

## Public Relations Role of @debrads.id on Instagram in Promoting the Victoria Run 2023 Event by deBrads Race Management

Tunggul Siahaan<sup>1</sup>, Deddy Muharman<sup>2</sup>  
<sup>1,2</sup>LSPR Institute of Communication & Business

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### ABSTRACT

This study delves into the strategies and effectiveness of social media promotion for event engagement, specifically examining deBrads' promotional campaign for the Victoria Run 2023 held in Jakarta. Utilizing Instagram as the primary promotional platform, the analysis reveals how early promotion, clear and concise messaging, and strategic use of interactive content foster engagement with the target audience. The campaign highlighted essential tactics such as creating anticipation through timely announcements, providing incentives like discounts, and optimizing language for relatability and emotional connection. By aligning these efforts with established public relations practices, deBrads successfully boosted brand awareness, increased participant registration, and cultivated an engaged community around the event. The findings contextualize these practices within existing literature on digital promotion and social media marketing, affirming Instagram's role as a powerful tool for event promotion in the digital age. The study concludes with recommendations for future campaigns, emphasizing consistent, interactive, and audience-focused content to enhance engagement and build lasting brand visibility.

**Keywords:** *social media promotion, event engagement, instagram marketing, public relations strategies, sport event.*

### INTRODUCTION

Sports is one of the activities that are loved by people around the world (Pankow, et al., 2023). Exercise is not only beneficial for physical health, but it can also provide social and economic benefits (Adriani et al, 2024). In recent years, sports have become a large and rapidly growing industry (Anani, 2024). This is marked by an increase in the number of sports events held, both at the local, national, and international levels. Sports event organizers need to carry out effective promotions to attract public interest to participate in the event (Sedky, et al., 2020).

One of the effective promotional media is social media (Prayogo, et al., 2023). Social media has advantages over traditional promotional media, such as television, radio, and newspapers, due to widespread usage of devices with internet capability. Social media has a wide reach, is relatively affordable, and can be used to interact directly with the audience without limited space and time (Tyas & Hutagaol, 2021).

Race management is required in managing everything related to a race event (World Sailing, 2024). To ensure the smooth implementation of a sports event, race management has the task of ensuring that all aspects of sports management run

smoothly, such as route planning, participant registration, provision of facilities, and security. This is also related to the certainty of the safety and security of participants and spectators, where the safety and security of participants and spectators is the most important thing in the organization of sports events, where race management has the task of ensuring that all aspects of the implementation of racing sports are safe and do not pose a risk of accidents. And finally, race management is needed to promote these sports events, through promotional events, utilizing social media.

In recent years, the role of public relations (PR) in promoting events has significantly evolved, especially with the advent of social media platforms like Instagram (Soleha, et al., 2023). As one of the most visually driven social media platforms, Instagram offers unique opportunities for PR professionals to engage with audiences through captivating visuals, stories, and interactive content. The rise of digital and social media has shifted the paradigm of traditional PR strategies, pushing professionals to innovate and adapt to the changing landscape of audience engagement and interaction.

The use of Instagram for promoting sports events leverages its extensive reach and user engagement capabilities. With over one billion active users monthly, Instagram provides a dynamic platform for PR practitioners to connect with fans, create buzz, and enhance the visibility of sports events. The ability to share real-time updates, behind-the-scenes content, and interactive posts allows for a more personalized and engaging promotional strategy. According to Williams and Chinn (2015), social media marketing in sports has transformed relationship marketing, making it more immediate and interactive (Chen, 2022).

Moreover, Instagram's visual-centric nature aligns well with the promotional needs of sports events, which thrive on visually appealing content such as live-action shots, athlete features, and event highlights. As Wolverton (2023) discusses, the strategic use of social media in PR requires deliberate planning and creativity to effectively harness these platforms' potential. This shift towards digital platforms also necessitates a deeper understanding of audience behavior, preferences, and engagement metrics, which are crucial for measuring the success of PR campaigns (Agarwal & Puppala, 2024).

