
Digital Marketing Communication in the Electric Vehicle Industry on Social Media: A Content Analysis and Consumer Perception Study of Byd Atto 1 on Instagram and Tiktok

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Abstract

The increasing role of social media in digital marketing communication has reshaped how companies engage with consumers, particularly in the electric vehicle (EV) industry. This study aims to analyze the digital marketing communication strategies implemented by BYD for its BYD Atto 1 model on Instagram and TikTok, and to understand how consumer perceptions are shaped through social media interactions. A qualitative case study approach was employed, involving content analysis of BYD Indonesia's official social media posts and thematic analysis of 150 user comments collected from July to August 2025. The findings reveal that BYD utilizes three primary content types: promotional (e.g., pricing and warranty information), educational (e.g., cost and maintenance comparisons), and branding (e.g., lifestyle and identity messaging). Consumer responses are predominantly positive, with appreciation for the vehicle's affordable price, modern design, and advanced technology. Some users also expressed purchase intentions. However, concerns regarding battery durability and the availability of charging infrastructure persist. The study concludes that while social media marketing effectively attracts attention and shapes favorable perceptions, addressing consumer concerns through clearer, more comprehensive educational content is essential to build trust and support EV adoption in the context of the energy transition.

INTRODUCTION

Over the past decade, marketing communication practices have undergone significant transformation, particularly with the increasing role of digital technology in everyday life (Nesterenko et al., 2023; Şenyapar, 2024). Social media is no longer merely an additional channel in marketing strategies but has evolved into a primary space where companies interact with consumers, build relationships, and shape public perceptions in a sustainable manner (Dwivedi et al., 2021; Kannan & Li, 2017). This shift reflects a transition from one-way communication to more interactive and participatory communication models.

This transformation has altered the dynamics of relationships between companies and audiences. Consumers are no longer passive recipients of information; instead, they actively participate in constructing meaning through digital interactions such as comments, reviews, and discussions on social media. In this context, marketing communication has become

increasingly dialogical, with brand perception being formed through collective interactions between companies and audiences (Hollebeek & Macky, 2019; Lemon & Verhoef, 2016).

This phenomenon is particularly relevant in the automotive industry, especially in the transition toward electric vehicles (EVs). EVs are viewed as a crucial solution for reducing carbon emissions and supporting environmental sustainability, thereby increasing public interest in this technology (Zhang et al., 2022). However, the adoption of electric vehicles is not determined solely by technical factors; it is also strongly influenced by consumer perceptions of value, benefits, and trust in the technology.

Previous studies indicate that information delivered to consumers—both regarding environmental aspects and vehicle performance—significantly influences consumer perceptions and beliefs about EVs (Zhang et al., 2022). Moreover, communication approaches that combine emotional and visual elements are more effective at increasing consumer interest than purely rational forms of information delivery (Dong, 2025). This finding highlights the critical role of digital marketing communication in shaping perceptions of electric vehicles.

Furthermore, social media functions as a public discourse space where collective opinions about EVs are formed. Analyses of user interactions show that conversations about EVs are dominated by positive sentiment and high levels of engagement, reflecting growing public interest in this technology (Senyapar, 2024). Marketing activities on social media have also been shown to significantly influence consumers' intentions to purchase environmentally friendly products, including electric vehicles (Wagdi et al., 2022).

In practice, companies utilize digital marketing communication strategies through carefully designed content to attract attention while simultaneously fostering audience engagement. Informative, educational, and entertaining content has been shown to increase engagement and strengthen relationships between brands and consumers (Permatasari & Saputro, 2023). This approach aligns with the concept of *Integrated Marketing Communication* (IMC), which emphasizes message integration across channels and active consumer involvement in the communication process (Vernuccio et al., 2021; Porcu et al., 2017).

