

INSTAGRAM CONTENT STRATEGY FOR ESPORTS EVENTS @MPL.ID.OFFICIAL IN INCREASING ESPORTS TOURISM

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Abstract

Esports, as a form of sports that involves players interacting through computer media, has experienced rapid growth thanks to the development of online games and online broadcasting technology. The esports industry has now evolved into a sports and entertainment tourism that attracts the interest of many people. This research discusses the social media content strategy of the @MPL.ID.OFFICIAL esports event in increasing esports tourism interest in Indonesia. A qualitative descriptive approach is used with data collection techniques through interviews and observations. Semi-structured interview methods are used to analyze content strategies on the Instagram account @mpl.id.official using the AISAS theory as the analytical framework. The research results show that in the Attention aspect, the MPL Indonesia team successfully captures the audience's attention by presenting content that involves popular teams and players with large fan bases. In the Interest aspect, the MPL Indonesia team fulfills the audience's needs by providing informative content related to MPL Indonesia. In the Search aspect, the MPL Indonesia team uses content reposting and tagging strategies on talents and professional players. In the Action aspect, it can be concluded that focusing on timely information updates plays a crucial role in attracting followers' interest in the MPL Indonesia social media content strategy. Lastly, in the Share aspect, the MPL Indonesia team successfully creates content that can be easily shared by followers, especially content related to Mobile Legends, which has high potential for sharing.

Keywords: Content Strategy , Esport, , Social Media, Tourism.

1. INTRODUCTION

The development of technology has had a significant impact on the world of sports, especially on electronic sports or esports. The growth of the esports industry has reached its peak over the past few years, and it has become one of the most developed industries in the world. Esports attracts the attention of the public because it is a competitive match between online game players who compete for big prizes. esports or electronic sports is a new phenomenon that has emerged and developed rapidly in recent years. (Lim & Setiawan, 2022).

Esports, as a form of sport involving players interacting through computer media, has experienced rapid growth thanks to the development of online gaming and online broadcasting technology. Based on previous journals, esports data has reached up to 474 million people dominated by followers from Asia Pacific at 57% with an age range of 21-35 years or as generation Y. The opposite result is that the esports audience in Southeast Asia is only 42% consisting of children aged 12-23 years or Generation Z. Specifically, these results were obtained through studies conducted in Indonesia, Malaysia, the Philippines, Singapore, Thailand, Vietnam and Taiwan. This shows that the Southeast Asian market, especially Indonesia, is different from other regions and even our East Asian neighbors(Jihadulhaq & Leo, 2022).

Esports events as a Calender of Events (CoE) have the potential for national tourism in Indonesia, with a focus on the Indonesia esports Premiere League (IESPL). According to the then Minister of Tourism and Creative Economy, Wisnutama, esports is an opportunity that must be utilized for the future of Indonesia. He supported the organization of world esports events in Indonesia and encouraged them to be held in Indonesian tourist destinations. The Indonesia Esports Premiere League (IESPL) esports event has reached the international level with the participation of participants from ASEAN countries (Ludhy Cahyana., n.d.).

IeSPA (Indonesia esports Association) was initiated by the phenomenon of the development of esports in the world with the rapid development of gaming in the 2000s. It started out as entertainment and is now an industry in demand (Atur & Irmansyah, 2019).

The onset of the COVID-19 pandemic triggered the development of digital technology that benefited digital service providers and the online gaming and esports industries. Positive government support and the legalization of esports as a national sport boosted the industry's growth. The success of Indonesian esports athletes in global competitions also provided a boost. Despite the pandemic, esports events continue to take place on a national and international scale. This shows the positive impact of the pandemic on the development of esports events, and has encouraged the growth of this industry as a creative industry subsector. Despite the COVID-19 pandemic (Lim & Setiawan, 2022).

Mobile Legends and Arena of Valor have become more than just online games. They have been adopted as esports events organized by private parties as well as the government. The Ministry of Youth and Sports even organized national competitions for Arena of Valor and Free Fire. All this shows how important the role of these digital games is in the esports world, both as entertainment and official competitions supported by the government. Thus, the existence of esports teams is one way to develop personal skills in the field of esports (Tayibnapis, 2021).

