



IMPLEMENTATION OF INTEGRATED MARKETING COMMUNICATION PROJECT FOR STARCAM TO ENHANCE BRAND AWARENESS

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Abstract

The rapid growth of digital technology has increased demand for high-quality sports documentation, particularly among Indonesia's mini soccer communities. Starcam offers an Artificial Intelligence (AI)-based sports videography service using auto-tracking camera technology to record football matches automatically. However, limited public awareness and understanding of AI-powered sports videography have constrained the adoption of this service. This project aimed to develop and implement an Integrated Marketing Communication (IMC) strategy to enhance Starcam's brand awareness in Pekanbaru. A descriptive qualitative approach was employed, with data collected through in-depth interviews, observations, and documentation involving Starcam management and members of the local mini soccer community. The project was designed using the Integrated Marketing Communication framework, supported by the AISAS model to examine digital consumer behavior and the SOSTAC planning framework to formulate marketing strategies. The findings reveal that the primary challenge lies not in the technology itself but in the low level of public understanding regarding the benefits and value proposition of AI-based sports videography. Based on these findings, the project proposes an integrated communication strategy consisting of market education, digital storytelling, social media optimization, collaboration with football communities, and flexible service packages. These initiatives are expected to strengthen Starcam's brand awareness, increase consumer engagement, and encourage wider adoption of AI-based sports videography services among amateur football communities in Pekanbaru.

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1. INTRODUCTION

Football has become one of the most influential cultural and social phenomena in Indonesia, extending far beyond its role as a competitive sport. On any given evening across urban neighborhoods, football pitches, particularly mini soccer fields, are filled with players who participate not only for recreation but also to build social relationships, express identity, and strengthen community engagement. Football has evolved into a participatory culture deeply embedded in everyday life, positioning the sport as a communicative space where identity, community, and media intersect. In recent years, the popularity of mini soccer has increased substantially among Generation Z and Millennials in urban areas, reflecting broader developments in Indonesian football, including institutional reforms within the Indonesian Football Association (PSSI), greater media exposure of the national team, and heightened public enthusiasm surrounding international achievements. These



developments have reinforced football's symbolic and emotional significance, transforming it into both a social activity and a digital cultural practice.

The increasing participation in football has been accompanied by growing demand for digital sports documentation. Matches are no longer experienced solely as temporary sporting events but are increasingly recorded, analyzed, and shared across various digital platforms. Visual content has become an essential component of contemporary sport communication, allowing athletes to evaluate performance, teams to conduct tactical analysis, and communities to strengthen their identities through digital storytelling and user-generated content. This transformation reflects broader changes in digital consumer behavior, where audiences actively participate in creating, distributing, and engaging with media content rather than merely consuming it (Belch & Belch, 2017). Recent studies have demonstrated that the digitalization of sports has significantly transformed how amateur athletes consume and produce media content. (Naraine et al., 2022) found that social media has become an integral component of sports participation by enabling athletes and communities to construct identities, strengthen engagement, and expand audience interaction. Likewise (Ratten & Thompson, 2021) argued that digital technologies have reshaped sport communication through user-generated content and increasing expectations for high-quality visual documentation. Within the Indonesian context, studies on football communities similarly indicate that digital content has become an important medium for community branding, fan engagement, and interpersonal communication, particularly among younger generations who actively participate in social media ecosystems.

Despite this growing demand, sports videography in Indonesia remains largely dependent on conventional recording practices. Traditional videography requires professional camera operators, manual camera control, and extensive post-production processes, resulting in higher operational costs and inconsistent recording quality. Consequently, many amateur football communities continue to rely on smartphone recordings or static cameras that frequently fail to capture the dynamics of gameplay, thereby limiting their usefulness for tactical analysis, performance evaluation, and digital content creation. The emergence of Artificial Intelligence (AI)-based sports videography represents a significant technological advancement within the sports media industry. AI-powered systems, such as automated tracking cameras, employ computer vision and machine learning algorithms to detect ball movement and player positioning in real time, producing stable, wide-angle recordings without requiring human operators. Previous research has demonstrated that AI technologies have increasingly been applied in sports for automated performance analysis, player tracking, and media production. (Rein & Memmert, 2016) and (Goes et al., 2021) highlighted the growing application of AI and computer vision in football analytics, while Pappalardo et al. (2019) (Standaert & Mazurova, 2024) and (Çınar, 2025) emphasized that automated tracking systems improve tactical evaluation and reduce operational costs associated with conventional sports recording. These developments have substantially improved the accessibility of professional-quality sports documentation.