As a global electric vehicle manufacturer, BYD utilizes social media platforms, particularly Instagram and TikTok, as key components of its marketing communication strategy. The launch of the BYD Atto 1 in 2025 presents an interesting case for analysis, as it targets the entry-level segment—consumers who are generally price-sensitive and cautious about adopting new technologies. Therefore, it is important to understand how product narratives are constructed by the company, how messages are received by audiences, and how interactions on social media contribute to shaping collective perceptions. This suggests that product meaning is not determined solely by the company but is dynamically constructed through ongoing interactions in digital spaces.

Based on these considerations, this study aims to analyze the digital marketing communication strategies implemented by BYD and to understand how audiences shape perceptions of electric vehicles through social media interactions. This research is expected to contribute to the development of digital marketing communication studies and provide a more comprehensive understanding of the role of communication in driving the adoption of technological innovation in the era of energy transition.

METHOD

This study employed a qualitative approach with a case study design to examine how digital marketing communication strategies for the BYD Atto 1 were developed and how audiences responded to messages on social media. The study focused on understanding communication phenomena within a specific context rather than on numerical measurement (Creswell, 2013).

The study was conducted in a digital environment, focusing on BYD Indonesia's official Instagram and TikTok accounts. These platforms were selected because they enabled direct interaction between brands and consumers and played an important role in shaping audience perceptions (Dwivedi et al., 2021). Observations were conducted from July to August 2025, coinciding with the launch of the BYD Atto 1 at the GIIAS 2025 event.

Data were collected through digital observation, documentation, and literature review. Digital observation involved examining visual and textual content uploaded to BYD Indonesia's official social media accounts. Documentation included archiving social media content and audience comments related to the BYD Atto 1. In addition, a literature review was conducted to support the conceptual framework related to digital marketing communication and consumer behavior (Creswell, 2013).

Data selection was conducted using purposive sampling based on criteria relevant to the research objectives. Selected content included posts specifically discussing the BYD Atto 1, posts with high engagement levels, and posts representing different communication formats. A total of 150 audience comments were analyzed to identify patterns of consumer perception and response. This technique aligned with the principle of selecting "information-rich cases" in qualitative research (Patton, 2015).

Data were analyzed using thematic analysis to identify and interpret patterns of meaning within the data. The analysis process included data familiarization, initial coding, theme development, and theme review (Braun & Clarke, 2006).

To ensure validity, this study employed source triangulation by comparing brand-produced content with audience responses. This approach enhanced the credibility of the findings and provided a more comprehensive understanding of the relationship between communication strategies and consumer perceptions (Patton, 2015).

RESULTS AND DISCUSSIONS

In Indonesia, BYD is official Introducing the BYD ATTO 1 at an exclusive media day event in event Gaikindo Indonesia International Auto Show (GIIAS) 2025. The presence of this model marks the entry of BYD ATTO 1 as one of city car electricity offered by BYD for the Indonesian market (BYD, 2025).



To introduce the product to a wider audience, BYD implements a digital marketing communication strategy through social media platforms such as Instagram and TikTok. Social media plays a crucial role in modern marketing communication, as it enables companies to disseminate information rapidly while simultaneously receiving feedback from consumers (Appel et al., 2020; Dwivedi et al., 2021).

Content published on social media does not only function as a promotional tool but also serves as a medium for building customer engagement through interactions such as comments, likes, and shares (Dolan et al., 2021). Furthermore, marketing activities conducted through social media can influence consumer perceptions of a product and stimulate purchase intention (Moslehpour et al., 2022).

In the context of digital marketing communication, social media also facilitates two-way communication between brands and consumers. As a result, consumers are no longer merely message recipients but active participants in the communication process (Permatasari, 2023).

Content Analysis

Content analysis is a research method used to systematically examine communication messages by categorizing content into specific groups, allowing researchers to identify communication patterns employed by a brand. In digital marketing communication, content analysis helps to understand how message characteristics—such as interactivity, uniqueness, and visual appeal—influence audience responses (Lou & Koh, 2018).

