

STORYTELLING AS A MARKETING COMMUNICATION STRATEGY FOR “PRIMADONA-FOOD” BEKASI

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ABSTRACT

Storytelling strategies are increasingly being used to get the attention and prospects of customers. The technique of distributing brand content uses parameters such as broadcast time, interactivity, and the type of information it conveys. Effective digital campaigns require a high level of creativity and often involve developing a storyline around the brand. The micro business, a food product with the Primadona-food brand, initially had few customers, then, in March 2018, storytelling became a marketing strategy on social media to increase product sales. This strategy has proven to be successful in increasing the number of sales, and consumers, and reaching consumers overseas. The development of creativity in digital strategies also serves to foster long-term relationships and loyalty to the Primadona-food Bekasi brand, consumers interact with the brand and a higher level of brand awareness. Consumer confidence can increase, if the story is relevant to consumers, offers concrete details, engages video or audio, and promotes positive values. The value of digital storytelling as the main tool for communicating the experience of a brand is indeed very useful in marketing activities.

Keywords: *Communication, Storytelling, Marketing, Social Media*

A. INTRODUCTION

Marketing communications can adapt storytelling strategies in conveying marketing messages for a product, to influence audience perceptions, feelings, and behaviour. (Escalas, 2004; Van-Laer et al., 2014). The narrative structure of the story has two important components, namely chronology and causality (Dessart & Pitardi, 2019).

Chronology can help the public identify the stages (beginning, middle, and end). Meanwhile, causality is a causal inference to the events that are told, so that causal relationships can be formed between elements. (Escalas, 1998). Storytelling can use emotional appeal to hold the listener's interest and to increase emotional engagement with the story. (Brechman & Purvis, 2015). In essence, morals are very important, just like a story that serves as a lesson,

and will be more beneficial to society (Pera & Viglia, 2016). The authenticity of stories will foster audience trust and acceptance, as well as increase audience engagement. (Dessart & Pitardi, 2019).

Brand storytelling strategies are increasingly being used to get attention and persuade customers (Maslowska et al., 2016). Brand content distribution techniques must consider broadcast time, interactivity, and type of information. (Lee et al., 2018; Schultz, 2017). However, a digital strategy for building long-term relationships with customers and brand loyalty will be complex, because an effective digital campaign requires high creativity. (Ashley & Tuten, 2015), and requires storyline development techniques related to the brand. (Pera & Viglia, 2016). Brand content inherently tells what the brand is about, so storytelling cannot be applied to all brand communications (Hollebeek & Macky, 2019).

In addition, a narrative about a product can be considered a new level of product expansion, which is inspiring (Dias & Dias, 2018). This will create self-identification with the product, and lead customers and potential customers, to think that the product is an expression of himself (Kornberger, 2010). Brand storytelling is adapted to the story-making situation, and listening to stories is adapted to the time of consumption of the story, which maintains the definition of place identity, for brand positioning or re-positioning (Bassano et al., 2019). Digital storytelling is different because sharing uses media (Dias & Dias, 2018; Zollo et al., 2020). Digital storytelling is defined as an entertainment narrative that reaches audiences using digital technology and media, microprocessors, wireless signals, and the web, which can facilitate interactivity (Miller, 2004). Digital storytelling is collaborative social interaction (Burgess, 2006; Zollo et al., 2020).

Digital storytelling is a strategy for sharing experience, recognition, emotion and value that is applied as a core method of branding, to obtain a certain marketing effect, namely attracting and retaining customers (Dias & Dias, 2018). Storytelling can influence intentions,

attitudes, and behaviour (Baldwin & Ching, 2017; Escalas, 2004; Spiller, 2018), digital brand storytelling, is related to the process of increasing brand communicative value, brand identity and using internet technology. Brand awareness is the level of brand recognition by potential consumers. (Bassano et al., 2019; Dias & Dias, 2018; Li, J., Zou & Yang, 2019). SNS is a medium that exposes brands to potential consumers, thereby creating awareness of a particular brand.

The more active consumers interact with a particular brand's SNS (social networking service), the higher the level of brand awareness. So, the value of digital storytelling as a tool for communicating the value of a brand's experience does have quite a big impact (Bassano et al., 2019). Some experts claim that storytelling can be effective in building customer trust. The aspect that must be considered by the writer is the nature of "telling" to build trust. Storytelling can increase consumer confidence, stories are made relevant to consumers, offer concrete details, interesting video or audio, and spread positive values (Li, J., Zou & Yang, 2019).

