

The Strategic Role Of Brand Storytelling In Enhancing Marketing Management And Brand Awareness On Social Media Platforms

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Article Info	ABSTRACT
Keywords: Brand Storytelling, Social Media, Brand Awareness of MSME Products, Digital Marketing Management	In the digital age, social media is becoming an important platform for marketing, but a key challenge is how to differentiate brands in a saturated market. Brand storytelling emerges as a potential solution to build strong emotional connections with consumers and increase brand awareness. This research aims to explore the role of brand storytelling in increasing brand awareness on social media platforms through an explorative case study on MSME Kopi Nusantara. Qualitative methods were used with in-depth interviews, social media content analysis, participatory observation, and consumer surveys. The results showed that elements of authentic narrative, emotional engagement, consistency, and the use of strong visuals play an important role in the effectiveness of brand storytelling. Consumers respond positively to evocative and authentic stories, which increases brand awareness and loyalty. This study provides important insights for other MSMEs to adopt effective brand storytelling strategies on social media. Practical recommendations are provided to optimize key elements in brand narratives to achieve better marketing outcomes.
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INTRODUCTION

In the increasingly advanced digital era, marketing is undergoing a major transformation by utilizing various social media platforms. Social media has become a very powerful tool in building relationships between brands and consumers. One of the increasingly popular and effective strategies in this context is brand storytelling. Brand storytelling, or brand narrative, is an approach that involves creating and sharing powerful and authentic stories to attract and engage audiences. This strategy not only conveys information about the product or service but also builds deeper emotions and connections with consumers (Aksenta et al., 2024; Mills & John, 2020). As the number of social media users increases, it is important to explore how brand storytelling can influence the increase of brand awareness.

In a market that is increasingly saturated with brands and advertising messages, differentiating oneself is a significant challenge for many companies. Consumers are now bombarded with information from multiple directions, which makes them more selective about what they pay attention to. Therefore, finding ways to grab consumers' attention and stay top of mind is crucial. Brand storytelling emerges as a potential solution to this problem (Candrasari, 2022; Rachmad et al., 2023). With a strong narrative, brands can create a unique

and memorable identity, and build a stronger emotional connection with consumers (Thursina et al., 2021). However, although brand storytelling is increasingly recognized as an effective marketing tool, there is still little in-depth research on its specific role in increasing brand awareness on social media platforms. This is what makes this research so important to conduct (Agustina, 2020).

Brand storytelling is not a new concept, the technique has been used in various forms. However, in the context of modern marketing, particularly on social media, this approach has evolved considerably. According to narrative theory, humans are naturally drawn to stories because stories help them make sense of the world around them. Stories have the power to influence perceptions, attitudes, and behaviors. In marketing, a good story can help brands convey their values, establish a clear identity, and create an emotional bond with their audience. Previous research shows that brand storytelling can increase consumer loyalty, strengthen brand-consumer relationships, and increase engagement (Candrasari et al., 2022; Diawati et al., 2019; Indriyani et al., 2022). However, the direct relationship between brand storytelling and increased brand awareness on social media remains largely unexplored.

Several studies show that social media offers an ideal environment for brand storytelling as these platforms allow for more dynamic and real-time interactions between brands and consumers (Aryani et al., 2022; Hamid et al., 2024; Rachman et al., 2024; Zulfikar et al., 2022). Facebook, Instagram, Twitter, and other social media platforms provide tools that allow brands to share their stories through various formats, including text, images, video, and live streaming (Aristana et al., 2024; Wahidin et al., 2024; Wiguna et al., 2024; Wijaya et al., 2022). However, the effectiveness of brand storytelling in increasing brand awareness largely depends on how the story is delivered and received by the audience.

This research aims to fill the gap in the literature by exploring in depth the role of brand storytelling in increasing brand awareness on social media platforms. The research method used in this study is an exploratory method with a qualitative approach. This approach was chosen to gain a deeper understanding of how brand storytelling is applied and received by audiences on social media (Henggu, 2022; Setiawan et al., 2023; Wahyudi et al., 2024). Data will be collected through in-depth interviews with marketing experts, content analysis of successful social media campaigns, as well as surveys of consumers to gauge their perceptions of brand stories delivered through social media. The main objectives of this research are to Analyze how brand storytelling affects brand awareness among social media users and . Assess how different social media formats and platforms affect the effectiveness of brand storytelling.