However, technological advancement alone does not guarantee consumer adoption. Although digital content consumption continues to increase among football communities, AI-based sports videography remains relatively unfamiliar within Indonesia's amateur football ecosystem. Preliminary observations indicate that many amateur players continue to rely on smartphone recordings because they are perceived as more familiar, accessible, and affordable. While AI-powered recording services offer additional value through performance analysis, professional-quality documentation, and social media-ready content, these benefits are not always sufficiently understood to justify the additional cost. Consequently, the primary challenge extends beyond technological capability toward consumer awareness, perceived value, and market acceptance. This challenge is reflected in the experience of Starcam, an AI-based sports videography service specializing in automated football and mini soccer recording. Starcam was established to provide affordable, professional-quality match recordings using AI-powered auto-tracking technology inspired by European standards. Beyond functioning as a recording service, Starcam positions itself as a facilitator of new sporting experiences by enabling amateur players to view and analyze their performances with professional-quality documentation previously available only to elite teams. Nevertheless, Starcam currently operates within a market where smartphone-based documentation remains dominant, and many potential users still perceive professional match recording as a non-essential expenditure. Consequently, Starcam must communicate not only its brand identity but also the broader value proposition of AI-powered sports videography.

For emerging AI-based services, marketing communication serves not only to increase brand visibility but also to educate consumers, reduce uncertainty, strengthen perceived value, and encourage technology adoption (Belch & Belch, 2021) and (Tiago & Veríssimo, 2014). Effective communication

therefore becomes essential in bridging the gap between technological innovation and consumer acceptance, allowing amateur football communities to recognize AI-based sports videography as a meaningful component of their sporting experience. Despite the growing body of literature on digital sports communication and AI-assisted sports analytics, relatively limited attention has been devoted to understanding how AI-based sports videography services are introduced and accepted within amateur football communities. Existing studies predominantly examine technological performance, social media engagement, or digital marketing independently, while few investigate how integrated marketing communication can simultaneously educate consumers, strengthen brand awareness, and facilitate technology adoption in emerging service categories, particularly within developing markets such as Indonesia.

From a theoretical perspective, Integrated Marketing Communication (IMC) offers a comprehensive framework for coordinating consistent marketing messages across multiple communication channels (Belch & Belch, 2021). However, IMC alone does not fully explain how digital consumers respond to marketing communication throughout the technology adoption process. Therefore, this study integrates the IMC framework with the AISAS (Attention–Interest–Search–Action–Share) model (Sugiyama & Andree, 2010) which explains contemporary digital consumer behavior, and the SOSTAC strategic planning framework (Watt & Smith, 2021) to develop and implement a comprehensive communication strategy. The integration of these three frameworks provides a more holistic approach for introducing AI-based service innovations that require both market education and behavioral change.

Unlike previous studies that have examined sports technology, digital communication, or marketing communication separately, this study integrates IMC, AISAS, and SOSTAC within a single implementation framework for promoting AI-based sports videography services. This integrated approach contributes both theoretically and practically by demonstrating how coordinated marketing communication can strengthen brand awareness, enhance consumer understanding, increase perceived value, and accelerate the adoption of AI-powered sports services among community-based football participants. Based on these considerations, this study aims to develop and implement an Integrated Marketing Communication (IMC) project to enhance Starcam's brand awareness among amateur football communities in Pekanbaru. Specifically, the study seeks to (1) analyze the communication challenges affecting public understanding of AI-based sports videography, (2) formulate an integrated marketing communication strategy using the IMC framework supported by the AISAS consumer behavior model and the SOSTAC planning framework, and (3) evaluate how the proposed communication strategy can strengthen consumer awareness, perceived value, and acceptance of AI-powered sports videography services

2. RESEARCH METHOD

This study employed a qualitative descriptive approach to develop and implement an Integrated Marketing Communication (IMC) project for Starcam, an Artificial Intelligence (AI)-based sports videography service in Pekanbaru, Indonesia. A qualitative design was selected because it enables an in-depth understanding of stakeholders' perceptions, communication challenges, and consumer acceptance of an emerging technology-based service within its natural setting (Creswell & Poth, 2020). The study adopted a project-based research approach in which empirical findings obtained from field investigations were translated into a practical marketing communication strategy. The project design integrated the Integrated Marketing Communication (IMC) framework as the principal communication concept, the AISAS (Attention–Interest–Search–Action–Share) model to understand digital consumer behavior (Sugiyama & Andree, 2010) and the SOSTAC planning framework (Watt & Smith, 2021) to guide the systematic development of communication strategies.

