

ABSTRACT

Netflix Indonesia believes the expanding popularity of K-dramas and its effect on Indonesian audiences is the potential insight to differentiate Netflix's marketing communication from other SVoD companies. Through its campaign #HallyuBarengNetflix, Netflix Indonesia employs empathy-based marketing communication in channeling its K-drama viewers' thoughts and feelings in increasing its social media presence on Instagram. This research then investigates the effect of empathy-based marketing on brand engagement mediated by brand involvement. In conducting quantitative research using an online survey, the researcher collected answers from 438 respondents who were exposed to Netflix Indonesia's social media posts and were interested in subscribing to Netflix. Consequently, the results indicate a 54.2% effect of empathy-based marketing communication on brand engagement mediated by brand involvement. Although brand involvement is proven to significantly mediate empathy-based marketing toward brand engagement, empathy-based marketing communication establishes a more dominant impact in influencing brand engagement than brand involvement. It proves the effectiveness of empathy-based marketing as a marketing communication framework in improving marketing performance on Netflix Indonesia.

Keywords: Empathy-Based Marketing Communication, Brand Engagement, Brand Involvement, Netflix Indonesia, and K-Drama