



ANALYSIS OF MOBILE LEGENDS INSTAGRAM SOCIAL MEDIA CONTENT COPYWRITING AND SYMBOLIC MEANING

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Abstract

Instagram serves as a primary platform for Mobile Legends: Bang Bang (MLBB) to communicate with its vast Indonesian player base. This study aims to analyze the copywriting techniques and symbolic meanings embedded in the content of the official MLBB Instagram account, @realmobilelegendsid. Using a qualitative descriptive approach, data were collected through observation and documentation of posts from January to March 2025. The analysis employs the AIDA (Attention, Interest, Desire, Action) copywriting model and Roland Barthes' semiotic theory to deconstruct denotative, connotative, and mythological meanings. The findings reveal that the captions are effective in capturing Attention and building Interest through informative and direct messages. However, they are weak in cultivating Desire and prompting Action, as they lack emotional storytelling, persuasive language, and strong calls-to-action (CTA). Semiotic analysis shows that visual content constructs connotations of status, self-actualization, and community belonging, while perpetuating myths that dedicated gamers possess premium skins and actively participate in exclusive events. This study concludes that while @realmobilelegendsid's content is informationally effective, there is significant potential to enhance audience engagement by integrating more emotionally resonant copywriting and strategically leveraging symbolic meanings.

Keywords: Social Media, Instagram, Copywriting, Semiotics, Mobile Legends, AIDA, Roland Barthes.

Abstrak

Instagram berperan sebagai platform utama bagi Mobile Legends: Bang Bang (MLBB) untuk berkomunikasi dengan basis pemainnya yang luas di Indonesia. Penelitian ini bertujuan untuk menganalisis teknik copywriting dan makna simbolik yang tertanam dalam konten akun Instagram resmi MLBB, @realmobilelegendsid. Dengan menggunakan pendekatan kualitatif deskriptif, data dikumpulkan melalui observasi dan dokumentasi unggahan periode Januari hingga Maret 2025. Analisis menggunakan model copywriting AIDA (Attention, Interest, Desire, Action) dan teori semiotika Roland Barthes untuk mendekonstruksi makna denotatif, konotatif, dan mitologis. Temuan mengungkapkan bahwa caption efektif dalam menarik Perhatian (Attention) dan membangun Minat (Interest) melalui pesan yang informatif dan langsung. Namun, caption lemah dalam menumbuhkan Keinginan (Desire) dan mendorong Tindakan (Action), karena kurangnya storytelling emosional, bahasa persuasif, dan ajakan bertindak (call-to-action/CTA) yang kuat. Analisis semiotika menunjukkan bahwa konten visual membangun konotasi status, aktualisasi diri, dan rasa kebersamaan komunitas,



sekaligus melanggengkan mitos bahwa gamer sejati adalah mereka yang memiliki skin premium dan berpartisipasi aktif dalam event eksklusif. Penelitian ini menyimpulkan bahwa meskipun konten @realmobilelegendsid efektif secara informatif, terdapat potensi signifikan untuk meningkatkan keterlibatan audiens dengan mengintegrasikan copywriting yang lebih resonan secara emosional dan memanfaatkan makna simbolik secara strategis.

Kata Kunci: Media Sosial, Instagram, Copywriting, Semiotika, Mobile Legends, AIDA, Roland Barthes

I. INTRODUCTION

The development of social media has transformed the marketing communications landscape, requiring brands to not only have a visual presence but also be able to convey persuasive and meaningful messages. Instagram, with over one billion monthly active users globally (Statista, 2023), has become a strategic platform for brands to build relationships with their audiences, particularly young people. Successful communication on Instagram depends not only on the quality of the visuals but also on the effectiveness of the accompanying text or captions.

Mobile Legends: Bang Bang (MLBB) is one of the most popular mobile games in Indonesia. Its official Instagram account, [@realmobilelegendsid](https://www.instagram.com/realmobilelegendsid), plays a crucial role as a communication, promotion, and community-building channel. This account regularly shares information about game updates, events, e-sports tournaments, and special collaborations, as shown in Figure 1.



