



NETFLIX'S MARKETING COMMUNICATION STRATEGY TO PROMOTE SQUID GAME SEASON 2

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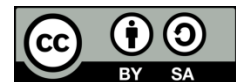
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ABSTRACT

The development of digital technology drives major changes in movie industry promotion, including in promotion and marketing patterns. Facing intense competition from other platforms, Netflix needs to integrate various communication channels to retain and attract customers, especially in promoting Squid Game Season 2. The problem in this research is how Netflix uses elements of marketing communication strategy in the process of promoting the Squid Game Season 2 series. This study aims to identify the marketing communication strategies used by Netflix in promoting the Squid Game Season 2 series. The method used in this research is a qualitative approach with a descriptive method. Data collection techniques include non-participatory observation, documentation, and literature study. The data were analyzed using the Integrated Marketing Communication (IMC) theory. The results show that Netflix implemented marketing communication strategies through four elements: advertising via social media in the form of posters, teasers, trailers, cast reaction content, and the use of original soundtracks; sales promotion through collaborations with various well-known brands, the opening of pop-up stores, and the distribution of free merchandise; public relations through press conferences, exclusive interviews, and the organization of global events; and personal selling through meet and greet events between the cast and fans.

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1. INTRODUCTION

The development of digital technology has significantly transformed the communication landscape, shifting from conventional methods to digital-based platforms. One of the most affected sectors is the film industry, which has experienced substantial

changes not only in production but also in promotion and distribution. Film serves as a powerful medium for conveying educational, cultural, and entertainment messages through a combination of visual and audio elements. In the era of digital transformation, video-on-demand (VOD) services have emerged, allowing audiences to access content at any time and from any location. According to Rachmania and Ulinuha (2023), the shift to digital platforms like Netflix, Prime Video, and Disney+ has made film distribution more flexible and user-centered, eliminating the limitations of traditional broadcast schedules.

Netflix, established in 1997, initially offered DVD rental services via mail and later transitioned to online streaming in 2007. By 2013, the company began producing original content, positioning itself as a major player in the global entertainment industry. As of 2025, Netflix holds the largest market share among streaming platforms, with over 277 million subscribers worldwide (Evoca TV, 2025). Despite this dominant position, competition with other platforms such as Amazon Prime and Disney+ has intensified, requiring Netflix to continuously innovate in content production and promotional strategies to retain and expand its viewer base.

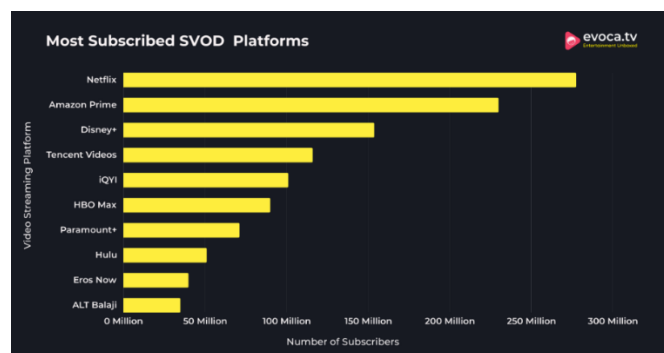


Figure 1. SVOD Statistics of Platforms With the Most Subscribers

Source: Evoca TV

According to Flix Patrol which was later conveyed by, through Ecova TV based on the statistical diagram above, Netflix is called market leader in the streaming service industry with 277.65 million subscribers worldwide. Despite its great success, Netflix has to face stiff competition from other streaming platforms such as Amazon Prime ranked second as the video streaming platform with the most subscribers globally, with 230 million subscribers which shows the increasingly fierce competition in the industry. These conditions encourage Netflix to continue to innovate, both in content production and effective marketing communications, in order to attract and retain customers amid increasingly fierce competition.