The study was conducted in Pekanbaru, Indonesia, where the popularity of amateur football and mini soccer has increased substantially in recent years. Pekanbaru was selected because it represents an emerging urban market characterized by active football communities, growing digital media consumption, and increasing demand for sports-related digital content. Starcam currently operates within this ecosystem, making the location appropriate for examining communication challenges and market acceptance of AI-based sports videography services. Participants were selected using purposive sampling to obtain individuals possessing direct knowledge and experience relevant to the research objectives. A total of twelve informants participated in the study, consisting of six amateur

football players, three mini soccer venue managers, two sports content creators, and one representative from Starcam management.

Amateur football players were selected because they constitute the primary target market for Starcam services. Venue managers were included due to their strategic role in facilitating sports-related services within football communities. Sports content creators provided professional perspectives regarding digital content quality and audience engagement, while Starcam management contributed organizational insights concerning marketing challenges and business objectives. Data were collected between February and April 2026 using three complementary techniques: semi-structured interviews, participant observation, and document analysis. Semi-structured interviews explored participants' perceptions regarding sports videography, AI technology, consumer expectations, communication preferences, and purchasing considerations. Each interview lasted approximately 30–60 minutes and was audio-recorded with participants' consent. Participant observation was conducted during amateur football and mini soccer matches to examine how players documented their matches, interacted with digital content, and shared sporting experiences through social media. Document analysis included Starcam promotional materials, social media content, business profiles, internal marketing documents, and publicly available digital content related to amateur football communities.

Data were analyzed using thematic analysis following the procedures proposed by (Braun & Clarke, 2021). The analysis consisted of six stages: familiarization with the data, initial coding, theme generation, theme review, theme definition, and report production. The resulting themes were subsequently interpreted using the Integrated Marketing Communication framework to identify communication problems and formulate strategic responses. The AISAS model was employed to understand consumer behavior throughout the digital decision-making journey, while the SOSTAC framework served as the planning structure for translating empirical findings into an integrated communication project.

The credibility of the findings was enhanced through methodological triangulation by combining interviews, observations, and document analysis. Source triangulation was also employed by involving multiple stakeholder groups, including consumers, venue managers, content creators, and company representatives. Member checking was conducted by sharing interview summaries with selected participants to verify the accuracy of interpretations. Furthermore, peer debriefing among the research team was undertaken to minimize researcher bias during data interpretation. Prior to data collection, all participants received information regarding the objectives of the study and voluntarily agreed to participate. Informed consent was obtained before each interview. Participants' identities were anonymized throughout the research process, and all collected data were used exclusively for academic purposes in accordance with established research ethics standards

3. RESULT AND ANALYSIS

AISAS-Based Analysis

A player may first notice Starcam through a single clip, but the decision to trust it usually happens through a chain of small digital encounters. In this project, the AISAS model is useful because the audience does not move from awareness to usage in a straight line. Instead, mini soccer players encounter content, become curious, search for proof, discuss with their community, try the service, and later share the footage again. This cycle reflects the characteristics of digital consumer behavior, where audiences are not passive receivers of messages but active participants who search, compare, and circulate information across digital platforms (Sugiyama & Andree, 2010) and (Watt & Smith, 2021) For Starcam, AISAS helps explain how AI-based videography can move from being an unfamiliar technology into a service that feels useful, socially relevant, and worth adopting.

Attention

The Attention stage refers to the first moment when the audience becomes aware of Starcam's existence. In the context of mini soccer, attention is most likely captured through visual content rather than lengthy explanation. The interviews show that players are naturally attracted to match footage, goals, saves, player movements, and clips that make the game look more professional. Agi explained that shared video clips can make other people notice the quality of AI videography and become interested in trying it. This indicates that short-form content functions as an important entry point for Starcam

because audiences first respond to what they can see, not to the technical description of the camera itself.