The integration of Instagram into sports event promotions is not just about visibility but also about creating a sense of community and fostering fan loyalty. Public relations efforts on Instagram aim to build a narrative around the event, engaging fans through compelling stories and encouraging user-generated content. This approach not only enhances fan experience but also drives higher engagement rates, as highlighted by Smith (2016) in his study on the role of Instagram in professional athlete branding.

deBrads Race Management is one of the event organizers for sports events that is quite prominent and has successfully conducted several running sports events over the past few years. On its Instagram account, which was created in 2015, deBrads Race Management provides information related to the sports events they conduct. And more specifically, when they hold an event, the use of their Instagram account as a means of promotion will be more optimal.

As an example, is the last sports event carried out by deBrads Race Management, namely the Victoria Run 2023, which was held on October 29, 2023. One of the strategies carried out by deBrads Race Management is to pre-event several times to promote the main event more optimally. The type of pre-event carried out is to carry out a leisurely run where at the time of the event, promotions can be started, where in promoting this pre-event, promotional activities are also carried out through the Instagram account @debrads.id.

As can be seen from the explanation above, it can be illustrated how the role of social media, Instagram, more specifically, can make a strong contribution to the promotion of sports events. So, it can be explained how the purpose of this study will be to more specifically evaluate the promotion activities of Running Events from deBrads Race Management, where deBrads Race Management is a sports event organizer that is quite prominent and has succeeded in running several sports events to the maximum. For that reason, this study then tries to provide analysis that can be useful both academically, for subsequent studies, and practically to provide benefits to sports event organizers who need to use social media to promote their events.

The novelty that is expected from this study is to be able to provide analysis and an overview of how promotions carried out on Instagram can help a sports event in attracting the interest of potential participants and building enthusiasm. Promotion through Instagram can help build people's enthusiasm to participate in the sports event. High enthusiasm can be achieved by reaching the target audience that suits the sporting event and is ultimately expected to increase the number of participants and increase ticket sales.

## LITERATURE REVIEW OR RESEARCH BACKGROUND

### *The Role of Social Media in the Promotion of Sports Events*

In recent years, the role of public relations (PR) in promoting sports events has undergone significant transformation, particularly with the rise of social media platforms such as Instagram. This transformation is exemplified by various studies exploring how sports organizations and PR agencies utilize these platforms to engage with their audiences and build relationships.

Social media plays a crucial role in promoting sports events by serving as a key strategic channel for spreading information, engaging with audiences, and fostering fan communities (McCarthy et al., 2022). It enables the dissemination of event details such as schedules, locations, fees, and regulations, ensuring that information reaches a broad audience effectively. Additionally, social media facilitates audience engagement through interactive activities like responding to questions and comments, fostering stronger relationships between organizers and fans. Moreover, it helps build vibrant fan communities by hosting quizzes, contests, and other interactive initiatives, further enhancing the overall experience and loyalty of sports enthusiasts.

Kostinek (2022) highlights social media as one of the most effective platforms for promoting sports events due to its distinct advantages. It enables organizers to reach a

broad target audience, both domestically and internationally, making it a powerful tool for expanding event visibility. Additionally, social media is user-friendly, allowing even non-technical sports event organizers to leverage its features effectively.

One study by Wang (2021) highlights how sports organizations leverage Twitter and Instagram to interact with fans and build relationships. Through tools like Twitpic.com and Instagram, organizations share images of games, athletes, and behind-the-scenes content, enhancing fan engagement. Videos of game highlights and athlete interviews further enrich the interaction, fostering a stronger connection between fans and sports organizations.

Similarly, Romney and Johnson (2020) investigate the use of narrative and imagery on Instagram by sports networks. Their content analysis of nearly 2000 images reveals that strong visual storytelling significantly boosts audience engagement. The study underscores the importance of compelling narratives and appealing visuals in capturing and maintaining the interest of sports fans on social media platforms.