In the streaming industry, marketing communications plays a vital role in ensuring that its flagship movies and series can effectively reach a global audience while maintaining subscriber interest. Marketing communication consists of two main components namely communication and marketing. The process of delivering messages from communicators to communicators through certain media is referred to as communication, while efforts made by business people to disseminate information about a product to the public is referred to as marketing. Marketing communication is a marketing activity that seeks to disseminate information, influence / persuade, and remind the target market of the

company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Marketing communication plays a pivotal role in this context. Kotler and Keller (2009) emphasize that marketing communication involves all the tools used by companies to inform, persuade, and remind consumers about their products. It is not limited to advertising alone but encompasses public relations, direct marketing, sales promotion, and interactive digital communication. Similarly, Tjiptono (2020) defines marketing communication as a strategic process designed to build brand awareness, shape consumer perceptions, and stimulate purchasing decisions. Within this framework, Integrated Marketing Communication (IMC) emerges as a key approach that ensures consistency and synergy across various promotional channels to build a cohesive brand identity. The marketing communication mix is an amalgamation of five areas of communication which include:

- 1) Advertising, a paid means of presenting information non-personally about an idea, product, or service with a specific sponsor.
- 2) Sales Promotion, offers to consumers to induce the purchase or marketing of products and services, such as free samples, gift vouchers, promotional prices or discounts.
- 3) Public relations, efforts to build positive relationships with various groups, especially in target markets, in order to improve business image and manage public opinion of the company, including in handling rumors or negative information.
- 4) Personal selling, interpersonal communication between a salesperson and a customer to generate a transaction.
- 5) Direct marketing, a communication strategy that focuses on direct interaction with consumers who have been specifically targeted, with the aim of getting an immediate response and building customer loyalty.

In movie distribution, marketing communication strategies play an important role in promoting the movies that have been produced. Without the right marketing communication strategy, no matter how good and creative a movie is, it is difficult to attract the attention of the audience. Promotion is an important part of designing communication, because every product that will be marketed needs to be introduced through promotional activities which in its implementation, promotion also requires the application of communication strategies. Communication strategy is a process of conveying messages in order to achieve the desired goals, both in terms of content and impact caused.

One example of Netflix's effective marketing communication strategy can be seen through the success of the original series *Squid Game*. The South Korean series, released in 2021, quickly became a global phenomenon due to its unique and suspenseful storyline. *Squid Game* tells the story of a group of economically challenged people who want to join a deadly survival game and win the grand prize of 45.6 billion Won.

Most Popular TV

	TV (English)	View Hours
1	Bridgerton: Season 1	625M
2	Stranger Things 3	582M
3	The Witcher: Season 1	541M
4	13 Reasons Why: Season 2	496M
5	13 Reasons Why: Season 1	476M
6	Maid: Limited Series	469M
7	You: Season 3	468M
8	You: Season 2	457M
9	Stranger Things 2	427M
10	Sex Education: Season 3	419M

	TV (Non-English)	View Hours
1	Squid Game: Season 1	1.6B
2	Money Heist: Part 4	619M
3	Money Heist: Part 3	426M
4	Money Heist: Part 5	395M
5	Lupin: Part 1	317M
6	Elite: Season 3	275M
7	Who Killed Sara?: Season 1	266M
8	Elite: Season 4	257M
9	Lupin: Part 2	214M
10	Dark Desire: Season 1	214M

Figure 2. Netflix Top 10 TV Series 2021 Metrics

Source : Netflix

The success of Netflix's original South Korean series Squid Game (2021) exemplifies the impact of a strong IMC strategy. With its gripping storyline and unique visual identity, Squid Game became a global phenomenon. According to Netflix (2025), Season 1 reached over 1.65 billion viewing hours within 28 days of release. Capitalizing on this momentum, Netflix released Squid Game Season 2 in December 2024, accompanied by an even more strategic and integrated marketing campaign. Early indicators showed the series attracted 68 million viewers within four days and topped charts in 92 countries—a testament to the effectiveness of Netflix's IMC implementation.

This research aims to analyze Netflix's marketing communication strategy in promoting Squid Game Season 2 through the lens of the IMC framework. By exploring the application of advertising, sales promotion, public relations, and personal selling, this study contributes to the understanding of how digital platforms effectively engage global audiences in a highly competitive entertainment environment.