Mobile Legends: Bang Bang (MLBB) is a mobile game developed by Moonton and released on November 19, 2016. This game is a MOBA designed specifically for smartphone users, using a virtual pad. The diversity of heroes, battle mechanics, and high level of excitement have had a significant impact on user interest. The interesting and exciting gameplay is the main factor that attracts users, especially since this game can be played anytime and anywhere. This flexibility is one of the advantages of Mobile Legends compared to other MOBA games (Tommy Kurnia, 2018) .

MLBB is a game that has one of the competitive games in the 2019 Presidential Cup sport and also events such as the 2019 SEA Games. In fact, the Mobile Legends game currently has a big agenda such as (MPL) Mobile Legend Professional league for professional sport players. (Andreas & Arymami, 2022). Mobile Legends Professional League is one of the most anticipated esports tournaments by Mobile Legends fans and esports tournament lovers. This tournament is considered one of the largest esports events in Southeast Asia, and is a major highlight for connoisseurs of the game (Kurnia & Judiseno, 2020).

With the emergence of the rapidly growing esports phenomenon and becoming an attractive tourism sector, this research focuses on the MPL Season 11 esports event organized by Moonton on February 17, 2023 at The Sanctuary, Kuningan Tower, South Jakarta. is a national level electronic sports competition event attended by professional

(mobile legend, n.d.) Mobile Legends players: Bang Bang professionals. Besides being held offline, MPL Season 11 is also broadcast online through social media such as Youtube and Facebook.

In previous research, the high interest of the global community, especially young people in esports, has caused the industry to develop into sports and entertainment tourism with the concept of digital tourism which takes place in the form of large domestic and international events. One strategy that is now widely applied by esports event organizers is to utilize social media content. (Lim & Setiawan, 2022).



Figure 1. Data On Active Social Media Users In Indonesia
Source : Hootsuite (2023)

According to data from (Andi Dwi Riyanto, 2023) The number of active social media users in Indonesia in 2023 with 167 million active social media users, which represents about 60.4% of the total population. Organizers can request audience participation in various contests and giveaways held through social media. The use of social media in esports increases audience engagement and interest in watching live (Kustiawan, 2022). Facebook, Instagram and Twitter are shaping new lifestyles and influencing everyday life and the world of esports. Social media acts as a means of sharing info, support, training and communication. In the evolution of communication, social media is replacing the role of radio and TV in conveying information

In Whang's journal (2023), social media content can help in increasing the popularity and awareness of the competition, so as to attract visitors to watch the match live or through online broadcasts. However, keep in mind that the use of social media also requires the right strategy with the necessary divisions such as social media content. Since social media users have many choices, the promotional content created must be able to attract attention and meet the needs of esports fans. In this case, social media can be used to create creative and informative content, such as live streams, highlight videos, and behind the scenes of esports events.

Mobile Legends online game content on TikTok on its popularity. With a focus on content related to the Mobile Legends game on TikTok. The study results show that Mobile Legends content on TikTok has a positive and significant impact on the popularity of the game. The majority of respondents recognized Mobile Legends and considered it a well-known and remembered brand. Thus, content shared through TikTok is able to achieve high levels of popularity and virality, with a significant impact on Mobile Legends brand awareness and image. TikTok users are more likely to be influenced and interested in Mobile Legends after watching its content and seeking more information about the game (Elleanor & Junaidi, 2022).

The organizer of MPL (Mobile Legends: Bang Bang Professional League) Season 11 is Moonton. Moonton is a Chinese technology company that focuses on developing mobile games, especially the game Mobile Legends: Bang Bang. The division that manages the content of Moonton's digital platform is the Social Media team and the Creative Team from "Mineski". PT Mineski Infinity Indonesia is a franchising company that focuses on digital and communication, by providing cybercafe services called Mineski Infinity and event organizer known as Mineski Event Team (MET). The company offers internet access and video game play on more than 100 computers, and is an international cybercafe based in the Philippines with branches in Malaysia, Thailand, and Indonesia (Mineski Global, n.d.).