This finding is consistent with the AISAS model, where attention is often triggered by visible and emotionally engaging stimuli (Sugiyama & Andree, 2010). For Starcam, the most effective attention strategy is not simply to state that the brand uses AI, but to show what AI makes possible. A clip that captures a smooth goal sequence, a wide view of the pitch, or a full-field replay can immediately communicate the difference between Starcam and ordinary handphone recording. This is important because several informants compared Starcam with smartphone documentation and pointed out that AI recording offers wider coverage, more stable footage, and better quality. Agi, for example, stated that AI cameras can cover the field more effectively than handphones, while Fikri noted that one full field can be seen and that the camera follows the movement of players and the ball.

Therefore, Starcam's attention strategy should be built around content that is visually direct, easy to understand, and emotionally familiar to amateur players. Instead of presenting technology as something distant or complicated, Starcam can introduce it through the language of football moments: goals, assists, saves, team celebrations, missed chances, and replay-worthy movements. In digital marketing, attention is increasingly competitive because users scroll quickly and only stop for content that feels relevant or visually striking (Chaffey & Ellis-Chadwick, 2019). For this reason, Starcam's social media content should prioritize short clips that clearly show the difference between manual recording and AI-based recording.

Interest

Based After attention is captured, the next challenge is turning initial visibility into interest. In Starcam's case, interest grows when audiences begin to understand that the footage is not only attractive, but also useful. The interviews show that informants were interested in Starcam because it offered benefits that matched their actual playing experience. Robby stated that Starcam allows players to review mistakes and identify correct movements after the match, while Fikri explained that video can be used to review personal and team performance. These responses show that interest is created when the service connects with a need that players already have: the need to see their game again and understand how they performed.

This stage also involves emotional relevance. Several informants described AI-based documentation as making matches feel more professional, even when the match is only a fun match. This perception matters because it shows that Starcam does not only provide functional value, but also changes the feeling of the experience. When players see themselves in a clean, stable, full-match recording, the match feels more serious, more memorable, and more worth sharing. In consumer behavior studies, interest is strengthened when a brand message is personally meaningful and emotionally connected to the audience's lifestyle (Kotler & Keller, 2016) and (Chaffey & Ellis-Chadwick, 2019). Starcam can use this insight by framing its service around both performance and pride: players can review their game, but they can also feel that their match matters.

The Interest stage also suggests that Starcam should avoid communicating AI in overly technical terms. Instead of focusing only on the camera system, the brand should explain the outcome in simple, audience-centered language. For example, messages such as "watch your full match again," "see your movement clearly," "never miss your best moment," or "turn your fun match into professional footage" are likely to be more relatable than abstract descriptions of AI tracking. This approach is important because technology adoption depends not only on what the technology can do, but also on whether users perceive it as useful and relevant to their lives (Venkatesh et al., 2003) and (Davis & Venkatesh, 1996).

Search

The Search stage becomes important once audiences are interested but not yet ready to act. At this point, potential users may look for Starcam's Instagram, YouTube videos, sample footage, pricing information, service packages, testimonials, or recommendations from friends. The interview findings suggest that many users still need clearer information before fully accepting AI-based videography. Robby mentioned that some communities are open to Starcam, but some still do not know the technology. Agi also stated that some communities have not yet treated match documentation as something serious or professional. These insights indicate that curiosity alone is not enough; it must be supported by accessible information and repeated exposure.

The Search stage is especially relevant because Starcam operates in a category that is still developing. AI-based sports videography may be attractive, but for some audiences, it is still unfamiliar. This creates uncertainty around how the service works, what users will receive, whether the camera can

follow the match properly, how much it costs, and whether the output is worth the price. According to consumer journey literature, information search is a critical stage because it helps users reduce uncertainty before making a decision (Krauter, 2025) and (Wardaya Puspokusumo et al., 2022). For AI-driven services, clear explanation is even more important because trust is shaped by users' ability to understand the technology and its benefits (Iqbal et al., 2023) and (Wangsa & Lina, 2025).

For Starcam, this means that its digital platforms should function not only as promotional channels, but also as educational spaces. The brand should make information easy to find, especially regarding sample videos, service benefits, package options, booking steps, and frequently asked questions. Informants also repeatedly mentioned price and budget as important considerations, especially for smaller communities where costs are shared through HTM or member contributions. Robby stated that budget can be more sensitive for smaller communities, while Fikri explained that higher HTM may become a barrier for community adoption. Therefore, Starcam should provide transparent pricing and package explanations so potential users can evaluate the service without confusion.