2. RESEARCH METHOD

This study employed a qualitative approach with a descriptive research design, aiming to explore and interpret Netflix's marketing communication strategy in promoting Squid Game Season 2. The qualitative method was chosen because it allows researchers to gain a deep understanding of the communication patterns, promotional elements, and audience engagement through narrative descriptions rather than numerical data (Waruwu, 2023).

The primary data sources in this study were digital promotional content and official communication materials released by Netflix. These included content from the official websites and social media platforms such as Instagram, TikTok, and YouTube, both from Netflix's global accounts and the specific @squidgamenetflix campaign. Additional data were gathered from online news articles and media outlets that featured exclusive interviews, press releases, and event coverage related to Squid Game Season 2.

Data analysis followed the Miles and Huberman (1994) model, which consists of three interconnected stages:

Data Reduction: Selection and categorization of relevant promotional materials based on the elements of Integrated Marketing Communication (IMC), such as advertising, sales promotion, public relations, and personal selling. **Data Display:** Organizing the data into visual and textual matrices (tables, charts, narrative summaries) to illustrate the communication strategies used by Netflix. **Conclusion Drawing and Verification:** Interpreting the patterns and drawing thematic conclusions regarding the effectiveness and coherence of Netflix's IMC strategy in the context of promoting Squid Game Season 2. The conclusions were continuously validated through comparison with theoretical frameworks and prior studies (Grunig & Hunt, 1984; Keller, 2001).

By employing this methodical approach, the study ensures credibility and rigor in exploring how digital marketing communication is utilized by Netflix, offering insights that can contribute to both academic knowledge and practical application in the field of communication and media studies.

3. RESULTS AND ANALYSIS

RESULTS

Marketing Communication Strategy Through Advertising Aspects

Marketing communication strategy in the aspect of advertising has an important role in building consumer awareness and introducing new products. In promoting the Squid Game Season 2 series, Netflix utilizes digital advertising as the main channel in its marketing communication strategy. This reflects the shift in audience preference from conventional media to online-based media. Digital ads are distributed through various social media such as Youtube, Instagram and Tiktok. To be able to reach a large target audience, Netflix actively disseminates information through photo and video uploads on its official Instagram and Youtube pages on the @netflix account. In addition, Netflix also opened a special Instagram and Tiktok account for the Squid Game series, @squidgamenetflix, which was created from the first season to disseminate information and interesting content.

In promoting the Squid Game Season 2 series, Netflix focuses on digital advertising promotions on social media Youtube, Instagram and Tiktok with forms:

a. Poster, Teaser and Trailer Posts

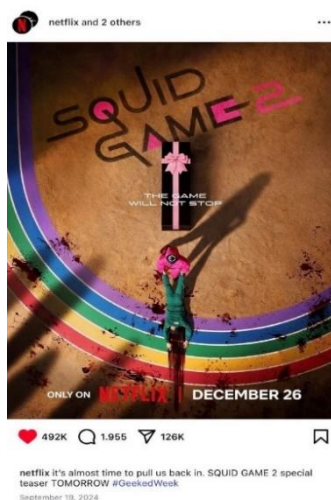


Figure 3. Squid Game Season 2 Poster Post

Source : Netflix

In the marketing communication strategy, especially in the advertising aspect, Netflix utilizes visual media such as posters, teasers, and trailers to promote the Squid Game Season 2 series. The Squid Game Season 2 series poster that Netflix advertised through the @netflix Instagram account was designed with strong and symbolic visuals, relying on Squid Game's signature iconography such as the guard mask, the colors red and black, and the circle, triangle, and square symbols. These elements not only serve as visual identifiers, but also reinforce the brand identity that has been ingrained in the audience's minds since the first season.

