

The Application of Storytelling in Promotion Through Story Feature in Instagram

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Abstract— This study aims to find out the storytelling method used by the chosen brand, Otten Coffee, which is engaged in the sale of coffee along with its manufacturing equipment especially in Instagram story. The method used in this study was a qualitative method with a phenomenological approach. This phenomenological approach used to study the promotional content of selected brands uploaded in their Instagram stories. The results found in this study namely the use of storytelling in promoting products through the story feature on Instagram, are starting to be popular today. The impact of the using of storytelling methods is more persuasive and better to reach the emotions of the target audience.

Keywords—Component, Formatting, Style, Styling, Insert

I. INTRODUCTION

Storytelling is a method that has been around for a long time and is used by prehistoric people to express their daily stories. The aspects related to storytelling are very broad. Starting from the study of ancient prehistoric culture, making books, making film scripts, conversations that are often heard from friends around even to the realm of promotion which is currently being widely used by leading brands in promoting their products. The story is a series of events that are conveyed, both originating from real (non-fiction) or unreal (fiction) events. Every human's story is different. Every human head in this world has a different life story. The story of every human being in this world is influenced by several factors such as the environment in which they live, education obtained, and how they socialize with people around. The story is a journey that will move the listener, and when the listener decides to take the trip, they will feel something different and the result is persuasion or sometimes even an action [1].

Promotion is an attempt by a person, group or business entity to persuade or persuade others to accept products, concepts and ideas [2]. Persuading people to be able to accept products and ideas is not easy, a lot of efforts must be made so that products, and ideas can be accepted by others. These efforts can be in the form of packaging promotions creatively as using the storytelling method. Promotional methods using storytelling can be an effective method for persuading others to be able to accept the product being promoted. Why use this storytelling method? Because stories have the power to touch people's hearts and emotions and be able to move people to do things. The story also doesn't patronize and can even involve the lives of its audience. These touching stories are usually close to the lives of their audiences filled with drama and conflict. The story can also strengthen the marketing content that will be presented to the target market. Content

marketing is a marketing approach that involves the process of creating, curating, distributing while strengthening content that is interesting, relevant, and useful for certain audience segments. The goal is nothing but building a conversation around the content [3].

Promotions now switched media from those that originally only used print media and TV media that are one-way. Currently, promotions have been found on the internet, especially social media. Social media is a very effective promotion media now for some products. As many as 120 million Indonesians use mobile devices, such as smartphones or tablets to access social media, with 45 percent penetration. Within a week, online activities on social media through smartphones reached 37 percent. From these data, it appears that social media users in Indonesia are very high and can be used as a promotional target for promotional activists on social media.

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The author found several previous studies that discussed the promotion of social media and promotion with the storytelling method. Hedynata and Radianto explained that the number of promotional media through social media is not always good, good management is needed so that promotion in social media becomes more effective. This discussion does not discuss how to maximize the use of Instagram specifically as a promotional media [4]. Hamzah and Najib stated that the use of social media with direct selling methods to increase and expand market share is very important. In this study more focused on the direct selling method, not mentioning the storytelling method to increase sales [5]. Pravitawati in her journal revealed that the storytelling method is only to persuade the public to accept products that are promoted but not to the stage of consumer loyalty that will continue to receive new products from the brand. The need for promotions that are reminiscent of consumers to continue to connect with the brand [6]. Indika and Jovita stated that communication of photos that were packaged creatively became one of the important factors in attracting consumers'

attention. Instagram social media applications that feature photo or picture sharing have proven to have a strong correlation in influencing consumer buying interest. In their study they focused on the effectiveness of using their Instagram but not on the promotion of storytelling [7]. Diatna Jatmika revealed that Promotion through Instagram is very important to increase sales. But not specifically advertise promotional content used in its promotion [8].

Because in the research mentioned above there is no discussion about the promotion of storytelling used by Otten Coffee in promoting their products on social media, especially Instagram, so this study aims to examine the storytelling used by Coffe and through Instagram social media on in its promotion. The phenomenology method used in this study is to find out the form of storytelling promotion used by selected brands in promoting their products on social media.