Action

The Action stage refers to the moment when interest becomes behavior, such as contacting Starcam, booking a match recording, choosing a package, or encouraging a team to try the service. Based on the interviews, action is influenced by three main factors: perceived value, affordability, and ease of access. Informants who had experienced Starcam generally recognized its value, especially in terms of full-match recording, evaluation, professional quality, and social media content. However, several informants also stated that price can become a barrier, particularly when the community is small or when players compare Starcam with cheaper handphone documentation. This suggests that the decision to use Starcam is not only individual, but collective. A player may be interested personally, but the final decision often depends on whether the team or community agrees to share the cost.

This finding is important because Starcam's action strategy must reduce friction at the community level. In digital customer experience, conversion is more likely to happen when the process is simple, clear, and low-risk (Krauter, 2025) and (Wardaya Puspokusumo et al., 2022). For Starcam, this means that the booking process should be direct and easy, preferably through familiar platforms such as WhatsApp, Instagram Direct Message, or links in social media profiles. The brand should also provide clear calls-to-action, such as "book your match," "try Starcam for your next fun match," or "ask for a team package." These messages should be supported by simple package details so that community decision-makers can quickly understand the offer.

Trial packages, community bundles, and promotional pricing can also encourage action. Fikri suggested that Starcam could provide promotions, price offers, and direct invitations for teams to try the service. Robby similarly recommended stronger marketing and community approaches, while other informants mentioned the importance of making the price feel more acceptable for groups. This indicates that the action stage should not rely only on persuasion, but also on practical entry points. If potential users are still uncertain, trial offers can reduce perceived risk and allow them to experience the service before committing regularly. For a new technology-based service, this kind of experiential access is important because users often need to see and feel the benefit before they fully adopt it (Lin et al., 2022) and (Kim Vick et al., 2024).

Share

What distinguishes digital consumer behavior from traditional models is the prominence of sharing as an integral stage of the journey. In amateur football communities, sharing match footage is not only common but socially meaningful. It allows players to showcase their performance, celebrate achievements, and engage with their peers. High-quality video output enhances this tendency by making the content more visually appealing and socially desirable. A well-edited highlight clip is more likely to be posted on Instagram, shared in team groups, or even repurposed for personal branding. From a communication perspective, this behavior represents a powerful form of organic promotion. User-generated content plays a central role in shaping brand perception and influencing other consumers in digital ecosystems (Dwi, 2025) and (Dwi Oktareza et al., 2024). When players share their own footage, they implicitly endorse the service, extending its reach to new audiences.

This suggests that the share stage is not merely an outcome, but a strategic opportunity. Encouraging users to tag the brand or participate in repost campaigns can amplify visibility while reinforcing credibility.

Table 1. AISAS-Based Communication Implications for Starcam

AISAS Stage	Audience Behavior	Supporting Insight	Communication Implication
Attention	Players notice Starcam through match clips, goals, saves, and professional-looking footage.	Informants were attracted to visible differences between AI footage and handphone recordings.	Use short-form videos, before–after comparisons, and high-energy match highlights.
Interest	Audiences become curious when they understand that the footage is useful for replay, evaluation, and content.	Informants linked Starcam with full-match review, smoother footage, and professional match experience.	Combine emotional storytelling with simple explanations of AI benefits.
Search	Potential users look for proof, examples, pricing, and recommendations.	Some communities still do not fully know Starcam or understand AI videography.	Provide clear social media profiles, sample videos, FAQs, package details, and testimonials.
Action	Teams decide whether to book based on value, price, and convenience.	Budget and HTM were repeatedly mentioned as barriers for smaller communities.	Offer easy booking, trial packages, community bundles, and clear calls-to-action.
Share	Users post clips, tag the brand, and circulate footage within their networks.	Informants connected Starcam footage with Instagram, YouTube, team branding, and community visibility.	Create ready-to-post highlights, repost user content, and encourage tagging.