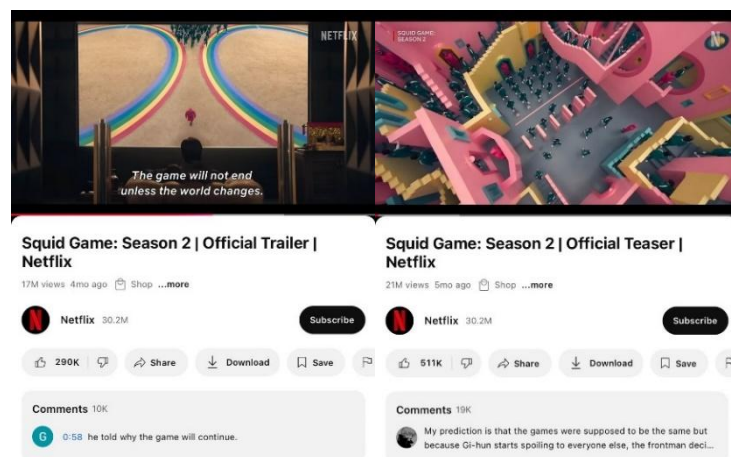


Figure 4. Squid Game Season 2 Trailer and Teaser Posts

Source: Netflix Youtube

Meanwhile, teasers and trailers advertised by Netflix through the @netflix Youtube account function as short visual narratives that convey a snapshot of the series' content. Teasers are usually shorter in duration and more suggestive, teasers are used as a form of initial promotion that is suggestive and arouses curiosity, without clearly revealing the storyline. The use of short teasers is in accordance with the concept of soft advertising in IMC, which emphasizes emotional appeal as an effective way to build brand loyalty. In contrast, trailers have a longer duration and feature snippets of story, dialog, and main characters. The Squid Game Season 2 trailer is structured narratively to convey the series' signature conflict, tension, and atmosphere, while showing the increased scale and complexity of the story compared to the previous season.

These three elements, when publicized in a planned manner through digital channels, create public interaction and participation. Viewers who see the poster will usually re-share it on social media, the short teaser triggers speculation in the comments section, and the trailer is often analyzed in various review content on YouTube. As a result, just a few days after the posters, teasers and trailers were released, social media was filled with discussions, predictions and reactions from the audience. The viral effect of these contents shows how advertising in the context of modern digital entertainment is not only about conveying information, but also establishing a space for dialog between the production team and the audience.

b. Cast Reaction Video Posts

In addition to creating and releasing posters, teasers and trailers, Netflix also advertises through Instagram and Tiktok @squidgamenetflix accounts in the form of videos of the cast's reactions to scenes in the series so that Netflix creates a real narrative that strengthens the audience's attachment to the series.

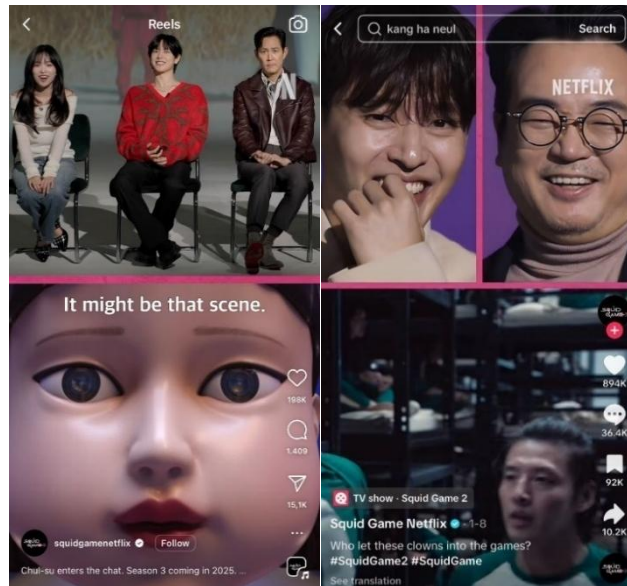


Figure 5. Cast Reaction Video Content Posts

Source: Tiktok and Squid Game Instagram

In the video posted on Squid Game's social media above, the main cast members such as Lee Jung-jae, Kang Ha Neul, Im Siwan, Lee Seo-hwan and Kim Jun-hee are shown watching one of the scenes in Squid Game Season 2. Recorded reactions such as laughter, shock and awe are presented in a short documentary format to build up the impression that the audience can feel, as if they are watching together with the cast they have come to know and admire.