Expanding beyond sports organizations, Watkins and Smith (2022) examine how PR agencies use Instagram to communicate organizational culture and identity. Their research indicates that agencies utilize hashtags, employee-shared content, and posts about agency achievements to shape their organizational image. By highlighting employee engagement, cohesiveness, diversity, philanthropy, and community service, PR agencies effectively communicate their culture and values, thereby influencing public perception and engagement.

In a focused study on a Portuguese football club, Machado et al. (2020) explore the motivations behind fan engagement with sports brands on Facebook and Instagram. Their findings, based on an online survey of 214 respondents, show that fans engage with sports brands differently depending on whether they watch games in the stadium or through media. The study employs multiple linear regression analysis to reveal that motivations for engagement vary, with in-stadium fans and mediated attendance fans exhibiting different levels of content consumption and contribution on social media.

These studies collectively illustrate the evolving landscape of PR in the sports industry, emphasizing the strategic use of social media platforms like Instagram to foster engagement and build relationships. The integration of visual storytelling, organizational culture communication, and understanding fan motivations are pivotal in enhancing the effectiveness of PR efforts. As the digital world continues to evolve, these insights provide valuable guidance for PR professionals aiming to maximize their impact in promoting sports events and engaging with their audiences.

### *Sports Event Promotion Strategy Through Social Media*

Promoting sports events through social media requires a strategic approach that integrates engaging content, effective hashtag usage, influencer collaboration, and targeted paid promotions. Creating compelling and informative content is crucial in capturing audience interest and encouraging participation. The use of relevant hashtags broadens the reach, while influencer partnerships enhance event awareness and

credibility (Li, 2023). Additionally, paid promotions serve to expand audience engagement and maximize visibility.

Li (2023) underscores the importance of establishing dedicated social media accounts for event promotion, enabling organizers to streamline content management and foster direct engagement with target audiences. Hashtag utilization remains a pivotal tactic for amplifying reach, while posting relevant and engaging content—such as nostalgic narratives that resonate with the event’s theme—effectively sustains audience interest and encourages social media following (Yan & Huan, 2024).

Beyond content dissemination, fostering audience participation through interactive initiatives strengthens community engagement and enhances event anticipation. Furthermore, assessing promotional effectiveness is imperative to ensure the campaign meets its objectives. Key performance indicators such as reach, engagement, and conversions provide critical insights into promotional success (Nikitin, 2023). Reach reflects audience exposure to promotional content, engagement measures interactions like likes, shares, and comments, while conversions indicate tangible outcomes such as ticket sales or registrations. These metrics not only evaluate campaign impact but also inform strategic refinements for future event promotions.

### *Event*

Events serve as purposeful activities aimed at achieving social, cultural, business, or entertainment objectives. They can vary in duration, from short-term events such as seminars and workshops to longer-term ones like festivals and exhibitions. Goldblatt (2013) defines an event as “a special ritual of appointment, appearance, or celebration that is intentionally planned to achieve a social, cultural, or communal goal.” Events possess specific characteristics, including their temporary nature, as they occur within a defined timeframe, and their special purpose, which is tied to achieving specific objectives. Moreover, events are not spontaneous but are carefully planned and serve as communicative tools to engage with specific audiences.

Goldblatt (2013) also highlights the multifaceted functions of events. Firstly, they create unique and memorable experiences for attendees. Secondly, they help build relationships, whether personal or business-oriented, with target audiences. Thirdly, events can enhance awareness of a product, service, or idea. Lastly, they can serve as platforms to raise funds for specific causes. For instance, companies may organize seminars to introduce new products, thereby increasing awareness and driving sales. Similarly, non-profit organizations may host charity concerts to raise funds for disaster relief efforts (Sulaksana, 2003).

Sulaksana (2003) further emphasizes that with meticulous planning, events can effectively achieve desired goals. Events benefit both organizers and participants by providing opportunities to meet objectives, such as fostering brand recognition, creating emotional connections, or addressing social needs. This strategic approach underscores the importance of events as versatile tools in achieving organizational and societal goals.