Until now, this company has been operating for approximately 8 years with a focus on eSport management. The digital platforms used by the social media team "Mineski" to manage its social media content MPL season 11 are Instagram, Facebook, Twitter, Tiktok and YouTube. Source:

Table 1. Social Media

No.	Social Media	Followers
1	<i>Instagram</i>	6,1 Million
2	<i>Youtube</i>	3,64 Million
3	<i>Tiktok</i>	3,7 Million
4	<i>Facebook</i>	1,7 Million
5	<i>Twiter</i>	100,5 Thousand

Source : Social Media Mobile Legends Professional League, 2023

The @mpl.id.official Instagram account is an official account that focuses on promotion and information about the Mobile Legend Professional League (MPL) Esport event. The account first joined the Instagram platform in July 2018. In October 2019, the account was successfully verified, showing that it is official and has credibility. As of February 17, 2023, the @mpl.id.official account has achieved an impressive 6.3 million followers. In August 2023, this account was active in sharing content related to Mobile Legend Professional League Esport events. In that month, the account uploaded a total of 7,454 posts. These posts are likely to contain information about match schedules, player profiles, match footage, match results, and various interesting content(Mobile Legends: Bang Bang Professional League, 2023).

In analyzing the Mobile Legends Professional League Season 11 esports event strategy through social media content, this research will discuss how the @MPL.ID.OFFICIAL Esport Event Instagram Content strategy is increasing esport tourism. This analysis will include the use of social media platforms from Instagram @mpl.id.official, the type of effective content, and the right strategy for esport tourism visitors in Indonesia. Previously this research also has two benefits, namely academic benefits in this Journal can be used as a contemporary case study that is useful for students and researchers to understand the latest developments in the esports industry. This will help them understand how content strategies can be used in the context of esports and tourism events. While practical benefits are expected Explaining successful content strategies in this journal can help brands like @mpl.id.official to increase their visibility and brand awareness in the esports community. This can increase the number of followers and interactions with their followers.

2. LITERATURE REVIEW

There are two previous studies that have examined the Instagram Content Strategy @mpl.id.official in the Esports Tourism Context. These previous studies also serve as a reference base in this research.

In a previous study entitled *The Impact of the Covid-19 Pandemic on the Development of E-Sports Events in Indonesia* using a qualitative approach, it was found that the COVID-19 pandemic, which was accompanied by strict social restrictions, encouraged adaptation in the esports industry by organizing esports events online (streaming). The result of this adaptation is the growth of the esports industry, even becoming a subsector of the creative industry that is able to survive and thrive amid the pandemic. The market ranking of Indonesia's esports industry has increased significantly, from 16th in Southeast Asia in 2017 to the largest in Asia Pacific, even ranking 12th in the world in 2020. This shows the great potential of the creative industry of esports events to support the recovery of the tourism industry affected by the COVID-19 pandemic in Indonesia.

In a subsequent study that focused on Mobile Legends online game content on TikTok and used a quantitative approach, it was found that the content had a positive and significant impact on the popularity of the Mobile Legends online game. The majority of respondents in this study recognized and perceived Mobile Legends as a well-known and memorable brand. Therefore, the content uploaded through TikTok managed to achieve a high level of popularity and virality, and had a meaningful influence on Mobile Legends brand awareness and image. This also indicates that TikTok users tend to be more influenced and interested in Mobile Legends after they watch the content, even encouraging them to seek more information about the game.