This strategy blurs the line between advertising and entertainment, building emotional attachment through a participatory approach. It also extends the reach of promotional messages without the huge distribution costs of television advertising. Through the emotional reactions of the actors, Netflix succeeds in creating ads that don't feel like ads but natural content that invites empathy and builds deep emotional attachment. This shows Netflix's understanding of digital consumer behavior, especially the younger generation who are more responsive to visual, emotional and real approaches. Player reaction content is personal and emotional, triggering audience engagement, such as comments, likes, shares. The more interactions (comments, likes, shares), the more likely the content is to appear in other users' feeds as it is driven by the algorithms of platforms such as Instagram, TikTok or YouTube.

c. Original Soundtrack (OST)

Another advertising strategy that helps the series to be easily accepted by the public is by using advertising through the original soundtrack (OST). One of Squid Game Season 2's famous OSTs is Pink Soldier Redux performed by Kim Sungsoo. When the snippet of the song is used as a background in trailers or other advertising content, the audience will associate the melody with the atmosphere of the story and will build expectations and curiosity.

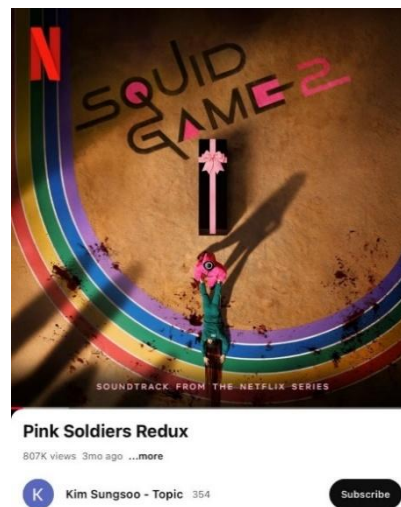


Figure 6. Squid Game 2 OST "Pink Soldier Redux"
Source: Kim Sungsoo Youtube

In the context of Integrated Marketing Communication (IMC), the Original Soundtrack serves as a form of indirect advertising that utilizes the power of sensory and virality. The song becomes a symbol of Squid Game Season 2, which subconsciously reinforces the brand memory of Netflix specifically Squid Game Season 2 in the minds of viewers. This shows that advertising does not always come in the form of explicit visuals, but can also be realized through sound that creates an emotional experience. When audiences hear Squid Game's signature song outside the context of the movie (e.g. on TikTok or YouTube Shorts), they are immediately reminded of the series. This effect strengthens brand recall and helps build popularity through a multisensory approach.

Marketing Communication Strategy Through Sales Promotion Aspects

In the context of Integrated Marketing Communication (IMC) theory, sales promotion is one element of marketing communication that aims to drive direct action from consumers in the short term. Although Squid Game is not a physical product sold directly, sales promotion strategies are still used by Netflix to increase viewership and audience engagement. Sales promotion refers to offers to consumers to trigger the purchase or marketing of products and services, such as free samples, gift vouchers, promotional prices or discounts Netflix in promoting the Squid Game 2 series, implemented innovative forms of sales promotion such as collaborating with various brands and opening pop-up stores and providing free merchandise to create public appeal and increase fan engagement.

a. Brand Collaboration



Figure 7. One of Squid Game Netflix's Collaboration Collections with Puma
Source : Netflix

One of the most prominent forms of sales promotion is Netflix's collaboration with global brands such as Crocs, Puma, and Pull & Bear. The collaboration released special and limited collections designed for Squid Game, ranging from sportswear, hoodies, sweaters to shoes. The collaboration aims expand the promotional reach of Squid Game 2. The collaboration not only generated strong buzz among the public, but also significantly increased sales for the partner brand. In the context of marketing communication strategies, brand collaborations serve as a means to strengthen brand associations and create an immersive experience for cross-platform audiences.