### Event Promotions

Promotions that are more specifically carried out using social media can be more effective. Social media has advantages over traditional promotional media, such as a wide reach, relatively affordable cost, and can be used to interact directly with the audience (Ballabh, 2023; Jain, 2024).

The right promotion can help raise awareness of the event, attract attendees, and achieve the event's goals. Djuwarsono (2021) said that there are several reasons why event promotion is important, the first is to increase awareness. Promotions can help raise awareness of the event, both among the general audience and the target audience. This is important because high awareness of the event can encourage more people to participate. Second, attracting participants. Promotions can help attract attendees to attend the event. This can be done by providing interesting and relevant information about the event, as well as by offering incentives to participate. And third, achieving the purpose of the event.

Promotion can help achieve the event's purpose, be it a business, social, or cultural goal. For example, promotions can help increase sales, customer loyalty, or awareness of an issue (Djuwarsono, 2021).

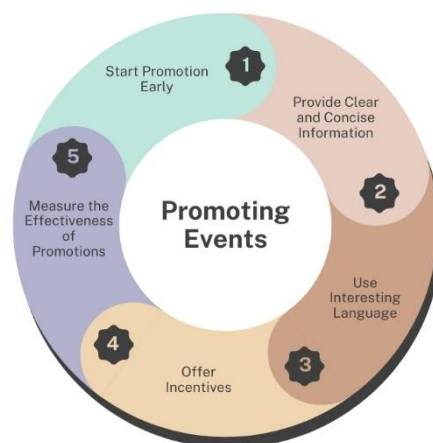


Figure 1: Promoting Events (Goblat, 2023).

Goblat (2023) highlights several key elements that should be prioritized to promote events effectively. One essential consideration is starting the promotion early, allowing sufficient time to reach the target audience and build interest. Additionally, the information shared during the promotion must be clear and concise, ensuring that it is easy for the audience to understand the purpose, details, and value of the event. Captivating language is another critical aspect, as it helps attract attention and encourages audience participation. Offering incentives, such as discounts or exclusive benefits, can further motivate potential attendees to engage with and attend the event. Lastly, measuring the effectiveness of promotional activities is vital for assessing

whether the campaign has successfully achieved its objectives and for identifying areas for improvement in future promotions.

These elements not only serve as foundational principles for effective event promotion but also form the framework for this research. They guide the structure of interviews conducted with key stakeholders, such as internal representatives from deBrads, and serve as analytical tools to evaluate the effectiveness of previously implemented promotional strategies. This research aims to offer valuable insights into various dimensions of sports event promotion through social media, particularly in understanding how these platforms play a critical role in reaching audiences and driving engagement.

By examining these elements and their application, this study demonstrates the pivotal role of social media in promoting sports events, emphasizing its ability to amplify reach, foster audience interaction, and enhance overall event success. The findings are expected to contribute to the broader understanding of strategic communication practices in event promotion, highlighting the significance of aligning promotional activities with audience expectations and digital trends.

## METHODOLOGY

This research adopted a qualitative approach, explicitly utilizing in-depth interviews to provide a rich understanding of deBrads' promotional campaign for the Victoria Run 2023. The method was informed by Creswell's (2014) assertion that qualitative methods are ideal for exploring complex social phenomena in natural settings. Interviews targeted deBrads' top management to uncover the strategic reasoning behind using Instagram for event promotion.

The interviews followed a semi-structured format, allowing flexibility while focusing on core themes like campaign planning, content strategy, and audience engagement. This approach aligns with Osborne & Grant-Smith (2021) recommendation that semi-structured interviews provide the depth needed for qualitative inquiry. Key topics included the role of timely announcements, interactive content, and discount incentives in fostering engagement.

