



The Impact of Indonesia's Football Stars ON INSTAGRAM

Indonesian players, and those with Indonesian heritage, have become significant digital assets for football clubs around the world.

Their connection to a highly engaged fanbase consistently drives notable increases in Instagram engagement, follower growth, and content performance. This report examines how clubs have benefitted from this influence, with data from case studies across multiple leagues and regions.

Why it matters

Strong national pride and cultural affinity drive fans to engage at scale.

Clubs see significant spikes in likes and engagement compared to their usual averages.

Impact extends beyond national team players to those with Indonesian roots or connections.

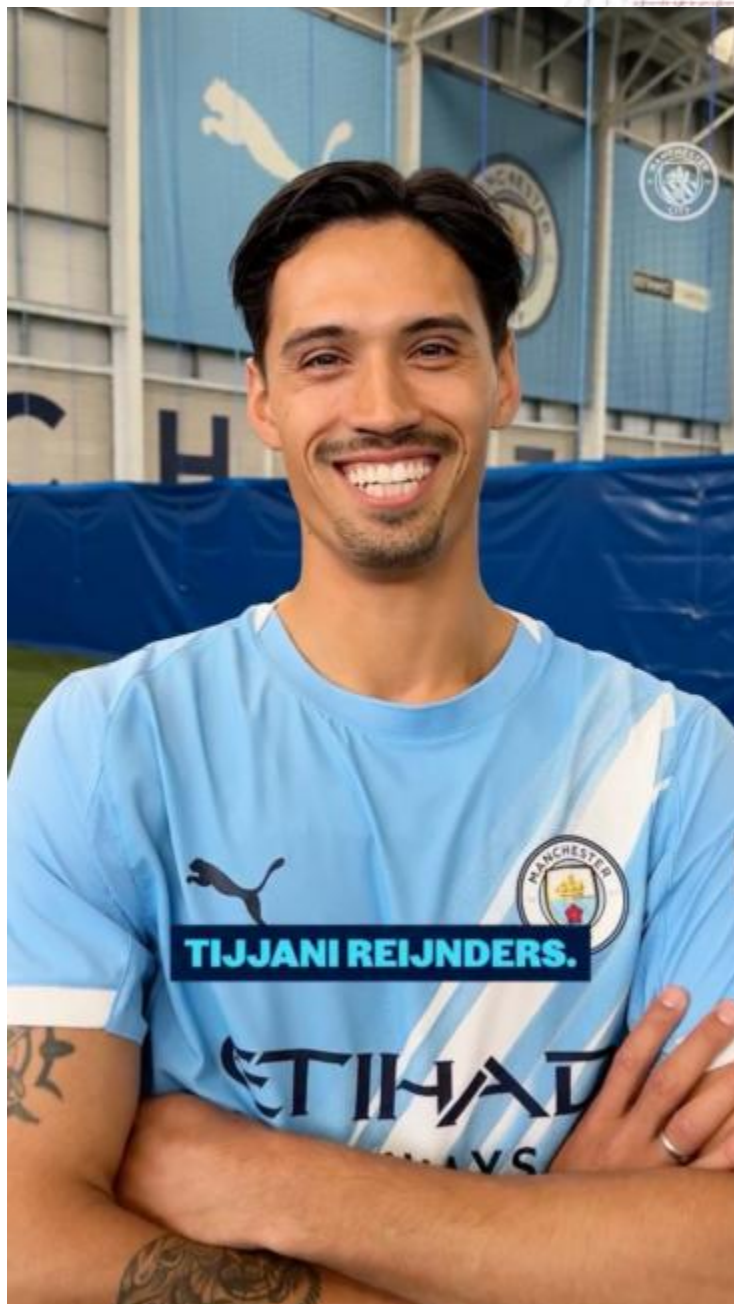


Tijjani Reijnders

MANCHESTER CITY

~61.2K

AVERAGE LIKES
PER POST



889K

LIKES
(GLOBAL)

457K

LIKES
(GEO-TARGETED)



552K

LIKES
(GEO-TARGETED)



71K

LIKES
(GEO-TARGETED)

Emil Audero

CREMONESE (LOAN FROM COMO)

~47K

AVERAGE LIKES
PER POST



GEO-TARGETED POST
OF INDONESIA'S GOALKEEPER

235K
ENGAGEMENTS
(GEO-TARGETED)

Jay Idzes

SASSUOLO

~10.8K

AVERAGE LIKES
PER POST



MATCHDAY
POST WITH
IDZES' IMAGE

40K
LIKES
(NOT GEO-TARGETED)

IMAGE
POST OF
IDZES

66K
LIKES
(NOT GEO-TARGETED)