II. METHODS

A. *Communication Theory by Lasswell*

Lasswell (1960) stated that the best way to explain the communication process is the communication process according to Lasswell, namely communication has several processes that answer the question: Who, Says What, In Which Channel, To Whom, With What Effect. The answer to Lasswell's paradigmatic questions is the elements of the communication process, namely Communicator, Message, Media, Receiver, and Effect. So it can be concluded that communication is a message delivered by the communicator to the communicant (recipient) through certain media both directly / indirectly with the intention of giving an impact to the communicant in accordance with the desired communicator that fulfills the 5 elements who say what, in which channel, to whom, with what effect. Application [9].

B. *Applications of Lasswell's Commissions in This Study*

The steps that will be taken in applying Lasswell communication to this research are by explaining the selected object, Otten Coffee through the communication elements described by Lasswell. 1. Who (who), at this stage will be explained who is responsible for delivering the message, in this case the messenger, namely Otten Coffee. 2. Says What (what is conveyed), in this stage will be explained the content of the message conveyed by the selected object. At this stage also the communication strategy used by the selected object. 3. In Which Channel (media used), at this stage the media selection will be explained in conveying his message to the target audience along with an explanation of the media selection chosen by the chosen object as the message disseminator. 4. Receiver (Message Recipient), at this stage is focused on the discussion of the target audience or market segmentation that is targeted by the selected object in making the concept of the message communication strategy. 5. Effect (Impact), the last stage is to explain the impact generated by promotional messages delivered by selected objects through the media chosen. To find out the impact of promotional messages delivered by selected objects, researchers used a questionnaire method to several people who had seen and followed promotional content from selected objects.

III. RESULTS AND DISCUSSION

From the results of discussions and presentations about the objects studied and related to the methodology used in this study, it was found that currently many brands are marketing their products using the storytelling method.

In this discussion, the communication process and creative strategy undertaken by Otten Coffee will be presented in promoting its products on social media, especially on Instagram.

A. *Communism*

Communism according to Lasswell is an individual or group of people who convey messages to the recipient of the message. In this case what applies as a communicant is Otten Coffee. Tjiptono (2008) describes brands, namely names, terms, signs, symbols / symbols, design, color, motion, or a combination of other product attributes that are expected to provide identity and differentiation of competitors' products. Basically, a brand is also a seller's promise to consistently convey a certain set of features, benefits, and services to buyers. A good brand also conveys additional guarantees in the form of quality assurance. Otten Coffee itself is one brand that is engaged in selling coffee making equipment online in Indonesia. Established since 2012, Otten Coffe has an offline store located in Jakarta. As time goes by Otten Coffee does not only provide tools to meet the hobby needs of coffee lovers. At present Otten Coffee has penetrated into the realm of sales of coffee beans obtained at home and abroad [10].

During its development Otten Coffee provided a lot of information about its products via the internet, namely on their social media and Otten magazine. Otten Magazine itself is a media of information as well as a good promotional media to get new customers and bind old customers who have long joined the Otten Coffee consumers. For online promotion matters carried out by Otten Coffee are mostly done on social media especially through Instagram media. Otten Coffee currently has a large number of Instagram followers in the context of an account with the status of a brand selling coffee-making equipment and coffee beans. Otten Coffee's Instagram account as of June 2018 has 270,000 followers, 2122 following, and 8054 posts. From the above data it can be concluded that the public interest in the world of coffee is very high.

B. *Says What*

Message or communication delivered by the communicant to the recipient of the message there are 2 kinds, namely verbal messages, namely messages delivered by using words in the form of direct conversations or in the form of writing and non-verbal messages, namely explicit messages that can be in the form of body movements or visual forms. Malandro and Barker in Mulyana explained that nonverbal communication is wordless communication [11].

Currently the way to deliver messages to recipients of messages can be done in many ways. But from several methods of delivering messages there is one method that is widely used by brands in promoting their products, namely the method of storytelling or storytelling. Storytelling is widely used in conveying messages because it can lead the reader to the core of the message conveyed without boredom. Content that contains about storytelling can also bind

emotions between the communicator and the recipient so that the impact produced by this method is fairly high.

In March 2018, Otten Coffee posted pictures in the story feature, the contents of which contained questions to lead the reader to keep abreast of all the pictures he posted that day. In the post there are 2 components of communication simultaneously, namely written words (verbal) and pictures (non-verbal) and there is a method of delivering the message by using the storytelling method. The posting of Otten Coffee's instructor stories are as follows in Fig. 1.