Figure 1. Example of a Promotional Post for the Vale 'Gaara' Hero Skin in the MLBB x NARUTO Collaboration

Source: Instagram @realmobilelegendsid

However, initial observations indicate that while this account's visual content is highly engaging and professional, the quality of its captions still has room for improvement. Captions tend to be informative but less persuasive, lack storytelling, and don't always optimize calls to action. Research by Setiawan & Wijaya (2021) emphasizes the importance of consistent writing style and the relevance of captions to visual content to enhance communication effectiveness.

Based on this background, this study was conducted to in-depth analyze how @realmobilelegendsid's Instagram content meets social media writing standards, particularly from a copywriting and symbolic meaning perspective. This study uses the AIDA model to evaluate the persuasive structure of captions and Roland Barthes's Semiotics theory to uncover denotative, connotative, and mythical meanings constructed through visual and textual content. This dual approach is expected to provide a comprehensive understanding of MLBB's digital communication strategy and provide practical recommendations for game brand social media managers.

II. THEORITICAL STUDIES

1. Copywriting and the AIDA Model

Copywriting is the art and science of writing text for marketing or advertising purposes with the aim of encouraging readers to take a specific action (Suleman, 2023). One widely used copywriting model is AIDA (Attention, Interest, Desire, Action). This model explains the stages of persuasion that an audience must go through:

- Attention: Attracting the audience's attention with a striking headline or opening.
- Interest: Building interest by providing relevant and compelling information.
- Desire: Cultivating a desire to own or experience the benefits of a product/service by appealing to emotional aspects and benefits.
- Action: Encouraging the audience to take a specific action, such as purchasing, clicking, or participating, through a clear Call-to-Action (CTA).

2. Roland Barthes' Semiotics

Semiotics is the study of signs and how they generate meaning (Barthes, 2020). Roland Barthes developed semiotic analysis into two levels:

- Denotation Level: The literal or descriptive meaning directly perceived by a sign.
- Connotation Level: The cultural, social, or emotional meanings associated with the sign.

- Myth: The second level of signification, where connotations become so natural and widely accepted within a culture that they represent dominant beliefs or ideologies. In this context, MLBB content not only sells skins or events, but also constructs myths about the identity, status, and community of "true gamers."

III. RESEARCH METHODS

This research uses a descriptive qualitative approach to understand the phenomenon of social media content writing in depth and context. An interpretive paradigm is used because social reality, in this case the meaning of social media content, is considered constructed through interaction and interpretation.

The object of the research is the official Instagram account @realmobilelegendsid. The analysis focuses on content uploaded between January and March 2025, specifically those related to skin promotions and major collaboration events, such as the collaboration with NARUTO.

Data collection techniques include:

1. Observation: Observing caption writing strategies, language use, hashtags, and interactive elements.
2. Documentation: Collecting screenshots of Instagram posts used as research samples, including visuals, captions, and hashtags.

Data analysis techniques were conducted thematically with the following stages:

1. Data Reduction: Selecting and focusing data on posts relevant to the research focus.
2. Data Presentation: Presenting data in narrative descriptions and tables to facilitate analysis.
3. Conclusion Drawing: Drawing conclusions based on the findings analyzed using AIDA theory and Barthes's Semiotics.

The analysis was conducted in two steps:

1. AIDA Analysis: Evaluating the extent to which the captions meet the four stages of the AIDA model.
2. Barthes's Semiotics Analysis: Analyzing the denotative, connotative, and mythical meanings of the selected visual and textual content.

To ensure data validity, the researcher applied theoretical triangulation by comparing the analysis results with relevant theories and previous research.

IV. RESEARCH RESULTS

Based on observations and documentation of the @realmobilelegendsid account, the following are the main research findings:

1. Analysis Based on the AIDA Model

Analysis of various captions shows a consistent pattern. @realmobilelegendsid's captions are generally strong at the Attention (A) and Interest (I) stages, but weak at the Desire (D) and Action (A) stages.

