

CONTENT ANALYSIS OF STORY TELLING ELEMENTS IN DOVE ADVERTISEMENT #MYBEAUTYMYSAY ON YOUTUBE

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ABSTRACT

This study examines the use of storytelling elements in Dove's #MyBeautyMySay advertising campaign published on Dove's official YouTube channel. The purpose of this study is to analyze how storytelling elements such as characters, setting, conflict, plot, theme, resolution, and tone are used to convey Dove's main message about redefining beauty standards and empowering women to speak out against stereotypes. Using a descriptive qualitative method, this study analyzes visual and verbal cues in the advertisements to identify how these storytelling elements are used to build an emotional connection with the audience. The results of the study of six Dove #MyBeautyMySay advertisements show that Dove successfully utilizes strong character representation, emotional tone, and a clear conflict resolution structure to convey a powerful and convincing message. The Dove ad conveys its message honestly and touchingly, fostering an emotional connection with the audience. Ultimately, Dove #MyBeautyMySay serves not only as a promotional campaign but also as a powerful communication tool that upholds and voices important values about women's identity, voice, and confidence in the face of modern beauty standards.

Keywords: Content, Storytelling, Elements of Storytelling, Advertisement, Dove, YouTube, Message, #MyBeautyMySay.