2.1. Attention, Interest, Search, Action, and Share (AISAS) Theory

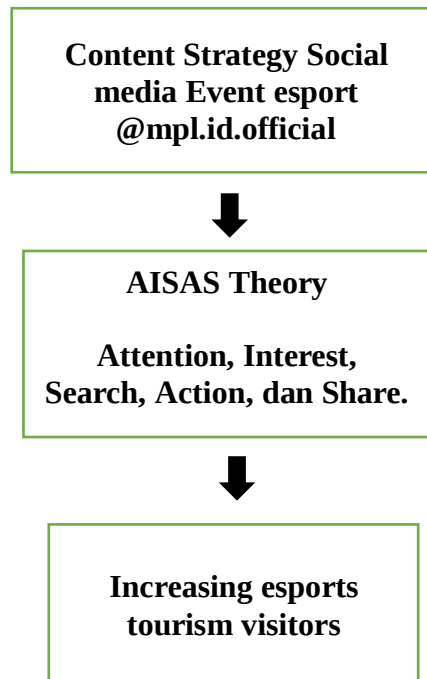
To analyze the content strategy in packaging social media content on the @mpl.id.official Instagram account, researchers use the AISAS theory:

1. Attention: This stage focuses on attracting consumer attention to the product or service.
2. Interest: After successfully attracting attention, the next step is to generate consumer interest in the product or service.
3. Search: After generating interest, consumers tend to seek more information.
4. Action: This stage is the critical point where consumers take real action, such as purchasing products or using the services offered.
5. Share: After experiencing a product or service firsthand, consumers have the potential to share their experience with others.

Dentsu introduced the AISAS model in 2004 as a theory or model of customer behavior. In response to the significant impact of the latest social media-based technologies on the internet, the AISAS model was patent-protected in Japan in 2005. This impact makes it very easy to get information through a laptop or mobile device, wherever you are and whenever. You need it (Brilliantia & Fathah, 2022).

This model consists of five stages, namely Attention, Interest, Search, Action, and Share. Consumer attention and interest in products or services are obtained from advertisements and promotional messages displayed through digital media. (Afina et al.,

2022). The fundamental framework for decision making influenced by reactions to promotional efforts is the AISAS model. Through digital media marketing and promotional messages, AISAS model products gain consumer attention and interest (Afina et al., 2022).



Picture 2. Conceptual Framework

2.2. Content Strategy

Content strategy is a systematic and planned approach to creating, managing, and distributing relevant, consistent, and engaging content to influence and retain targeted followers. Content strategy is not only related to creating content, but also considering aspects such as business goals, brand messages, added value for followers, and how to acquire and retain followers. (Amalia & Nurjannah, 2020).

According to Gunelius, there are four factors used as a measure of social media marketing success:

1. Creating engaging content is an important internal strategy to build consumer trust. Content should reflect the company's identity and appeal to the intended followers.
2. Sharing content with social communities helps expand a company's network and reach online followers, with the potential to increase sales both directly and indirectly.
3. The interaction between social media users enables communication between the party delivering the message and the party receiving it. Social networks provide an opportunity to interact with more people.
4. Building online communities through social media allows individuals from different parts of the world to interact using technology (Damayanti et al., 2021).

2.3. New Media

New media is a term that describes the development of digital media and information technology that continues to grow. Such as, interacting, communicating and accessing information. New media allows us to actively participate in creating digital content, sharing information, and communicating with others around the world (Dwi, E., 2011).

Social media is a digital platform that allows users to interact, share information and participate in online communities. Social media allows users to create and share content, such as text, images, video and audio. Some examples of popular social media include Facebook, Instagram, Twitter, YouTube and LinkedIn. Social media also has the ability to serve personalized content and recommend relevant content for users (Rizky & Putri, 2023).

Quoting in the same journal according to Instagram is a social media application designed specifically for smartphone users. It functions similarly to Twitter in terms of sharing information, but has differences in terms of image processing, which is the central element of this platform. Instagram provides a place for its users to share information in the form of images or photos. Instagram is also a popular platform for digital marketing and branding. Many brands and businesses use Instagram to promote their products and services through regular posts and paid advertising. photo and video sharing that allows users to capture Instagram content allows businesses to reach a wider range of followers and build connections with potential customers through the use of hashtags and product tag features (Syafitri & Yulianto, 2020).

2.4. Esport

Esport is a form of sport where the main aspects are related to electronic systems that players and teams input and output from esport systems mediated by human-computer interfaces." (Hamari & Sjöblom, 2017). This definition focuses on the differences between data obtained from traditional sports and esports. Specifically, athletes playing traditional sports, such as soccer or basketball, have real-world data such as physical contact, while players of professional esport games obtain data virtually, i.e. computer-mediated interactions (Xiao, 2020).