Through this approach, the researcher aims to analyze how digital marketing communication messages conveyed in BYD ATTO 1's social media content are presented to audiences across various posts, particularly on Instagram and TikTok platforms.

The classification of content into promotional, educational, and branding categories aligns with content marketing practices in digital communication, which emphasize the importance of content variation in building audience engagement (Permatasari, 2023).

Table 1. Categorization of Communication Content Types BYD Atto 1 Digital Marketing

No.	Category Content	Description & Focus Message	Example Message / Caption
1	Promotion	Convey information price, specifications, variants, and services full sell in a way direct	<i>"The wait is over! BYD Atto 1 is here starting from Rp. 195 million "</i>
2	Education	To explain benefit economy EV ownership: efficiency cost operational and low cost maintenance	<i>"40 km only Rp. 7,000 for electricity vs. Rp. 20,000 for gasoline "</i>
3	Branding	Build identity product as modern, relevant urban vehicles with style life generation productive	<i>"Smart. Simple. Stylish. Not just car, this expression You."</i>

Source: Analysis results content researchers to @BYDIndonesia uploads on Instagram and TikTok, July–August 2025.

Promotional Content

Based on the content analysis of BYD’s social media posts related to the launch of the BYD ATTO 1, the material can be categorized as promotional content. This classification is based on the presence of key marketing elements, including product pricing, vehicle features, and persuasive messaging designed to attract audience interest. The content is presented through visually appealing imagery, price information, and captions that emphasize the product’s advantages as a modern and accessible electric vehicle.

The content clearly communicates the vehicle’s pricing, namely IDR 195,000,000 for the Dynamic variant and IDR 235,000,000 for the Premium variant. The direct presentation of price serves as a strategic marketing approach aimed at providing transparent information to consumers while reinforcing the perception that electric vehicles are increasingly affordable.

In addition, the content includes comprehensive warranty information, such as a 6-year or 150,000 km vehicle warranty, an 8-year or 160,000 km battery warranty, and an 8-year or 150,000 km drive unit warranty. This information is intended to enhance consumer trust and reduce perceived risk associated with adopting new technology.

From a communication perspective, the captions employ persuasive language, including phrases such as “The wait is over!” and “A price that makes switching to EV even more exciting.” These expressions are designed to build audience enthusiasm while conveying that electric vehicles are now more accessible to the general public. Furthermore, the use of modern vehicle visuals and the slogan “Energy in Motion” contributes to constructing a brand image that aligns with an urban lifestyle and contemporary consumer preferences.

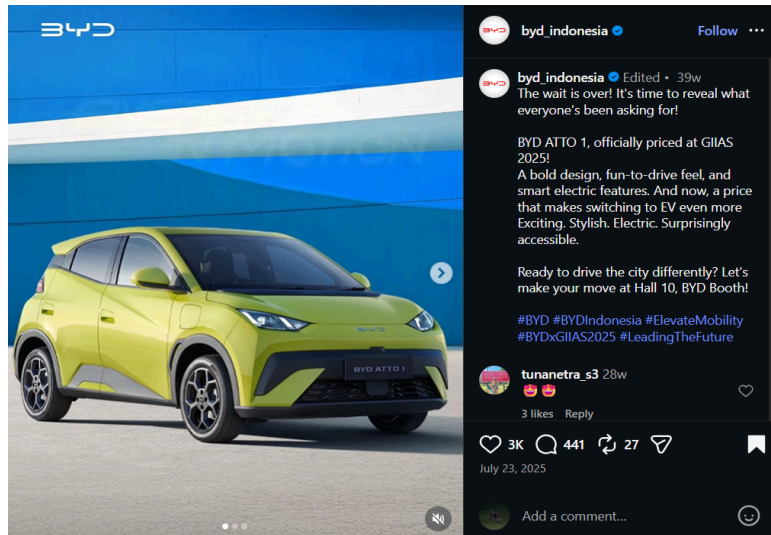


Figure 2. Content BYD ATTO 1 Promotion
Source : Instagram @byd_indonesia

The promotional strategies employed in this content align with digital marketing communication frameworks that utilize social media as a medium to deliver product information while simultaneously building connections with consumers. Social media enables companies to communicate marketing messages in a visual and interactive manner, thereby enhancing audience engagement with the brand (Appel et al., 2020; Dwivedi et al., 2021).