As Silverman (2020) suggests, qualitative methods are effective for capturing detailed and contextualized data that quantitative approaches might miss. By focusing on decision-makers' perspectives, the study gained actionable insights into the motivations and outcomes of deBrads' campaign strategies. This method offered a comprehensive understanding of how Instagram facilitated brand visibility and participant engagement, contributing to the study's practical relevance.

## RESULTS AND DISCUSSION

This section presents the analysis and interpretation of the gathered data to provide insightful discussions and draw meaningful conclusions. The study is structured around the key themes that emerged from the data, allowing for the exploration of the nuances and complexities of the subject under investigation. This process aims to address the

research questions posed at the outset, shedding light on the underlying patterns, trends, and relationships within the data. Furthermore, the findings are contextualized within the existing literature, highlighting areas of agreement, contradiction, or extension. Ultimately, this analysis deepens the understanding of the phenomenon studied and contributes to the broader scholarly discourse.

The interviews conducted below will explain the answers to the questions. This will then be used as analysis material to describe the extent to which deBrads has promoted the event, especially the Victoria Run 2023 event held in Jakarta on October 29, 2023.

#### *Start Promotion Early*

Through deBrad's Instagram account, he started promoting the Victoria Run 2023 event on August 26, 2023. The content was themed 'Healing and Meeting New People' at the Victoria Run 2023. This content has not received maximum engagement because it only got 19 likes, even though it provided information that an interesting running event will be held and packaged attractively.

Promotion should start early to give enough time to reach the target audience. According to deBrads management, they used the term "leave traces first" to provide some initial information about when an event would be held. This is followed by discount promotions for participants who register at the beginning. The discount can reach 50% of the regular price. This has usually started to create a buzz on the internet, especially on the deBrads Instagram page.

Some of these things have proven to be effective in raising followers' knowledge and getting them to register for the event.

#### *Provides Clear and Concise Information.*

The information conveyed in the promotion must be clear and concise, making it easy for the target audience to understand. The content that appears on the deBrads Instagram account provides quite clear information about the event that will be held.

This is due to the fast-paced nature of social media. People constantly receive new information on this fast-moving platform, so long and complicated information tends to be ignored or missed. Therefore, it is essential to convey information briefly and to the point to attract attention and be understood quickly. In addition, the limited capacity of the readers to pay attention needs to be considered. Social media users have a shorter attention span than traditional media such as books or articles, so long sentences, and dense paragraphs can make them bored and stop reading. Presenting information in an easy-to-digest and concise format can help increase the engagement and understanding of readers or followers of deBrads.

In addition, the interesting thing conveyed by deBrads is how the content of deBrads's Instagram account also forms a certain algorithm. Many social media platforms rank and display content based on relevance and user engagement, so clear



and concise information tends to get more interaction, thus increasing the likelihood of being seen and shared by more people.

#### *Use Catchy Language.*

The promotion's language should capture the target audience's attention and encourage them to participate. With so much information on social media, it's important to use catchy language so that the content can stand out and grab the audience's attention. Boring language tends to be overlooked, while fresh, creative, and original language can pique curiosity and encourage users to read further.

deBrads also seeks to build an emotional connection with his followers. Using engaging language has been shown to help make emotional connections. Introducing a friendly and open conversation tone to encourage interaction and community building is an essential recipe for deBrads in curating its content, and occasionally interspersed with stories, humor, or anecdotes to make the content more relatable and memorable so that followers can feel more engaged with the content. Asking questions, holding contests, or providing incentives can encourage users to comment, share, or like deBrads content. It can also create a sense of FOMO (fear of missing out) with informative and entertaining content.

#### *Offer Incentives*

Offering incentives can help attract attendees to attend the event. In this case, deBrads made several Flash Sales as promotional incentives. Providing discounts of up to 50% of the regular price within a certain period is often done. But of course, with quota limitations, which, in deBrads terms, "sacrifices the target". And do this several times by reducing the discount amount so that the central quota remains.