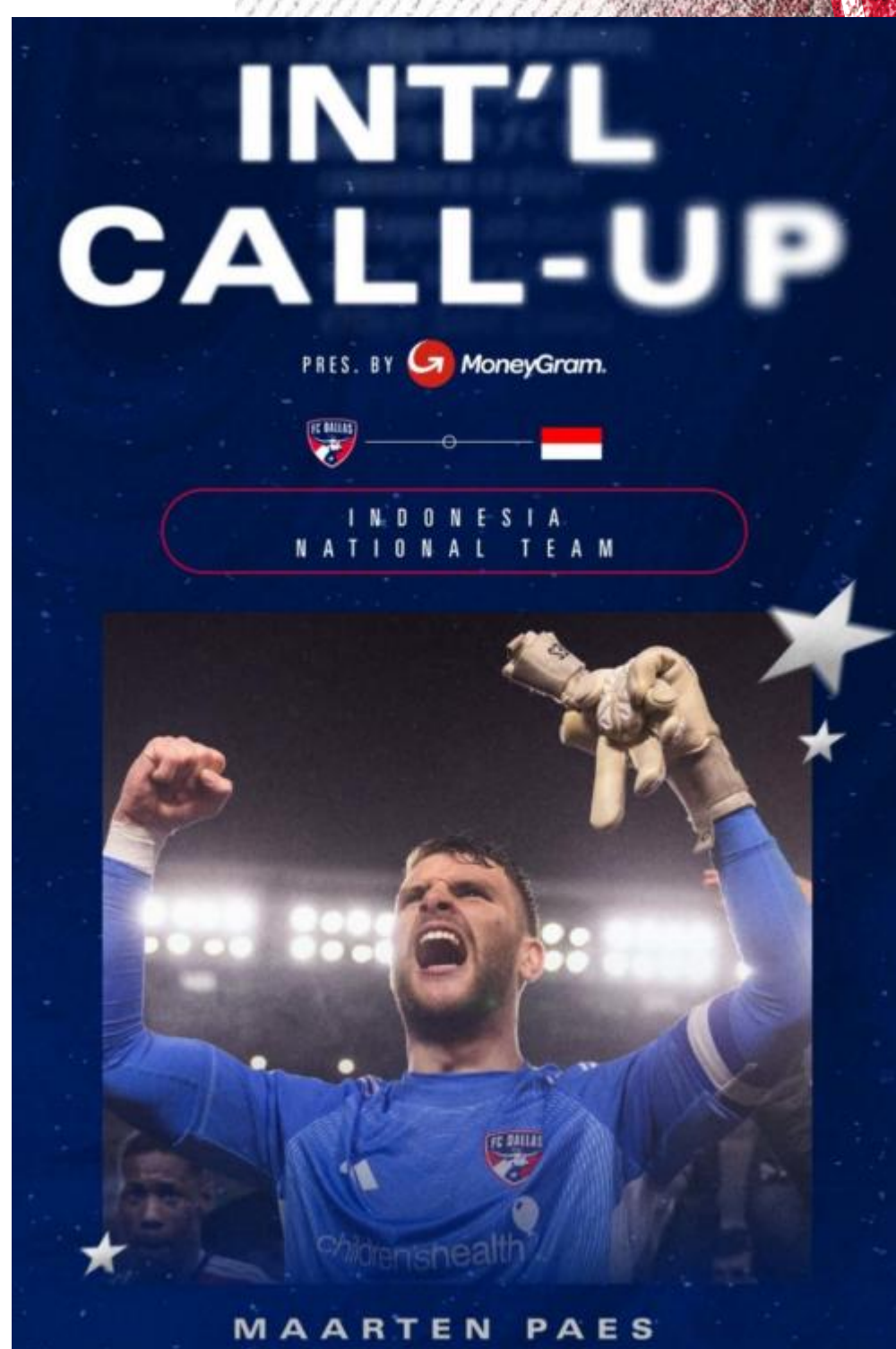


Maarten Paes

FCDALLAS

~896

AVERAGE LIKES
PER POST



INTERNATIONAL
CALL UPS POST
FEATURING PAES

38.1K
LIKES



Marselino & Ole

Ferdinan Romeny

OXFORD UNITED

~1.1K
AVERAGE LIKES
PER POST



MARSELINO
FEATURE

238K
LIKES

COLLAB POST WITH TIMNAS
INDONESIA ON MARSELINO'S GOAL

351K
LIKES



OLE ROMENY PLAYING
WITH INDONESIA KIDS

98.8K
LIKES



Shin Tae-yong

FORMER
INDONESIA MANAGER

ULSANHYUNDAI

~1-2K (EST)
AVERAGE LIKES
PER POST



APPOINTMENT
ANNOUNCEMENT

51.8K
LIKES

Majority of comments
in Bahasa Indonesia



Key Insights

ENGAGEMENT MULTIPLIERS

Players with Indonesian links can boost engagement by 5x-100x a club's average.

NO CAP NEEDED

Even players not representing Indonesia can spark massive digital interest.

ORGANIC MARKETING

These players act as built-in fanbase bridges, opening doors to a passionate and highly active audience

The growing presence of Indonesian football talent - both on the pitch and in managerial roles - continues to create valuable opportunities for clubs to expand their digital reach.

The data shows that even a single post featuring an Indonesian-linked figure can outperform standard content many times over. For clubs aiming to build a stronger presence in Southeast Asia and beyond, understanding and engaging with this audience is proving to be an impactful strategy.