b. Pop-up Store and Free Merchandise



Figure 8. Squid Game Pop-up Store in Seoul
Source : Netflix

Netflix also opened Squid Game-themed pop-up stores in major cities such as Seoul, Los Angeles, and Paris, where visitors can participate in mini games. Visitors can experience the world of Squid Game first-hand, which strengthens emotional engagement and creates unforgettable experiences. In IMC, this is referred to as experiential marketing, which brings together brand messages through multiple touchpoints. In addition, visitors also received free exclusive merchandise such as

masks, tote bags, and pins. This activity falls under sales promotion, which provides gifts to consumers directly at the promotion location. The positive impact of the pop-up store and free merchandise was to create buzz on social media. Fans who get merchandise or visit the pop-up store often share their experiences on platforms such as Instagram, Twitter, or TikTok, resulting in viral content. Photos or videos of visitors posing with merchandise or inside the pop-up store sets often catch the attention of others and spark curiosity, inviting more people to visit and participate. This extends the series' appeal beyond the Netflix platform and becomes a highly effective marketing tool, given that audiences are more likely to trust recommendations from friends or influencers.

Marketing Communication Strategy Through Public Relations Aspects

Public Relations (PR) strategies play an important role in shaping a positive image and increasing public awareness of a product. One actual example of the application of PR strategies can be observed in the Squid Game Season 2 series, which not only exists as an entertainment product, but also as a strategic marketing communication tool. Netflix, as Squid Game Season 2 main distribution platform, utilized a PR approach to create wide exposure through press conferences, media relations and organizing global events.

a. Press Conference



Figure 9. Squid Game Season 2 Press Conference in Seoul

Source : Netflix

Basically, the press conference aims to provide statements and important information related to the series to journalists or the media. This is done by the production team so that it can be disseminated through mass media both print and online so that the public can find out information about the Squid Game Season 2 series. Netflix held a Squid Game Season 2 series press conference at Seoul's Dongdaemun Design Plaza (DDP) on December 9, 2024 which was attended by the director and cast as well as the media. The event also explained the filming process, the introduction of new characters and the differences in the story from the previous season. Furthermore, Netflix also activated a community-based PR strategy by organizing offline events such as the Squid Game pop-up experience, as well as encouraging conversations on social media platforms. These activities expand the relationship between the brand and the public through experiential PR that

encourages voluntary participation and interaction. Thus, the public relations strategy in the promotion of Squid Game was able to create widespread publicity.

b. Exclusive Interview

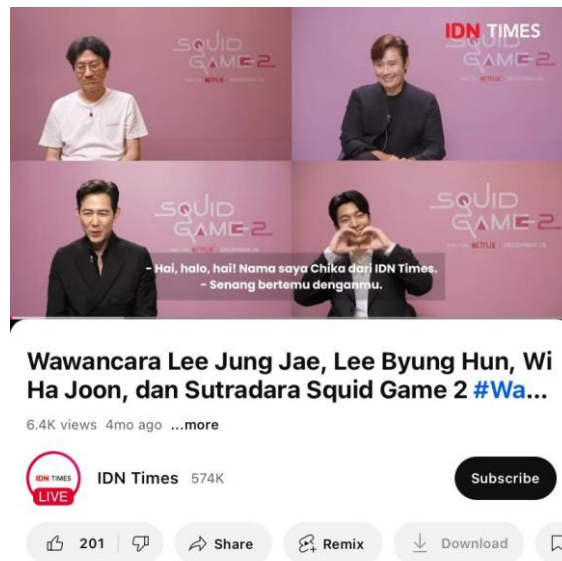


Figure 10. Cast and Director Interview with IDN TIMES

Source : Netflix

Netflix utilizes local Korean and international media to spread information about the storyline and preparations of Squid Game Season 2 and build anticipation for Squid Game Season 2. One example is the exclusive interview of the cast and director of Squid Game Season 2 with IDN Times, where they discussed the familiarity of the old and new cast and the challenges faced in the second season. This kind of interview serves as a PR tool to build a human connection between the audience and the cast in providing deep insights to fans and attracting global media attention.