Furthermore, the use of visual elements such as product images, price information, and persuasive captions represents a core component of content marketing strategies aimed at attracting audience attention and increasing brand awareness on social media platforms. In digital marketing communication studies, well-designed promotional content has been shown to significantly improve audience engagement and strengthen the relationship between brands and consumers (Dolan et al., 2021). Consistent delivery of messages regarding price, features, and product benefits also plays a crucial role in shaping clear and favorable consumer perceptions (Porcu et al., 2017).

Educational Content

Based on the analysis results, this content can be categorized as educational content because it provides audiences with information about the benefits of using electric vehicles, particularly in terms of operational cost efficiency. The content explains a comparison between the costs of using gasoline-powered vehicles and electric vehicles, enabling audiences to understand that electric vehicles can be more economical for daily use.

In the video, it is explained that a gasoline-powered car with a fuel consumption rate of 20 km per liter requires approximately IDR 20,000 to travel a distance of 40 km per day. In contrast, the BYD ATTO 1 only requires electricity costs of around IDR 7,000 to IDR 9,000 for the same distance. This indicates that users can save approximately IDR 15,000 per day. This information aims to provide a clearer understanding to audiences regarding the cost efficiency of electric vehicles.

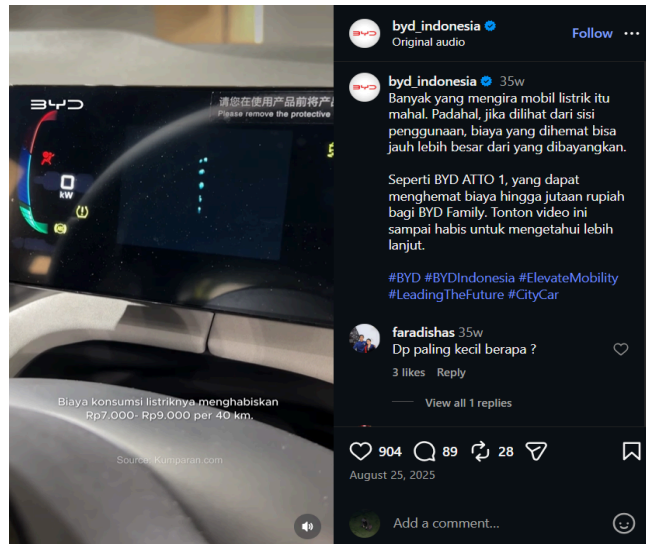


Figure 3. Content BYD ATTO 1 Education
Source : Instagram @byd_indonesia

In addition, the content explains that electric vehicles have lower maintenance costs because they do not require engine oil changes, spark plugs, or air filter replacements as in gasoline-powered cars. The annual maintenance cost of the BYD ATTO 1 is estimated at around IDR 1,000,000, whereas conventional vehicles can reach approximately IDR 2,000,000 or more. The content also highlights that electric vehicles benefit from lower taxes due to government incentives.

From a visual perspective, the video showcases the vehicle's interior components and features to reinforce the information conveyed in the narrative. The presentation of information through a combination of visuals and simple explanations makes the message easier for social media audiences to understand.

Educational content of this nature plays an important role in enhancing audience understanding of a product and shaping public perception through social media interactions. Informative content has been proven to foster positive attitudes toward brands and increase consumer trust (Lou & Yuan, 2019).