DISCUSSION

Implementation Of Integrated Marketing Communication Project for Starcam to Enhance Brand Awareness

A match can be recorded by almost anyone, but not every recording can make players feel that their game is worth revisiting. This distinction becomes central in understanding Starcam's position within Pekanbaru's growing mini soccer ecosystem. The findings in this chapter show that Starcam is not only being evaluated as a camera service, but as a bridge between amateur football, digital self-expression, community visibility, and performance reflection. Informants repeatedly described documentation as useful for reviewing mistakes, saving memories, sharing content, and strengthening team or community identity. Therefore, the discussion of Starcam must move beyond the question of whether AI videography is technologically advanced. The more important question is how this technology becomes meaningful, acceptable, and valuable for the football communities that use it. The first major finding is that Starcam's AI-based technology becomes valuable when users can clearly experience its practical usefulness. Informants did not only describe Starcam as "advanced" or "modern"; they explained its value through concrete benefits such as full-match recording, wider field coverage, automatic tracking, smoother video, and the ability to review the game after the match. Robby, for example, emphasized that Starcam allows players to watch the full match again, identify mistakes, and evaluate whether player movements were already correct.

This shows that Starcam's value is understood through direct usefulness rather than abstract technological novelty. This finding is consistent with the Technology Acceptance Model, which argues that users are more likely to accept a technology when they perceive it as useful in improving their activities or solving existing problems (Venkatesh et al., 2003). In Starcam's case, the problem is clear: ordinary handphone recording is easy and affordable, but it often fails to capture the whole field, depends heavily on the person recording, and may miss important moments. Starcam answers this limitation through AI-powered tracking, which the project document describes as capable of recording matches automatically with stable and cinematic output while reducing the need for manual operation.

However, this technological advantage must be translated into language that users can immediately understand. Instead of only communicating “AI auto-tracking,” Starcam should communicate benefits such as “watch the whole match,” “see your movement clearly,” “review your team’s mistakes,” and “capture every important moment.” This is important because technology adoption depends not only on the existence of innovation, but also on whether users can connect that innovation to their everyday needs (Venkatesh et al., 2016). For Starcam, AI becomes persuasive not because it sounds sophisticated, but because it helps amateur players see their game in a way that handphone footage often cannot.

The second finding is that match documentation carries social meaning. For many informants, football footage is not only useful for evaluation; it is also important for social media content, team branding, community promotion, and personal memory. This means that Starcam’s output functions as both a sports document and a social asset. In the transcript, several informants connected match footage with Instagram, YouTube, branding, and community visibility. Rio, for instance, explained that documentation supports a team’s social media presence and affects how the team is perceived online, while Robby emphasized that high-quality full-match content is important for branding because it gives viewers a more complete and interesting way to see the match. This finding aligns with digital marketing literature, which explains that contemporary consumers are not passive audiences. They actively create, share, and circulate content as part of identity formation and social interaction (Chaffey & Ellis-Chadwick, 2019) and (Ameliany et al., 2022).

In mini soccer, this is especially relevant because players often want their participation to be seen. A high-quality match clip can become proof of skill, proof of belonging, and proof that a community is active. Therefore, Starcam’s footage does not only document what happened on the field; it helps players and teams represent themselves outside the field. This social value is one of Starcam’s strongest opportunities. If players share their match videos, tag Starcam, or repost highlights, the brand receives organic exposure through peer networks. This is more persuasive than direct advertising because the content appears through real users and real communities. In this sense, Starcam’s users can become informal brand advocates. Every shared clip has the potential to introduce Starcam to new players, teams, and community organizers.

The AISAS model helps explain how Starcam’s audience moves from awareness to adoption. The consumer journey does not happen in a straight line. A player may first see a Starcam clip on Instagram, become curious about the quality, search for the brand, ask friends about pricing, try the service with a team, and later share the footage again. This process reflects the AISAS model, which consists of Attention, Interest, Search, Action, and Share (Sugiyama & Andree, 2010). The project document also states that AISAS is relevant for Starcam because visually engaging match highlights can attract attention, emotionally driven football moments can build interest, and shared match videos can strengthen organic brand exposure within football communities. In the Attention stage, Starcam needs to capture the audience through strong visual proof. The interviews show that players are attracted to visible differences between AI footage and ordinary handphone recording, such as wider field coverage, smoother tracking, and full-match visibility.