c. Organization of Global Events



Figure 11. Squid Game Challenge Events in Jakarta and Seoul

Source : Netflix

Netflix organized events in various countries such as Seoul, the United States, Brazil, Australia, Indonesia and others to attract public attention and create an immersive live experience for viewers. During the event, Netflix held a pink guard and Young Hee doll parade around the city and held games such as Squid Game: Red Light Green Light, tug of war, dalgona cookies and other games related to Squid Game. The event invited various artists, athletes, influencers and fans to participate in challenges

inspired by the series. At some global events, such as Netflix's global press conferences or new season launch events, Younghee dolls are often presented as attractions to draw attention and reintroduce the concept of Squid Game. In fact, in some events or exhibitions, the puppet is often used in the form of an art installation or as part of the set to reinforce the distinctive feel of the series.

Marketing Communication Strategy Through Personal Selling Aspects

Personal selling is a direct marketing communication strategy between sellers and consumers, which aims to build relationships, provide in-depth information, and encourage consumption actions. One form of personal selling carried out by Netflix is through meet and greet activities between fans and the main cast of the Squid Game Season 2 series as a form of exclusive and emotional interaction between the brand and the audience. One of the key moments took place at the Lucca Comics & Games 2024 event in Italy, where Netflix set up a Squid Game-themed pavilion as well as a shop selling exclusive merchandise. During the event, actors such as Lee Jung-jae, Wi Ha-joon, and writer Hwang Dong-hyuk also greeted fans and participated in Q&A sessions. In every global launch and promotion conducted by Netflix, the actors and production team play an important role in bringing the Squid Game narrative directly to the audience. They not only serve as the stars of the series, but also act as the "salespeople" who market the series to fans and media.



Figure 12. Squid Game Season 2 Cast Meet and Greet in Italy
Source : Netflix

Based on the above findings, Netflix's marketing communications (IMC) strategy demonstrated an integrated approach of digital advertising, direct promotion, public relations (PR), and personal selling, which effectively built positive perceptions and anticipation of Squid Game Season 2 among the global audience.

ANALYSIS

Netflix's marketing communication strategy for Squid Game Season 2 exemplifies a robust application of Integrated Marketing Communication (IMC). The findings reveal four key IMC elements—advertising, sales promotion, public relations, and personal selling—each contributing to the campaign's success. However, rather than describing each

component in isolation, this section synthesizes their roles, evaluates their effectiveness, and contrasts Netflix's strategy with existing studies and practices.

1. Advertising: Digital-First, Emotion-Driven Campaign

Netflix's advertising campaign relied heavily on digital platforms (Instagram, YouTube, TikTok), deploying multimedia content such as posters, trailers, teasers, cast reaction videos, and the original soundtrack *Pink Soldier Redux*. These elements created emotional resonance and boosted brand recall.

The strategic use of iconic visual elements—such as the guard mask and geometric symbols—not only strengthened the series' identity but also aligned with Keller's (2001) concept of customer-based brand equity, where consistent and distinctive imagery reinforces brand memory.

Compared to conventional media advertising, Netflix's native integration of promotional content into platform algorithms (e.g., Instagram Reels, YouTube Shorts) shows a deeper understanding of digital consumer behavior. This contrasts with linear strategies used by traditional broadcasters, who often fail to leverage user engagement metrics such as likes, shares, and comments (Pieters et al., 2010). Thus, Netflix demonstrates a shift from push-based to participatory advertising, where consumers become co-promoters.

2. Sales Promotion: Creating Scarcity and Exclusivity

Netflix's sales promotions—through limited-edition collaborations (e.g., Puma, Crocs), pop-up stores, and merchandise giveaways—effectively triggered scarcity-based motivation. According to Cialdini (2009), scarcity enhances perceived value and urgency, a principle clearly evident in the fan response to Netflix's branded merchandise.