Several studies have found that persuasion techniques are superior to traditional argument-based advertising, as they can evoke positive feelings, trigger images, and attract audience attention (Dessart & Pitardi, 2019; Escalas, 2004; Van-Laer et al., 2014). There is research that finds that digital stories can increase brand engagement, loyalty, and recommendations (Dessart & Pitardi, 2019; Dias & Dias, 2018; Faraoni et al., 2019). In general, digital storytelling ads have a better appearance, so they can be more useful for influencing certain consumers (Dessart & Pitardi, 2019; Escalas, 2004; Van-Laer et al., 2014).

The emotional responses obtained from digital storytelling include feelings, positive emotions, and empathy (Dessart & Pitardi, 2019; Escalas, 2004). Emotional bonds are obtained from the connection between narratives, stories, and personal experiences (Escalas, 2004). Audiences will use their personal experiences to interpret, understand, and judge the stories told in advertisements. Customer interaction with brand posts on SNS (social networking

service) depends on the characteristics of the post (clarity of message and interactive nature), as well as its popularity (number of likes, number of comments) (De-Vries, L., Gensler & Leeflang, 2012). In fact, the most popular posts, in terms of the number of likes, are the posts that have been shared the most by users (Hinz et al., 2011). Social interaction, economic incentives, and increased self-esteem are reasons for sharing posts online (Hennig-Thurau & Walsh, 2003; Ho & Dempsey, 2010).

B. METHODS

The research paradigm used is Descriptive-Qualitative with an Interpretive approach. Data collection techniques using observation and documentation techniques. The research subjects are micro-entrepreneurs in Bekasi, which owns the Primadona-food brand. The research object is brand and product marketing strategies, which are carried out by these micro-entrepreneurs to increase sales and the number of consumers.

C. RESULTS AND DISCUSSION

Primadona-food micro-entrepreneurs, who are members of the community assisted by Comdev Bina Nusantara University, have tried to implement a storytelling strategy in marketing their products. This micro-enterprise is located in Bekasi, West Java, and has attended training organized by Bina Nusantara University Jakarta, in March 2018, on strategies to market products and brands on social media. Mrs Titin (the owner of Primadona food) makes a packaging design plan that is attractive, clear, and easy to remember, with competitive prices and good product quality, and then marketed through social media.

Marketing Primadona-food brands and products, on social media (Facebook, Instagram, Youtube), can be in the form of product photo posts, hashtags that direct more complete/detailed product explanations, videos, photos of joint activities with products, stories about consumer experiences that lead the public to a positive attitude towards the Primadona food brand. Stories that touch feelings or emotions and are honest as they are, will be more

trusted and attract public attention. Thus, Mrs Titin implemented a storytelling strategy on social media, by posting activities and consumer experiences with her products, and succeeded in increasing the popularity of the brand, sales, and the number of consumers, so that currently her products have reached foreign countries (Malaysia, England, Netherlands).

The Primadona food brand campaign, with storytelling techniques used on SNS (social networking services), will have an impact on the brand, such as impacting brand awareness or facilitating the development of customer relationships. Word-of-mouth brand communication is a form of customer involvement in promoting the brand.



Figure 1. (Brand, Logo, Design)

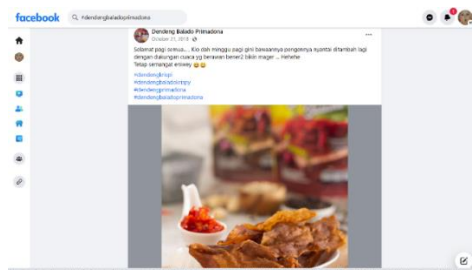


Figure 2. Product posting on Facebook, accompanied by several hashtags



Figure 3. Primadona-food products have reached the city of London, England

The use of storytelling in marketing is increasingly being used by micro, small and medium entrepreneurs in Indonesia. This strategy needs to be accompanied by other strategies, such as what themes are told, narratives that attract public sympathy, the right time to post according to the social media algorithm, and pictures or videos that can be seen clearly. Stories about personal experiences about brands/products, which are relevant to activities, and conversations among consumers, will further strengthen success in increasing sales and consumers. Discussions about the experiences of consumers can also be used as evaluation material for a brand product, so that customer desires will continue to be fulfilled through the addition of features or continuous product improvement.

D. CONCLUSION

Digital brand storytelling, will become a strategic communication process, and contribute to building competitiveness, profitability, and being able to build good relationships with customers. Storytelling campaign, emerged as a solution to strengthen customer relationships. Aims to increase brand awareness, and influence decision-making, customer choice and purchase. SNS (social networking service) provides an excellent platform for promoting products/brands, expanding the reach and facilitating social interaction. The results show that it is the people who initially share the content that influences attention and interaction. Other determining factors are the popularity and characteristics of the content, such as humour, and its benefits to social networks or friendships.

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