METHODS

This research uses a qualitative method with an exploratory case study approach to deeply understand the role of brand storytelling in increasing brand awareness on social media platforms. The focus of this research is on micro, small, and medium enterprises (MSMEs), with a case study on an MSME called Kopi Nusantara. Kopi Nusantara was chosen because

it has active activities on social media and has implemented brand storytelling strategies in its digital marketing efforts.

A qualitative approach was chosen because it allows researchers to explore phenomena in depth and gain rich insights from the perspective of the research subjects (Arsana & Lestari, 2021; Dewantara & Giovanni, 2023; Ibrahim et al., 2023; Sugiyono, 2019). This approach is perfect for understanding how and why brand storytelling can influence brand awareness, especially in a complex context such as social media. Explorative case studies are used to provide a deep contextual understanding of Kopi Nusantara's brand storytelling practices and its impact on brand awareness.

The case study on Kopi Nusantara will provide a concrete illustration of how an MSME can utilize brand storytelling on social media to increase brand awareness. Kopi Nusantara is known for its strong brand story about the origins of the coffee they use, their relationship with local farmers, and their commitment to quality and sustainability. By analyzing this case, the research will show how elements such as authentic narrative, emotional connection, and the use of various social media formats can contribute to the success of a digital marketing campaign. Through this explorative case study approach, the research will not only provide deep theoretical insights but also practical recommendations that can be applied by other MSMEs in developing their brand storytelling strategies on social media platforms.

RESULTS AND DISCUSSION

Identify the Key Elements of Brand Storytelling

Through an interview process with Kopi Nusantara's owner and marketing team, several key elements of effective brand storytelling were identified. These elements include authentic narrative, emotional engagement, consistency in delivery, and the use of strong visuals. Authentic narrative refers to stories that truly reflect the brand's values and identity. Emotional engagement is achieved through stories that evoke feelings and create a connection with the audience. Consistency in delivery ensures that the messages delivered through various social media platforms remain aligned. The use of strong visuals, such as photos of coffee farmers and the production process, helps to reinforce the narrative and capture the audience's attention.

Social Media Content Analysis

Analysis of social media content from Kopi Nusantara shows that they use a variety of formats to convey brand stories. On Instagram, they often post images and short videos showcasing the coffee-making process, and stories of customers enjoying their products. Facebook is used to share longer articles and in-depth stories about the coffee journey from farm to cup. Instagram is used for quick interaction with the audience, sharing the latest news, and responding to customer questions or comments. The use of these various formats helps in reaching a wider audience and ensuring that the brand story is conveyed in the most effective way.

Consumer Engagement with Brand Storytelling

The results of a survey of Kopi Nusantara consumers show that brand stories delivered through social media have a positive impact on brand awareness. Most respondents recognized that stories about the coffee's origins and commitment to local farmers made them more aware and interested in the brand. They feel more emotionally connected to the brand, which increases loyalty and purchase intent. Respondents also indicated that strong visuals and consistency in storytelling made it easier for them to remember the brand and the story.

Consistency in brand storytelling across different social media platforms ensures that the message received by the audience remains clear and coherent. The use of strong visuals, such as photos and videos, helps to attract attention and reinforce the message. Good visuals not only make the content more engaging but also help in forming a clearer and memorable brand image.

Emotional engagement is a key factor that makes brand storytelling effective. Feel-good stories, such as the struggles of coffee farmers or the experiences of customers enjoying a product, create a deeper emotional connection with the audience. This connection increases consumer loyalty and makes them more likely to share brand stories with others, ultimately increasing brand awareness organically.

Using social media for real-time interaction with audiences provides an opportunity to build closer and more responsive relationships. Responding quickly to customer comments and questions shows that brands care and value their customers. Hands-on experiences in offline events, where consumers can interact directly with the brand and see the production process, reinforce the story told through social media and create a deeper impression.

CONCLUSION

The results show that brand storytelling plays an important role in increasing brand awareness on social media platforms. Key elements such as authentic narrative, emotional engagement, consistency, and strong visuals play an important role in creating effective brand stories. The case study on Kopi Nusantara shows that with the right brand storytelling strategy, MSMEs can stand out in a competitive market and build stronger relationships with consumers. A suggestion for future research is for other MSMEs to consider adopting brand storytelling strategies in their digital marketing efforts. Identifying and delivering authentic and compelling stories can help in building brand awareness and loyalty. In addition, it is important to ensure that stories are delivered consistently across multiple platforms and use strong visuals to capture audience attention.

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