

## **Abstract**

Significant socioeconomic and regulatory issues are raised by the growth of illicit online gambling services in Indonesia, which is made worse by clever advertising tactics that take use of psychological weaknesses. This study looks at the persuasive strategies used by illicit online slot gaming sites to draw in and keep consumers on social media, especially Instagram. With a focus on "bheestybaultk.top," the most popular gambling website in Indonesia, and its related domains, the study uses qualitative content analysis to rigorously assess advertising content, paying special emphasis to Instagram Reels because of their high engagement rates. In order to normalize gambling behavior while downplaying its risks, the data show that these ads mostly rely on psychological manipulation, including fake scarcity tactics, manufactured "winning" gameplay video, and deceptive claims of financial success. Notably, 80% of user involvement is in slot games, and middle-class people are the main target group. The paper also emphasizes how these operators use adaptive evasion tactics that make regulatory measures more difficult, such as changing domains frequently and hiding social media profiles. This study offers important insights for legislators, law enforcement, and mental health practitioners to create focused remedies against the negative social effects of illegal gambling by examining these persuasive strategies.

**References:** illegal online gambling, online slot gambling, persuasive strategies, social media advertising, advertising strategy, Instagram