Moreover, educational content assists consumers in the purchase decision-making process by providing relevant and easily understandable information (Moslehpour et al., 2022). In the context of electric vehicles, consumer perceptions of adoption are influenced by attitudes, subjective norms, and perceived behavioral control, as explained in the Theory of Planned Behavior (Buhmann et al., 2024).

Branding Content

Based on the analysis, this content can be categorized as branding content, as it primarily emphasizes the construction of product image and lifestyle associations rather than price explanation or cost comparison. Captions such as “Smart. Simple. Stylish.” and the phrase “Not just a car. It’s a customized experience with your style” reflect BYD’s efforts to position the product as a modern, practical electric vehicle aligned with urban lifestyles.

Visually, the content highlights the vehicle’s exterior design, interior, technology, and features. These visuals function to reinforce the intended message that the vehicle offers a compact design and user-friendly technology. In addition, textual elements within the video,

such as “Designed to fit your life” and “Smart, Compact, Effortless,” emphasize that the BYD ATTO 1 is specifically designed to support the daily activities of its users.

From a digital marketing communication perspective, branding content plays a strategic role in shaping emotional connections between consumers and brands. By emphasizing lifestyle relevance and product identity, such content helps build brand image, strengthen differentiation, and influence consumer perception beyond functional attributes.



Figure 4. BYD ATTO 1 Branding Content
Source: Instagram @byd_indonesia

In digital marketing communication, social media is widely used to build brand image and product identity through engaging visuals and messages, enabling audiences to more easily recognize the character of a brand (Vorveld, 2019). Content that highlights lifestyle and user experience can also influence audience perceptions, as consumers not only receive information but also construct meaning about a brand through the symbolic experiences presented (Appel et al., 2020).

Consumer Perception Analysis

Consumer perception in this study is analyzed through comments appearing on social media posts. These comments reflect the audience’s views, attitudes, and responses toward the promoted product. Social media enables consumers to express opinions, share experiences, and interact directly with brands, thereby creating a two-way communication space between brands and audiences (Wagdi et al., 2022).

In addition, interactions such as comments, likes, and shares represent forms of engagement that reflect consumer attitudes and involvement with content and brands on social media. Analyzing these interactions provides insights into how audiences respond to marketing communication messages.

In the context of electric vehicles, public discourse on social media also plays a significant role in shaping consumer perception. Digital conversations reflect public attitudes, opinions, and concerns regarding electric vehicle technology, including aspects such as cost, infrastructure, and technological performance (Senyapar, 2024). Therefore, analyzing social

media comments is essential for gaining a more comprehensive understanding of consumer perceptions toward electric vehicles.

This study analyzed 150 user comments on BYD ATTO 1 content posted on BYD Indonesia’s social media platforms (Instagram and TikTok). The findings reveal several patterns of consumer perception, with the majority of responses indicating positive perceptions of the product. Many users expressed appreciation, particularly regarding price, design, and technology.

Price emerged as a key factor attracting audience attention. Several comments indicated that the BYD ATTO 1 is perceived as relatively affordable compared to other electric vehicles. This is reflected in responses such as “the price is very competitive,” “worth it,” and “great pricing.” These statements suggest that price plays a crucial role in shaping initial consumer interest.

In addition to price, the vehicle’s design also received considerable positive feedback. Many users described the BYD ATTO 1 as attractive, modern, and aligned with current market preferences. Comments such as “cute,” “very cool,” “great,” and “compact, stylish, and sophisticated” indicate that the visual presentation of the vehicle in social media content effectively creates a positive impression of the product design.

Beyond appreciation, several users also expressed purchase intentions. Comments such as “I want to buy this for work,” “planning to buy the Atto 1 Premium,” and “hopefully I can buy it next month” indicate that digital marketing communication delivered through social media is capable of stimulating consumer purchase intention.

However, despite the predominantly positive responses, some comments reflect concerns and skepticism. These concerns are generally related to battery durability, battery replacement costs, and the availability of charging infrastructure. Several users questioned long-term battery performance and whether charging facilities are widely accessible, particularly outside urban areas.