In a previous journal esports was defined as a form of sport in which electronic systems support key aspects of the sport, with players and teams interacting through human-machine interfaces. Competitive video games are at the core of esports, although the characteristics of the games can vary in terms of strategy, direction and gameplay. Another definition describes esports as the activity of playing computer games with other people online, regularly, with a financial goal, and followed by others via the internet. Although physical activity is not considered a key component of esports in these three definitions, playing computer games remains the main focus in the context of esports (Prasetya & Wijaya, 2021).

2.5. Tourism Communication

Tourism is an industry that scopes the information needs used in the industry. Tourists need reliable sources of information about a tourism product before evaluating and deciding to buy to minimize the risk caused by the complex nature of the choice. Especially with the emergence of various social media (Dwityas, 2016).

According to Kuntowijoyo, Tourism has two definitions, namely in terms of institutional and substantive aspects. In terms of institutions, tourism is an institution formed by humans to fulfill their recreational needs. Meanwhile, from a substantive point of view, tourism is inseparable from the culture of a society, which involves how people utilize their leisure time (Rachmayanti & Nofharina, 2018).

According to Pendit (1994), tourism communication involves human activities. In the process of communication about traveling to an area or tourist attraction, information is conveyed while enjoying the journey from one tourist attraction to another. The purpose of this communication is to captivate the interest of tourists and eventually encourage them to visit the destination. In addition, various types of tourism can also be categorized based on the types of tourist destinations offered to tourists (Oktavianti & Yani, 2017).

The development of esport-related tourist destinations can be a new alternative in increasing tourist visits. Through proper promotion, tourism communication can introduce esport-related tourist destinations to esport enthusiasts around the world and attract their interest to visit these destinations. In addition, collaboration between the esport and tourism industries can create unique tourism experiences that are different from conventional tourist destinations. (DİLEK, 2019) This will certainly increase tourist satisfaction and strengthen the competitiveness of esport-related tourist destinations in the global market. Therefore, the role of tourism communication is very important in developing esport-related tourist destinations and increasing tourist visits.

3. RESEARCH METHODS

This research was conducted using a qualitative descriptive approach According to Jane Richie in Qualitative research is an effort to describe the social world and understand the views held by the individuals studied. Through qualitative research, concepts, behaviors, perceptions, and problems related to individuals who are the focus of research can be studied in depth. The main focus of qualitative research is on exploring a deeper understanding of the experiences, perspectives, and social contexts of the individuals involved in the research(Eleanor & Junaidi, 2022).

Data collection techniques used interviews and observations. The interview method used in this research is the semi-structured method. This method involves the use of interview guidelines that are based on the topic being discussed, and provides more flexible questions. Interviews are conducted by asking informants directly to share the information needed. Through this method, researchers hope to explore more in-depth and accurate information related to the topic being studied (Yudhistira & Diniati, 2021). The interview will be conducted with :

Tabel 2. Informan

No	Informan	Divisi
1.	Natanael Aquila (Key informan)	Head Social media PT Mineski Infinity
2.	Muhammad Rafi Ramadhan (Informan)	Staf Social media PT Mineski Infinity
3.	Muhammad Azka Ar Rasyid	Followers Instagram

	(Informan)	
4.	Syarukh Fajri Ramadhan (Informan)	Followers Instagram

In this study, observations were made of the social media content production process on the @mpl.id.official Instagram account, which involves several stages, including planning, idea development, content writing, visual production, and editing. Researchers paid attention to each stage of production as well as the type and format of content produced, and also the use of keywords or hashtags to increase visibility. This observation aims to collect the data needed in this research thoroughly and accurately.