The pop-up stores in Seoul, Los Angeles, and Paris went beyond distribution—they functioned as immersive brand experiences, aligning with the concept of experiential marketing (Aggarwal et al., 2011). However, unlike other OTT platforms such as Amazon Prime, which rely on cross-platform bundling, Netflix opts for cultural immersion and fan rituals, indicating a nuanced approach to audience engagement.

While successful in generating hype, such strategies may favor urban or affluent viewers. The lack of inclusivity in geographic reach suggests an area for future improvement, especially considering Netflix's goal of global market penetration.

3. Public Relations: Managing Narrative Through Multichannel Engagement

Netflix utilized a symmetrical public relations model (Grunig & Hunt, 1984), emphasizing dialogic communication through press conferences, exclusive interviews, and global fan events. These initiatives humanized the cast and provided media with structured narratives about *Squid Game* Season 2.

Particularly effective was Netflix's hybrid PR strategy—combining mass media and community engagement. The *Squid Game* Challenge events in Jakarta, Seoul, and other cities allowed fans to reenact iconic scenes, blending entertainment with interactivity. This is consistent with Kim and Reber's (2008) findings that two-way symmetrical communication strengthens public trust and long-term image building. Unlike PR strategies in earlier campaigns (e.g., *Money Heist*), which were more regionally contained, the *Squid Game* campaign capitalized on global pop culture symbolism. This suggests Netflix is evolving toward a more transcultural

PR model, adapting its narrative strategy for diverse audiences without diluting its brand message.

4. Personal Selling: Fostering Emotional Loyalty

Netflix's use of meet-and-greet sessions and cast involvement in events like Lucca Comics & Games illustrates personal selling in entertainment marketing. These interactions support Berry's (1983) theory of relationship marketing, where emotional closeness promotes viewer loyalty.

The presence of actors as brand ambassadors provides authenticity and deepens the bond between the product and the audience. However, this approach is resource-intensive and geographically limited, which raises questions about its scalability and inclusivity—particularly for audiences in emerging markets.

Despite this, the emotional capital built through these events significantly differentiates Netflix from algorithm-reliant platforms, reinforcing the value of human-centered marketing in a digital age.

Overall, Netflix's IMC strategy demonstrates a synergistic application of communication tools, reflecting both theoretical coherence and practical adaptability. The combination of emotional storytelling, real-time engagement, and platform-native advertising enabled *Squid Game* Season 2 to transcend language and cultural barriers.

Nevertheless, the campaign's strong urban and digital orientation implies a partial blind spot: Netflix must consider equity in access and participation to sustain its global dominance. Future research should explore how similar strategies can be optimized for underrepresented regions and demographics.

4. CONCLUSION

The social media marketing communication strategy used by Netflix in promoting the *Squid Game* Season 2 series is carried out with four approaches, namely: advertising, sales promotion, public relations and personal selling. The advertising strategy is implemented through the Instagram, YouTube, and TikTok platforms by utilizing posters, teasers, trailers, cast reaction videos, and the use of original soundtracks. Sales promotion strategies are collaborating with various brands and opening Pop-up Stores and making free merchandise. Public relations strategy, namely conducting press conferences, exclusive interviews with various local and international media and organizing global events. Personal selling strategies are carried out by holding meet and greet events between actors and fans. These approaches collectively support the principles of Integrated Marketing Communication (IMC), which is the delivery of consistent messages through various communication channels to form a cohesive brand image and strengthen consumer engagement.

The implementation of the four strategies contributed to significant achievements in terms of reach and popularity of the series, as demonstrated by the 68 million viewers in the first four days of airing and the second position in the list of most-watched non-English TV series globally on Netflix with a total of 192 million viewers. These findings demonstrate the effectiveness of the IMC approach in the context of promoting digital entertainment products, particularly through the utilization of social media as the main

channel of marketing communication. Netflix's implementation of IMC proves that consistent, coordinated and cross-platform marketing communications can significantly increase promotional effectiveness. Practically speaking, the success of Squid Game Season 2 is proof that the right communication strategy can not only expand audience reach, but also encourage active public engagement and strengthen content competitiveness amidst the increasingly fierce competition in the entertainment industry.

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