The direct benefit of this incentive is, of course, that it can increase sales. Incentives can be used to encourage sales of products or services by providing offers in the form of discounts, promo codes, or exclusive access to promotional participants. The management of deBrads itself also added how this strategy could also increase getting new followers or audiences because, with this form of direct promotion, people may be interested in participating in events or registering for a chance to get special prices, win prizes, or participate in contests, and of course with the more followers they have, the wider the reach of the product and the greater the potential to reach new customers.

#### *Measure the effectiveness of promotions.*

Event organizers must measure the promotion's effectiveness to determine if it has achieved its goals. Previous studies have proven that using social media to promote has been successful, but of course, with varying success rates. deBrads relies on social media to promote its events. So far, it has been proven that promotion through social media helps organize various kinds of events.

To measure the effectiveness of a promotional activity, whether carried out online or offline, it must refer to the initial purpose of the promotion. Based on the

analysis of @debrads.id content related to Victoria Run 2023, they achieved their goals: DeBrads aims to increase sales by encouraging registrations through detailed posts about race categories, online registration links, and participant benefits like race packs and prizes. Their use of visually appealing content and countdowns helps drive urgency and conversions, and to increase brand awareness, they leverage consistent social media promotion, highlighting their collaboration with Bank Victoria and other partners. By showcasing their expertise in race management and documenting the event, they establish DeBrads as a top-tier organizer for large-scale running events.

Finally, DeBrads capitalizes on digital engagement through online registrations and social media interactions to generate new leads. Collecting participant data and fostering positive event experiences, they build a strong base of potential attendees and sponsors for future events. Through this approach, DeBrads strategically enhances its sales, visibility, and future opportunities within the running community. In deBrads events, sales or participant slots are, of course, not the sole goal. Brand awareness or brand reputation must also be considered to develop further to provide opportunities to create and organize the following events.

Table 2: Analysis and Actionable Suggestions for Future deBrads Race Management

Element	Analysis	Suggestions for Improvement
Start Promotion Early	The promotion began on August 26, 2023, using the theme "Healing and Meeting New People at Victoria Run 2023." Early efforts created awareness but had limited engagement (19 likes). Discounts of up to 50% for early registrants generated initial interest and increased event visibility online.	Enhance engagement by diversifying content formats like videos or testimonials to captivate audiences earlier. Collaborate with influencers or running communities to amplify early buzz and reach.
Provide Clear & Concise Information	Social media posts on Instagram provided clear event details, leveraging the platform's fast-paced nature. Concise and visually appealing information enhanced readability and engagement while aiding the platform's algorithm in boosting visibility.	Use infographics or carousel posts to break down details like race categories, registration steps, and benefits. Ensure pinned posts or highlights are a central information hub for easy access.
Use Catchy Language	Engaging and creative language fostered emotional connections, with friendly tones and humor interwoven in content. This approach improved relatability and interaction while occasionally incorporating contests and FOMO-inducing content to encourage user engagement.	Experiment with storytelling techniques to highlight participant journeys or success stories. Use action-driven language (e.g., "Don't miss out!") to drive urgency and excitement further.
Offer Incentives	Flash sales with up to 50% discounts boosted early registrations while maintaining a quota system to manage availability. Incentives also helped attract new followers and broaden	Expand incentive offerings by introducing tiered race benefits (e.g., exclusive merchandise for early birds). Incorporate referral programs where

Element	Analysis	Suggestions for Improvement
Measure the Effectiveness of Promotions	reach through contests and exclusive offers. Promotions successfully increased sales, brand awareness, and engagement. Visual content, countdowns, and strategic partnerships (e.g., with Bank Victoria) enhanced visibility. Participant data collection and event documentation supported future lead generation and credibility as a leading race organizer.	registrants can earn rewards for bringing in new participants. Use advanced analytics tools (e.g., Google Analytics, Instagram Insights) to track engagement, conversion rates, and audience demographics. Conduct post-event surveys to gain feedback for improvement.

