



The intersection between digital marketing and the fitness industry in Indonesia has become increasingly prominent, particularly due to the rapid growth in both internet penetration and health awareness among urban populations. With over 212 million active social media users recorded in 2023, platforms such as Instagram, TikTok, and Facebook have emerged as dominant tools for marketing communication (Kemp, 2023). This study investigates how gyms in Indonesia are leveraging digital marketing trends through social media and examines the extent to which these strategies influence consumer behavior, including engagement and membership decisions. Adopting a quantitative approach, primary data were collected via an online survey distributed to gym members and potential customers across major Indonesian cities. The findings reveal that influencer marketing, interactive content, and user-generated posts are among the most effective strategies for increasing brand engagement and motivating gym sign-ups. Social media marketing is shown to have a direct impact on consumer trust and purchase intention, aligning with previous research on digital branding in Southeast Asia (Pramesti, Saputra and Suprpto, 2024). This study contributes to a growing body of literature on digital consumerism while offering practical insights for gym operators to optimize their social media strategies in an increasingly competitive fitness market.

1. Introduction

The fitness industry in Indonesia has witnessed rapid expansion over the past decade, driven by growing urbanization, rising disposable incomes, and a heightened public awareness of healthy living. According to Statista (2023), Indonesia's health and fitness sector continues to grow steadily, supported by a burgeoning middle class and lifestyle shifts among young adults. Concurrently, the country has also seen a digital revolution. As of early 2023, Indonesia recorded over 212 million active social media users, representing nearly 77% of its total population (Kemp, 2023). The convergence of these two trends has brought significant transformation in the way fitness centers operate and market their services.

In this increasingly digital landscape, traditional marketing methods are being replaced or complemented by digital strategies, particularly social media marketing. Social media platforms such as Instagram, TikTok, and Facebook have become vital tools for gym businesses to connect with audiences, promote services, share success stories, and create interactive engagement with potential clients (AJOEI Journals, 2023). For example, Paradigm