Table 1. AIDA Analysis of Example Captions for the "Nightowl Huntress" Skin Promotion

Unsur AIDA	Kutipan Caption / Deskripsi	Evaluasi
Attention (A)	"Skin Starlight Miya "Nightowl Huntress" hadir! ✨"	Efektif, langsung mengumumkan produk baru dengan emoji menarik.
Interest (I)	"Dapatkan juga Painted Skin 'Nightowl Warden', Effect Trail, dan Sacred Statue!"	Membangun minat dengan menyebutkan bonus dan fitur tambahan.
Desire (D)	-	Lemah. Tidak ada narasi emosional atau alasan mengapa pemain harus sangat menginginkan skin ini.
Action (A)	-	Sangat Lemah. Tidak ada Call-to-Action (CTA) eksplisit seperti "Beli sekarang!" atau "Mainkan untuk dapatkan!".

A similar pattern is seen in captions for collaborative content. For example, in the MLBB × NARUTO Shippuden collaboration post (Figure 2), the caption successfully captures attention and interest, but fails to build a deep desire and a compelling call to action.



Figure 2. MLBB x NARUTO Shippuden Collaboration Promotional Content

Source: Instagram @realmobilelegendsid

2. Roland Barthes' Semiotic Analysis

A semiotic analysis of the visual and textual content reveals deeper layers of meaning.

A. Denotation (Literal Meaning):

- The image of the hero Miya with the "Nightowl Huntress" skin, dominated by blue and gold, looks elegant and agile.
- Images of NARUTO characters such as Naruto Uzumaki and Sasuke Uchiha, visualized in the style of MLBB heroes.
- Text indicating the skin name, event name, and time period.

B. Connotation (Cultural/Emotional Meaning):

- The elegant and detailed "Nightowl Huntress" skin connotes class, exclusivity, and social status within the gaming community. Owning a rare skin is a symbol of prestige.
- The collaboration with NARUTO, a legendary anime franchise, connotes nostalgia, power, and pop culture identity. This builds an emotional connection with fans who grew up with the anime.
- The game's interface visuals, themed "the twilight of the Valley of the End" (from Naruto), connote an immersive experience and fidelity to the original lore, further strengthening the collaboration's selling point.

C. Myths:

These contents build and reinforce several myths in gamer culture, including:

- The "True Gamer" Myth: A true and recognized gamer is one who owns premium, exclusive, and limited skins. Owning a skin is not merely aesthetic, but a sign of dedication and status.
- The "Exclusive Community" Myth: By actively participating in major collaboration events, players feel part of an exclusive community connected through shared pop culture. MLBB becomes more than just a game; it becomes a social space.
- The "Self-Actualization" Myth: Using the latest collaboration skin or Starlight skin is a form of self-actualization in the digital world. This allows players to express their identity and tastes, while gaining recognition from fellow players.

V. CONCLUSION

Based on the analysis, it can be concluded that the @realmobilelegendsid Instagram content meets social media writing standards in terms of conveying clear and consistent information. However, from a copywriting and meaning-construction perspective, there are still gaps for optimization.

1. Copywriting Effectiveness: This account's captions are effective in attracting attention (A) and building interest (I) through concise and direct information. However, the absence of strong Desire (D) and Action (A) elements reduces the persuasiveness and conversion potential of the shared promotional content.
2. Symbolic Meaning Construction: Through a semiotic approach, it was revealed that MLBB not only sells in-game products but also constructs symbolic values such as status, identity, and community togetherness. The visual and textual content successfully creates connotations of exclusivity and immersive experiences, as well as reinforcing popular culture myths among gamers.

Overall, the @realmobilelegendsid Instagram serves as more than just an information channel; it is an arena where players' digital identities and MLBB brand image are jointly constructed through copywriting practices and the negotiation of symbolic meaning. To increase audience engagement, future content strategies need to integrate more emotional and persuasive copywriting, and consciously leverage the symbolic power that has been successfully built.

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