Additionally, some critical comments were identified. These criticisms mainly relate to the perception that the price is still relatively high for certain consumer segments and the limitations of electric vehicle usage in areas where supporting infrastructure is not yet fully developed. This indicates that consumer perceptions of electric vehicles are still influenced by economic conditions and the readiness of supporting infrastructure in their respective environments.

Table 2. Thematic Map Perception Audience to BYD Atto 1 Content

No.	Perception Theme	Example Comment Audience	Analysis Communicative
1	Price Appreciation	<p><i>“The price is very affordable for ordinary people.”</i> <i>(“Mendang-mending.”)</i> <i>“Cool price; very cheap.”</i></p>	Price framing successfully built perceptions of affordability. The value communication strategy proved effective in lowering psychological barriers related to EV prices.

No.	Perception Theme	Example Comment Audience	Analysis Communicative
2	Response Design Aesthetics	<i>"Imooeett "very "; "Compact, firm, stylish, concise and sophisticated "; "Cool "</i>	Branding content is successful awaken response affective positive. Design accepted as representation urban-modern identity.
3	Interest Purchase	<i>"I want one for the office, min. wkwkwk "; "Bismillah Atto 1 Premium"; " God willing month front buy "</i>	Audience move from response cognitive to conative, indicating intention buy concrete, stage end hierarchy IMC response.
4	Concerns Battery	<i>"If the battery damaged How many cost instead? "; " Capacity battery down after 5 years?"; " the battery is expensive. if damaged."</i>	Communication gap on the issue risk term length. Content promotion Not yet answer <i>perceived risk</i> about degradation and costs replacement battery.
5	Concerns Infrastructure	<i>"SPKLU " Already spread not outside Java yet? "; " ca n't difficult to enter the village search charger "; "if it works far away ... charging right Not yet evenly, how is that?"</i>	Concerns infrastructure reflects obstacle adoption of a nature systemic, beyond capacity communication brand individually.

Source: Analysis results thematic 150 comments audience on Instagram and TikTok @BYDIndonesia, July–August 2025.

The analysis of user comments indicates that digital marketing communication through social media is effective in attracting audience attention and shaping consumer perceptions. Most responses reflect positive perceptions of the product, particularly regarding price, design, and technology. These findings are consistent with prior research suggesting that consumer attitudes play a crucial role in determining the intention to adopt electric vehicles (Buhmann et al., 2024).

However, despite the generally positive responses, several concerns remain. These concerns are primarily related to battery durability and the availability of charging infrastructure. This aligns with previous studies identifying major barriers to electric vehicle adoption, including battery limitations, high charging costs, and concerns about technological performance (Egbue & Long, 2012).

Therefore, beyond product promotion, companies are encouraged to provide clearer and more comprehensive information regarding the use of electric vehicles. Such efforts are essential to enhance consumer trust and reduce perceived uncertainty, particularly for new technology adoption.

CONCLUSION

This study examined how BYD ATTO 1 implemented digital marketing communication through social media and how audiences responded to the content presented. The findings showed that BYD utilized three main types of content: promotional content to introduce pricing, features, and warranties; educational content to explain the benefits of electric vehicles, particularly cost efficiency and maintenance savings; and branding content to position the BYD ATTO 1 as a modern vehicle suited to urban lifestyles. Analysis of 150 user comments indicated that most audiences responded positively, particularly appreciating the affordable price and attractive design, while some users also expressed purchase intention. However, concerns regarding battery durability and charging infrastructure availability were still evident. These findings suggest that social media plays an important role in shaping consumer perceptions and trust toward electric vehicles through informative and engaging communication strategies. Future research is recommended to use more diverse data sources, larger sample sizes, and additional methods such as surveys or interviews to gain a deeper and more comprehensive understanding of consumer perceptions of electric vehicles.

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