

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of Study**

Today, advertising plays an important role in product marketing, serving as a powerful tool to communicate messages and create awareness among consumers. In dynamic business environment, effective advertising is integral in building brand recognition, influencing consumer behaviour and ultimately driving sales. This paper provides an overview of the general landscape of advertising and its significance in product marketing, exploring how well-crafted advertisements contribute to shaping consumer perception and fostering brand loyalty. As businesses navigate competitive markets, understanding the multi-faceted role of advertising becomes critical to successful product promotion and market positioning.

One of the communication strategies in advertising is to use storytelling. Storytelling literally means the technique of telling stories for the purpose of communication. In marketing, Storytelling most often uses fairy tales in advertising. Storytelling is more often understood as a way of promoting something using stories rather than classic promotion. Typically, storytelling should attract attention and evoke emotions. Storytelling can use real stories or create imaginary stories that relate to a brand or product.

Storytelling practitioners need to use storytelling tools such as subject matter, narrative structure, and gamification concepts to develop a culture of storytelling. In narrative communication, there are more than seven types of stories, including anecdotes that illustrate topics with interesting characters, testimonies that retell someone's experience, stepping stone stories that encourage action, and success stories that aim to inspire. In addition, there are also story forms such as apologies that use fairy tales as moral allegories, and stories that become global representations of a community or service. Myths and legends, as symbolic stories with universal meanings, also play an important role in laying the foundation of a shared culture and conveying cultural communication messages through the power of a force, as reflected

in the Javanese myth of ever-present justice.

Therefore, storytelling has the advantage of bringing readers into its world and making them want to stay there to continue discovering and developing strong attachments through content strategy. Although Storytelling is a work that takes longer, it will produce content that has an effect for weeks, months, or even years. By using Storytelling, it can captivate consumers quickly and can keep our consumers coming back.

By these advantages, Storytelling can also be said to be a marketing and communication tool whose main purpose is to get attention and convey messages to the target by evoking emotions. By telling a story about an object or brand, it will cause emotions associated with the product so as to provide effectiveness in delivery. In addition, stories about products such as scenarios make it easier for the public to identify with the object or brand, but also become attached to the product which helps build consumer loyalty.

Thus, Dove products are one of the brands products owned by Unilever. Dove products generally include various body care and beauty items; to reach consumers or their target market, Dove makes advertisements using YouTube media to do marketing. The ad uses a storytelling communication strategy where the ad tells the story of the woman who is the target market.

Dove is chosen to this ad because the topics and beauty relevant in public. Dove campaign always talks about social issues such as body image, Self-esteem, and woman representations. Dove managed to build its “story” with consumers with consistent communication efforts in promoting the products from the first launch to thirty years by using storytelling as a tool to attract consumers. By this ad and campaign, the researcher not only look the marketing aspect but also the social impact.

So, from the previous explanation, this study was analyzed to find the storytelling advertisement for Dove products advertised on YouTube media with the "My Beauty My Say" campaign has 7 important elements such as character, setting, theme, tone, resolution, conflict, plot and what story telling tools are needed in storytelling to reach its target market.

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## **1.2 Formulation of The Problem**

The research formulates two questions that need to be answered in this study. The problems are:

1. How the elements of storytelling applied in the Dove #MyBeautyMySay ad on the YouTube platform?
2. How do the storytelling elements in this campaign reflect the values or messages that Dove wants to convey?

## **1.3 Limitation of problem**

In order to facilitate the researchers in investigating the problems mentioned, this study is limited to the analysis of storytelling elements and their influence on the audiences in Dove's #MyBeautyMySay. This study focuses on the narrative techniques how the stories convey values and messages. It does not cover broad analysis on other campaign on Youtube platform.

## **1.4 Purpose of the study**

Based on the problem formulation, the purpose of study is:

1. To analyze how the elements of Storytelling used in Dove #MyBeautyMySay ad campaign on YouTube.
2. To find out the values or message of the storytelling elements in this campaign.

## **1.5 Significance of the Study**

This study is significant to author, to readers, to another research to be able to research further. This study can contribute to content creator to use storytelling in their content especially content creator in Bengkalis to be able to take lessons on how to promote local products and tourism in Bengkalis by using storytelling in the content, and help the content creator to make interesting ads by storytelling.

This research also contributes to understanding how brands use storytelling elements in their digital content, particularly on the YouTube

platform. It can enrich the literature in the field of communication science. The findings from this study can serve as a basis for further research in the context of digital advertising, storytelling, and its impact on consumer behaviour.