In qualitative data processing, the Miles and Huberman technique is used which involves three main stages, namely data reduction, data display, and conclusion drawing/verification. The first stage, data reduction, aims to prune data and select important elements from the data that has been collected during the qualitative research process. At this stage, researchers sorted, categorized, and grouped data to make it more focused. The aim is to identify the core of the data that is relevant to the research questions. Thus, the data reduction stage helps to obtain a denser and more concise understanding of the existing data. By using this qualitative data processing technique, researchers can focus more on the important things from the data obtained and facilitate the data analysis process to produce relevant conclusions. (Tuwendi et al., 2023).

Data validity technique using Triangulation is a research technique that aims to produce valid and accurate conclusions by combining data from several sources or methods. Several types of triangulation include triangulation of sources, time, theories, researchers, and methods. In this study, researchers used method triangulation by combining three data collection techniques, namely interviews, document collection, and observation of Instagram @mpl.id.official social media. Through the use of this technique, researchers can verify the truth of the subject's answers by checking the validity of the empirical data obtained from each data collection technique. Thus, the resulting research results will be more complete and in-depth in explaining the subject under study (Prastiwi & Suratno, 2020).

4. RESULTS AND DISCUSSION

In this study, the researcher analyzes the content strategy of the official account of the leading esports tournament @mpl.id.official, using AISAS (Attention, Interest, Search, Action, Share) used in their content, as well as how this contributes to the increase in esports tourism, where fans will flock to visit the location of the leading esports tournament organized by @mpl.id.official.

4.1. Attention

The presence of social media has changed the paradigm of communication and interaction between individuals, companies, and brands with their followers. Therefore, this study aims to analyze the concept of attention based on the results of interviews with social media lead informants, as a key informant in an effort to identify effective content strategies in social media.

In this research, @mpl.id.official content is produced based on content that is of interest to followers, among others :

1. Followers love content related to popular teams, like Team ONIC.
2. Followers are attracted to players with a large fan base and a high level of engagement.
3. Player-related content, such as kairi with its gameplay and related videos, is of great interest to followers.



Figure 3. Top 5 player

Source : Social media instagram @mpl.id.official

Furthermore, according to the social media lead of PT Mineski Infinity, he also revealed the needs of followers that need to be met through social media content (Djafar & Putri, 2020). Followers want informative content related to MPL Indonesia, such as match schedules, match results, and MVP awards. In this context, it is important to provide relevant and informative content to maintain followers' interest.

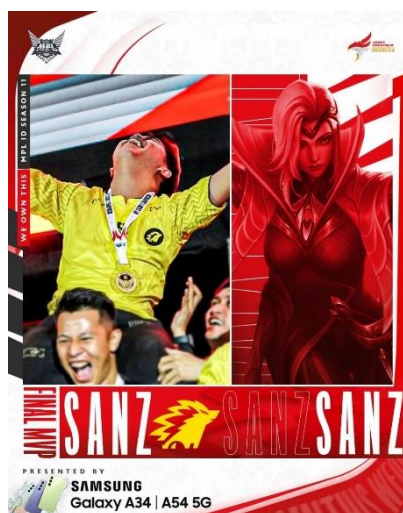


Figure 4. MVP Player

Source : Social Media instagram @mpl.id.official

Exploration and adaptation to trends outside the main context are also things to consider in content strategy. According to the social media staff of PT Mineski Infinity :

“jadi, kita nggak ketinggalan sama tren tren yang lagi di-dunia visual atau di-dunia video itu kita-kan selalu cari referensi atau cari benchmark yang di-mana selalu up to date”.

By creating content that follows trends, such as the selection of players that get the most engagement from followers, the appeal of the content can be enhanced.

4.2. Intrest

It was found that informative content related to the league was the most effective top choice on the Instagram platform. These contents include information about the league, game schedules, game results, MVP awards, quotes from players, talents, or coaches, and so on. Presenting information that is relevant and important to followers is crucial in capturing their attention.



Figure 5. Jadwal Pertandingan

Source : Social media instagram @mpl.id.official

In addition, based on the researcher's observations of the digital platforms owned by MPL, it indicates different interests and functionalities on various social media platforms. TikTok prioritizes entertainment content, Twitter has different characteristics and interests, while Facebook and YouTube also have their own appeal to followers. Paying attention to these differences is an important step in developing the right content strategy to reach a wider audience.