Source: Data Collected by Author (2023)

The promotional strategies employed by @debrads.id on Instagram for the Victoria Run 2023 demonstrate both effective practices and areas for refinement. While the campaign initiated months in advance, early engagement remained below optimal levels. Although early-bird discounts successfully generated initial interest, a more diversified content strategy could have amplified the impact. Future campaigns should integrate varied content formats, such as participant testimonials, short-form videos, and behind-the-scenes event preparations, to sustain momentum and captivate a broader audience. Strategic collaborations with influencers or partnerships with established running communities could also enhance visibility and foster anticipation among potential participants.

The dissemination of event details via Instagram posts aligned well with the platform's fast-paced nature. However, optimizing content presentation through visually structured formats—such as infographics or carousel posts—could enhance clarity and retention. Ensuring accessibility by consolidating critical information within pinned posts or Instagram Highlights would provide a centralized reference point, reducing information gaps and improving the overall audience experience.

Engagement through promotional language was a notable strength, as @debrads.id successfully employed an emotional and engaging tone to connect with followers. To further enhance this aspect, incorporating storytelling techniques—such as participant success narratives or community impact stories—could deepen audience connection. Additionally, employing action-driven phrases like “Register now before slots run out!” or “Be part of something extraordinary!” could instill a greater sense of urgency, prompting more immediate responses.

The use of flash sales and limited-time discounts effectively boosted registrations, but additional strategies could further maximize participation. Introducing tiered race benefits, such as exclusive merchandise or VIP amenities for early registrants, could add value and incentivize quicker sign-ups. Implementing referral programs would also encourage word-of-mouth promotion, leveraging participants' networks to expand event reach while fostering a stronger sense of community among runners.

From a public relations perspective, @debrads.id effectively utilized visually engaging content and consistent updates to increase event visibility. However, tracking

promotional effectiveness through advanced analytics tools—such as Google Analytics or Instagram Insights—would provide deeper insights into audience behavior, engagement patterns, and conversion rates. Additionally, post-event surveys should be incorporated to collect participant feedback, enabling data-driven refinements for future campaigns and ensuring sustained alignment with audience expectations.

By refining these promotional tactics, @debrads.id can strengthen its role in public relations and event marketing, driving higher engagement and participation for future races.

### CONCLUSION

The success of deBrads in promoting the Victoria Run 2023 on Instagram highlights the platform's vital role in modern public relations strategies, particularly for sports events. Leveraging Instagram's broad reach, precise audience targeting, and interactive features, deBrads effectively increased brand awareness, engaged participants and strengthened relationships with sponsors. Their approach underscores the importance of experience-driven strategies, continuous improvement, and adaptability in overcoming promotional challenges.

To optimize Instagram's potential further, deBrads should maintain consistent and engaging content, use interactive features to foster audience participation and explore influencer partnerships to expand reach and credibility. Encouraging user-generated content and utilizing strategic hashtags can amplify visibility while investing in Instagram ads and post-event engagement ensures sustained interest and anticipation for future events.

By refining their promotional strategies and leveraging Instagram analytics for performance monitoring, deBrads can continue setting a benchmark for effective digital public relations in event management. These insights offer practical implications for practitioners aiming to maximize social media's impact on event promotion and contribute to the evolving discourse on digital public relations in the academic field.

### BIODATA

*Tunggul Siahaan, M.A.*, is a lecturer at the LSPR Institute of Communication and Business, specializing in Business and entrepreneurship, Public Relations, and Corporate Communication. His work integrates research and community service, emphasizing practical applications that benefit society and enrich student learning.

*Deddy Muharman, Ph.D.*, specializes in communication technology with a Ph.D. in Digital Communication and Media/Multimedia from Universiti Sains Malaysia (2022). A lecturer at LSPR since 2013 and currently Director of the Undergraduate Thesis Program, his research explores digital communication's role in corporate image, persuasion, and Generation Z behavior, with notable publications on social media strategies and persuasive communication.

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