Fig 1. Questions about choosing Seeds or Powder

At Fig 1 there is a picture with writing that contains general questions to the viewers about the selection of powder or seeds in buying coffee. Here the beginning of the use of storytelling is applied by the communicator in conveying his message to the recipient of the message or viewer. Simple question that binds the viewer to answer and continue to the second post. The non-verbal communication in Fig. 2. contains an illustration that reinforces the verbal message, namely an illustration in the form of a coffee wrap representing coffee powder and simplification of coffee beans.

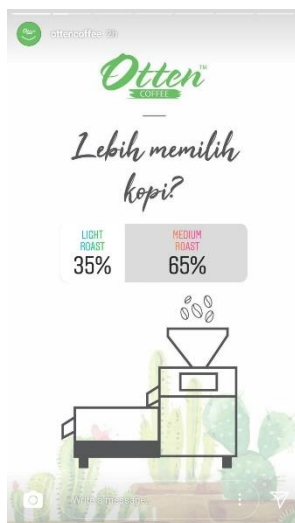


Fig 2. Questions about choosing Medium or Light Roast

At Fig 2 the question is still around the viewer's knowledge of coffee even deeper, namely the question about the taste of the viewer in the selection of coffee roasting he likes. The answer is also 2 choices between Light Roast and Medium Roast. Non-verbal messages on Fig. 3. This is an illustration of a roasting machine as a verbal message reinforcement containing about the choice of viewer roasting preferences.



Fig 3. Questions about manual or electric grinder selection

At Fig 3 viewers are invited to learn about the tools used to grind coffee. However, the form of the message delivered is still in the form of a question about general knowledge which is about the choice between a manual grinder or an electric coffee grinder. In this post, the communicator starts to lead to a more specific domain, namely the coffee grinder can be seen in Fig 4.



Fig 4. Questions about ownership of coffee grinders

At Fig 4 communists directly ask the viewer for ownership of the coffee grinder. And the viewer gives the answer with the most results, namely the viewer who doesn't have a coffee grinder. The direct question about ownership of

the coffee mill is to re-emphasize that the substance of all these posts is about the coffee grinder can be seen in Fig 5.



Fig 5. Question about the willingness to become a customer

At Fig 5 there is an invitation to become a customer of coffee beans sold by Otten Coffee with rewards in the form of a coffee grinder when accepting Otten Coffee's invitation. In this post, the viewer indirectly began to be enthusiastic about the offer given by Otten Coffee, seeing from the answer of the viewer who answered very much with the offer can be seen in Fig 6.



Fig 6. Promotions about attractive offers for viewers

Fig 6. It is the essence of the story that has been told since Fig 1, namely the promotion of invitations to become regular customers of coffee beans which if accepted the invitation and become a regular customer of Otten Coffee will be given a gift or reward in the form of a coffee grinder machine by Otten Coffee.

C. In Which Channel

Media promotion in its development has several kinds of media. Along with the rapid development of information and communication technology which is marked by the presence

of the internet as a communication medium, it has made the company start using online media as a media campaign. Now more and more people are using various communication and information technology products such as social media, social networking sites and others. This provides an opportunity for companies to use online media as one of the media used to promote products or services.

One online media widely used by brands in providing information and promotions about their products is Instagram. Instagram is widely used because of its varied content. Content that can be loaded in Instagram is photos, text in the form of captions, videos, and the newest feature, which is Instagram story. Instagram story is the latest feature from Instagram where users can spread their latest stories through this feature.

Otten Coffee is one brand often used the Instagram story feature in providing information and promoting new products to its viewers. The Instagram story feature is used because it has good effectiveness in delivering messages. Plus this feature can be used as an interactive media where viewers can interact directly with certain gestures.

D. To Whom

The recipients of the messages in this promotion can be seen in the style of language used in communicating their messages. From the verbal communication aspect that Otten Coffee uses the language style is easily understood by its viewer with the language of everyday conversation which gives the reader a greater sense of closeness. Because using the proper language for the message recipient will make it easier for them to understand the message being delivered. Uses precise and interesting language that the recipient can understand [11]

IV. CONCLUSION

To convey a message to the target audience must go through a good communication process. If one of the elements of the communication process is lost, there will be disturbances that can distort the content of the message it conveys. Meanwhile, to establish a relationship between the messenger and the recipient of the message needed a good way of telling a story. Submitting messages using the storytelling method will give more effect to the recipients of the message.

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