Figure 6. Antusiasme Penonton

Source : Dokumentasi pribadi penulis

In the world of esports, ticket promotion campaigns have proven to be an effective strategy for building followers' interest. Content that showcases the fun and excitement of the venue is able to arouse followers' enthusiasm and provide an unforgettable hands-on experience.

4.3. Search

Social media has become an increasingly complex ecosystem, where searching for information and content is very important for followers. In an era where access to information is easier and faster, interest search is a vital element in designing an effective social media content strategy (Ibrahim & Irawan, 2021). This research aims to analyze the search interest of followers based on the results of interviews with social media lead informants, leaders who play an important role in the content strategy of the MPL Indonesia team.

In this search analysis, the use of specific hashtags was not the main focus in searching for content by followers. According to the key informant as the head of social media of PT Minesky Infinity :

“hashtag terkhusus sih kita belajar dari Instagram itu bahwa hashtag itu nggak terlalu works apalagi kalau kebanyakan gitu jadi memang kita pakai hashtag hashtag utamanya kita aja #we on this dan MPL ID season”.

Instead, the MPL Indonesia team focuses more on the content and information conveyed in the caption. This strategy gives followers access to search and find content based on the main points, making the content more relevant to their interests and needs.



mpl.id.official Minggu pertama MPL Indonesia Season 11 adalah minggu bagi para raja. ONIC dan RRQ mampu meraih hasil sempurna. Tapi jangan senang dulu, karena masih ada Sang Macan EVOS Legends yang menyamakan hasil menakjubkan mereka.

Selain itu, Sang Naga AURA FIRE masih harus terkubur di dasar klasemen setelah dikalahkan oleh Geek Slate, Bigetron Alpha, dan juga Rebellion Zion.

Apa kalian sudah siap untuk minggu kedua guys?

#WEOWNTHIS #MPLIDS11 #WeeklyRecap

Figure 7. Penggunaan Hastag

Source : Social Media instagram @mpl.id.official

Reposting and tagging professional talents and players has also been a successful strategy in increasing content reach. Through this collaboration, the information conveyed can be seen by followers in various places, especially when important content such as updates on venues or future MPLs are shared and reposted by followers.

4.4. Action

An effective social media content strategy is the foundation that captivates followers and forms a relevant bond with a brand or company. This research aims to analyze the actions in social media content strategy based on interviews with social media lead informants, leaders who play a key role in creating successful content for the MPL Indonesia team.

This action analysis highlights how important it is to focus on timely information updates to attract followers. Ensuring the content presented is up-to-date helps followers to continue to rely on the MPL Indonesia team as a primary source of information. In addition, the content strategy must prioritize visuals and designs that are attractive and easily understood by followers. Supported by the Followers @mpl.id.official statement :

“semuanya juga apa namanya udah dikasih tahu dimananya tempatnya waktunya lebih ke informatif lah ya lebih fokusnya Udah terjadwal sama schedule nya”

Timely and informative content, presented with appropriate design, helps followers find the information they are looking for easily and pleasantly.



Figure 8. Desain Konten

Source : Social media instagram @mpl.id.official

To achieve followers' search satisfaction, it is necessary to pay attention to the information presentation timeline and present it with an appropriate design concept. This contributes to the readability and relevance of the content, and helps followers easily find the information they need.

4.5. Share

In the context of social media content strategy, share analysis is an important element that determines the success and reach of content. This research aims to analyze social media content shares based on interviews with social media lead informants, leaders who play a key role in creating successful content in the MPL Indonesia team.

This share analysis revealed that Mobile Legends-related content has a high potential to be shared by followers. When content presents relevant and up-to-date information, followers are more likely to share the content. Through the MPL Indonesia platform, the team was able to ensure that the content was instantly shared by followers, thus creating an active fan base that participated in sharing the content.