Therefore, Starcam should prioritize short, high-energy clips showing goals, saves, assists, and decisive moments. These clips should immediately show what makes Starcam different without requiring long explanations. In the Interest stage, Starcam must connect the footage with personal relevance. The service becomes interesting when players realize that it can help them review their own performance, watch their team’s movement, save memorable moments, and create content for social media. This means Starcam’s communication should combine functional and emotional appeals. Functionally, the brand can emphasize evaluation, replay, and full-match review. Emotionally, it can highlight pride, memory, and the feeling of seeing one’s fun match presented professionally. In the Search stage, potential users need clarity. Since several informants mentioned that some communities still do not fully know or understand AI videography, Starcam’s digital platforms should provide accessible information. This includes sample footage, package details, booking steps, frequently asked questions, testimonials, and simple explanations of how AI tracking works.

Search behavior is important because consumers often look for information to reduce uncertainty before making decisions (Krauter, 2025). In the Action stage, Starcam must make booking easy and reduce hesitation. The interviews show that price and community budget are recurring concerns. Robby explained that smaller communities may be more sensitive to HTM or match contribution fees, while Halim stated that some people still compare Starcam’s price with handphone documentation. Therefore, Starcam needs simple booking channels, clear pricing, trial packages, team bundles, and community-based promotions. These strategies can lower perceived risk and encourage

first-time users to try the service. In the Share stage, Starcam has one of its strongest advantages. The service naturally produces content that users want to distribute. Players can post clips, share YouTube links, upload Instagram stories, and tag the brand. This stage is strategically important because sharing can create a new cycle of attention among other potential users. The project document also emphasizes that shared content can initiate new cycles of attention and that communication should be viewed as an ongoing system of interactions rather than a linear sequence.

Although the perception toward Starcam is generally positive, the interviews show that adoption is still shaped by several barriers. The first and most consistent barrier is price. Many informants appreciated Starcam's quality, but they also recognized that communities may compare it with cheaper handphone documentation. This is especially important because mini soccer costs are often shared among players. If the community is large, the price feels lighter. If the community is small, the additional cost can affect the match fee or HTM. This means that Starcam's pricing issue is not only about the amount of money charged. It is about whether users understand the value behind the price. If audiences see Starcam only as "another way to record a match," then handphone documentation will seem more practical. However, if Starcam communicates its added value clearly, such as full-match coverage, automatic tracking, evaluation, fewer missed moments, professional-quality output, and social media-ready content, then the price becomes easier to justify. The second barrier is awareness. Some informants stated that communities in Pekanbaru are partly open to AI videography, but not everyone understands what the technology does or why it is useful.

This indicates that Starcam must build category awareness, not only brand awareness. The market needs education about what AI-based sports videography is, how it works, and why it provides value beyond ordinary recording. For AI-driven services, trust and adoption depend strongly on whether the technology is explained clearly and whether users feel confident about its benefits (Zeng et al., 2025) and (Kim Vick et al., 2024). The third barrier is convenience. Full-match footage is highly valuable for analysis, but some users may prefer quick highlight clips that are easier to post. Halim's interview is especially important here because he explained that some players may be reluctant to search through full-match footage and prefer documentation that already provides short clips. He also suggested that Starcam could provide highlight features so players can more easily save and view their best moments. This shows that Starcam should not rely only on full-match recording as its main offer. The brand should combine full-match documentation for evaluation with short-form highlights for social media sharing.

The perceptual mapping shows that Starcam's strongest competitive opportunity is located in the upper-right quadrant, where technical and analytical value meets social and community visibility. This means Starcam has the potential to offer both professional AI-based documentation and content that supports community sharing. This position is supported by the project document, which states that Starcam's AI-powered tracking technology allows matches to be recorded automatically with stable output and comprehensive match coverage, while also supporting social-media-ready content and brand awareness among football communities. Compared with Kickshoot Pekanbaru, Starcam has stronger technical and analytical value because Kickshoot relies on smartphone-based recording. While smartphones can produce flexible and relatively low-cost content, the document notes that this method depends heavily on operator skill, battery performance, stability, and fixed viewpoint limitations.

As a result, smartphone recording may not provide the same level of full-match coverage as AI-powered tracking systems. Compared with Chai Sports Cam, Starcam also has a stronger analytical position because Chai relies on manual camera operation. Manual recording may capture close emotional moments, but it can also miss important match dynamics due to operator limitations. Compared with Paccam Medan and Jeje Football, Starcam competes more closely in the AI-based recording category. However, the document suggests that Paccam has limitations in geographical reach and camera availability, while Jeje Football's growth appears to rely more on personal networks than on a structured marketing strategy. This gives Starcam an opportunity to differentiate itself not only through technology, but through stronger integrated communication and community engagement. This interpretation confirms that Starcam should not position itself merely as an AI camera service. Its stronger positioning is as a sports media technology partner that helps amateur football communities capture, analyze, relive, and share their matches. This statement combines both dimensions of the perceptual map. "Capture, analyze, and relive" communicates technical and analytical value, while "share" communicates social and community visibility.

