, no. 1, pp. 15-23, 2024.
- [18] W. Hamdani, Stevani, A. Putri Siregar, H. Nur Ilahi, D. Ramadhan, and N. Harahap, "The Influence of the Use of Social Media Instagram and TikTok on Social Interaction in the Gen Z Era," *Journal of Communication, Social, and Political Science*, vol. 1, pp. 189-193, 2024.
- [19] R. Erland Hamzah, "The Use of Social Media on Campus to Support Educational Learning," *Scientific Journal of Communication Science*, vol. 14, no. 1, pp. 45-70, 2015, [Online]. Available: <https://journal.moestopo.ac.id/index.php/wacana/article/download/89/43>

Muhammad Dhavin Ardiansyah

Muhammadiyah University of Sidoarjo, Indonesia

*** Nur Maghfirah Aesthetika (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: fira@umsida.ac.id