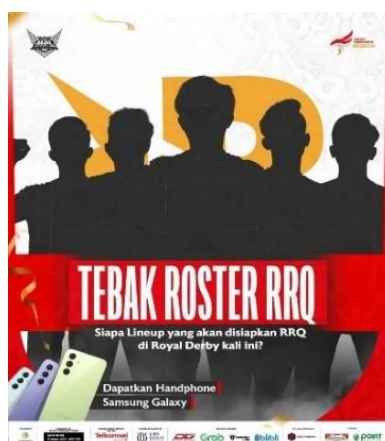


Figure 9. Quiz Mpl.idofficial

Source : Social media instagram @mpl.id.official

In addition, according to PT.Minesky Infinity's social media staff :

“kita juga punya marketing offline staff kayak misalkan kita punya mini games gitu yang bisa mereka mainin terus juga mereka bisa foto-foto bareng BA (Brand Ambassador)”

Through interesting concepts and campaigns, this is in line with the statements of @mpl.id.official followers:

“ pengen banget datang gitu ke MPL arena datang hadirin nonton langsung gitu. jatuhnya mah pengen banget ngelihat BA BA-nya sih perempuannya. Iya , Talent talent nya pengen liat langsung ”

That way the MPL Indonesia team can promote matches and increase ticket sales through content sharing. Utilizing viral issues is one of the effective strategies to attract followers' attention and participation in spreading relevant content.

Based on the results of research and analysis related to the concept of Attention, Interest, Search, Action, and Share (AISAS) on the Instagram Content Strategy of the @mpl.id.official Esports Event in increasing interest in esports tourism, there are several findings that are relevant to the AISAS theory and concept:

First, in the Attention aspect, the MPL Indonesia team managed to attract the audience's attention by presenting content involving popular teams and players with a large fan base.

Second, in the aspect of Interest, the MPL Indonesia team succeeded in meeting the needs of the audience by providing informative content related to MPL Indonesia , such as match schedules, match results, and MVP award information.

Thirdly, in the aspect of Search, the MPL Indonesia team utilizes the strategy of content reposting and tagging on professional talents and players to increase content exposure and reach a wider audience.

Fourth, in the aspect of Action, in the MPL Indonesia team's social media content strategy, it can be concluded that focusing on timely information updates has an important role in attracting the interest of followers. Ensuring that the content presented is the latest information is key so that followers can rely on the MPL Indonesia team as the main source of information.

Finally, in the Share aspect, the MPL Indonesia team has succeeded in creating content that can be easily shared by followers, especially Mobile Legends-related content that has a high potential to be shared.

Creative content strategy is one aspect in increasing interest in visiting esports tourism and follower engagement. According to followers' statements:

“ Ya, karena seru sih bang ada bang tapi buat tiketnya sih yang susah cepet banget habis si ”



Figure 10. Tiket Sold Out

Source : Social media instagram @mpl.id.official

In this case, the availability of 1,200 sold-out grand final tickets and several sold-out website sales on the blibli.com application not only reflects the tremendous enthusiasm of esports fans, but also signifies a positive impact with followers in the development of the esports industry as tourism in the Mobile Legends Professional League esports event.

5. CONCLUSION

The official account of a leading esports tournament @mpl.id.official, has utilized the Instagram platform with a creative and interactive content strategy to capture the attention of esports lovers. Content focusing on leagues, fixtures, results, and MVP awards has been the most effective in attracting followers. In addition, adapting to the latest trends in visuals and videos is also an important step in maintaining content relevance.

In searching for information, followers are more likely to rely on captions rather than specific hashtags. Reposting and tagging professional talents and players also successfully increases the reach of the content. Visuals and content design also play an important role in ensuring readability and search satisfaction for followers. Mobile Legends-related content has a high potential to be shared by followers, especially if it presents relevant and up-to-date information.

The utilization of viral issues is also effective in attracting followers' attention and participation in disseminating relevant content. Timely information updates being a key focus in the MPL Indonesia team's content strategy, helps to increase followers' interest

and engagement in esports tourism, and has a positive impact on the development of the esports industry in Indonesia. Thus, this conclusion underscores the importance of providing relevant, informative, and engaging content to maintain and increase followers' interest in esports tourism.

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