The discussion suggests that Starcam's long-term growth depends on its ability to translate technology into understandable and desirable value. The brand already has a strong functional foundation, but its market acceptance depends on how clearly that value is communicated. The project document emphasizes that Starcam's challenge is not only technological performance, but market

acceptance, because many potential users still rely on smartphone recording and may not fully understand the relevance of AI-based sports documentation. From an Integrated Marketing Communication perspective, Starcam needs consistent messaging across all touchpoints. Social media content, community outreach, venue partnerships, pricing information, booking systems, and post-match content delivery should all communicate the same core idea: Starcam makes amateur football more visible, reviewable, professional, and shareable. IMC emphasizes message consistency and channel integration as important elements in building brand awareness and trust (Belch & Belch, 2021) and (Belch & Belch, 2017).

Strategically, Starcam should focus on four communication priorities. First, it should use proof-based content, such as before-and-after comparisons between handphone footage and Starcam footage. Second, it should create educational content that explains how AI tracking works, what users receive, and why full-match footage is useful. Third, it should strengthen community-based promotion through testimonials, reposted user clips, team features, and collaborations with mini soccer venues. Fourth, it should reduce trial barriers through flexible packages, promo days, and team bundles. Overall, the discussion shows that Starcam's competitive advantage does not come from technology alone. It comes from the brand's ability to connect AI-based recording with the everyday culture of amateur football. If Starcam can communicate its value clearly, educate the market, reduce price hesitation, and provide both full-match footage and ready-to-share highlights, the brand can move from being perceived as a new AI videography service to becoming a trusted sports media technology partner within Pekanbaru's mini soccer ecosystem.

Table 2 Discussion Summary

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Discussion Category	Main Finding	Strategic Implication
Technology as perceived usefulness	Starcam is valued for full-match recording, wider field coverage, smoother tracking, and performance review.	Communicate AI through simple user benefits instead of technical jargon.
Documentation as social and community value	Match footage supports memory, identity, social media sharing, team branding, and community visibility.	Position Starcam as a football content and community visibility partner.
AISAS consumer journey	Users notice clips, become interested, search for proof, book through community decisions, and share footage afterward.	Build communication for every AISAS stage: Attention, Interest, Search, Action, and Share.
Adoption barriers	Price, uneven awareness, and highlight convenience affect adoption.	Provide education, transparent pricing, trial packages, and ready-to-post content.
Competitive positioning	Starcam occupies the high technical value and high community visibility position.	Differentiate from competitors through AI recording, full-match review, and social content value.
Strategic communication implications	Starcam needs consistent, integrated, and audience-centered communication.	Use IMC through social media, community outreach, venue partnerships, testimonials, and user-generated content.

4. CONCLUSION

Based This study demonstrates that the primary challenge faced by Starcam is not the technological capability of its AI-based sports videography service but the limited market understanding of its practical value. The findings indicate that amateur football communities perceive Starcam as beneficial when its technology is translated into tangible advantages, such as full-match recording, performance evaluation, professional-quality footage, and social media-ready content. The AISAS analysis further reveals that consumer adoption is shaped by a sequential digital journey in which visually engaging content captures attention, perceived usefulness generates interest, accessible

information supports search, affordable service packages encourage action, and user-generated content strengthens sharing and organic brand exposure. Nevertheless, barriers related to price perception, limited awareness of AI-based videography, and preferences for concise highlight videos continue to influence service adoption. Integrating the IMC framework with AISAS and SOSTAC provides a systematic approach for addressing these challenges by combining consistent messaging, consumer education, and community engagement. Theoretically, this study extends the application of integrated marketing communication to the promotion of AI-based sports services within community-based sports ecosystems. Practically, the findings suggest that Starcam should prioritize educational communication, transparent pricing, strategic partnerships with football communities and venue operators, and the development of shareable highlight content to strengthen brand awareness, enhance perceived value, and accelerate consumer adoption in Indonesia's amateur football market.

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