

## STORYTELLING AS A COMMUNICATION STRATEGY MARKETING ON INSTAGRAM: STUDY THE TUKU SAMBAL CASE

Yosi Fahdillah<sup>1)</sup>, Irfan Hassandi<sup>2)</sup>, Yossinomita<sup>3)</sup>, Wahya Iffa Lubis<sup>4)</sup>

<sup>1,2,3)</sup> Universitas Dinamika Bangsa, Jambi, Indonesia, <sup>4)</sup> Universitas Graha Karya Muaro Bulian, Jambi, Indonesia

Corresponding author: yosifadillah230@gmail.com

### Abstract

*This Research This aiming For analyze how storytelling is used as a communication strategy marketing by MSMEs Tuku Sambal through the Instagram platform. Using approach qualitative with method studies case , research This explore practice narrative built by the Instagram account @tukusambal in convey message brand , build connection with consumers , and strengthen identity brand . Analysis done with to study content uploads (captions, visuals, interactions) users ) and reflect it through Narrative Paradigm theory , Social Media Marketing, Brand Identity, and Integrated Marketing Communication (IMC). Research results show that the storytelling applied by Tuku Sambal is authentic, consistent and contains values relevant culture with life audience. The story being told No only introduce products, but also build proximity emotional and strengthening loyalty customers. This strategy is also supported by uniform visual branding, style down to earth language, as well as interaction two active direction through social media. Findings This to emphasize that storytelling is not only tool communication creative , but also an effective marketing strategy in build identity brand and improve involvement customer digitally*

**Keywords:** Storytelling, Communication Marketing, Instagram, Identity Brand, Tuku Sambal

### Introduction

This digital era , the development of the business world the more increase so that cause tight competition , including in the MSME phenomenon , especially in the sector food. One of the technique in communication relevant marketing is technique storytelling as effort differentiation for interesting attention consumer. Storytelling has become one of the important strategies in the world of digital marketing, including for MSMEs actors. Ability tell a story become weapon powerful for interesting attention and building loyalty customer. Not only as tool marketing, storytelling also becomes method for highlight uniqueness product in the middle such fierce market competition strict.

Through story, a product own mark emotional capable connect consumer with brand. Therefore that's important for strengthen ability storytelling in marketing product. Human Like seeing, reading and hearing story because create connection human based on empathy, strengthening trust, and improve loyalty customers. Instagram is one of the right platforms for do activity marketing or social media marketing.

One of example implementation storytelling is at the Coffee Clinic which utilizes Instagram live social media (Putri & Christin, 2024). This can used as digital marketing with Instagram live social media assistance that becomes reject measuring use capable help sales. Coffee Clinic also takes advantage of the existence of Instagram live for create strong relationship as well as interesting more Lots consumers to reach awareness people outside Yogyakarta city (Putri & Christin, 2024).

MSMEs need understand and implement communication strategies effective marketing via the Instagram platform to increase awareness brand product them. With utilise potential full of social media, MSMEs can expand their market share, increasing sales, and strengthen position brand they are in the middle increasingly fierce competition strict. Research this focus on studies the case of food MSMEs, namely "Tuku Sambal," for understand How storytelling can implemented in a way effective.

Ability storytelling own approach emotional in interesting request Consumers. Activities devotion public with partner MSME actors are directed in help overcome problem lack of storytelling ability of the actor business and improve ability communication marketing product or its brand (Nashrudin & Bisma, 2023) . Most of female SME actors adopting storytelling strategy as effective approach in build connection emotional with consumers, as well as strengthen Power pull brand they (Maharani & Setiawati, 2024) .

Influence storytelling marketing on Sonia Basil's TikTok account decision purchase. Research results show that storytelling marketing is influential positive to decision purchase although its value low. The influence of live shopping and storytelling to decision in app purchases shopping on line tiktok study results study show that live shopping and storytelling simultaneous influential significant to decision purchase and trust consumers. Storytelling in track peripheral show more influence big to decision purchase (Putri & Binastuti, 2024). Relationship between brand storytelling and decisions purchase (study: menantea.toko) research This to study connection between brand storytelling and decisions purchase consumers on the brand menantea, a brand in the industry f&b that sells drinks and food and find that there is significant relationship between storytelling and decisions purchase (Christon & Setyanto, 2022) .

Influence storytelling to decision in- app purchases shopping online Tokopedia. The result storytelling influence decision purchases on the Tokopedia application (Fongo et al., 2019). The influence storytelling

marketing, brand trust, and price to interest buy product skintific on shopee in perspective business Islam. Research results show that storytelling marketing own influence significant to interest buy (Anggun Wijayanti et al., 2024).

Use visual storytelling method For build brand visual identity For product local study This explore application of visual storytelling based on folklore in build brand visual identity For local products (Sara, 2024). The influence fomo (fear of missing out) and storytelling to decision purchase through impulsive buying (Study Case: Purchase Adventure Movie Tickets Sherina 2) research this aiming for evaluate the influence of fear of missing out (FOMO) and storytelling on decision purchase through impulsive buying. Results study indicates that storytelling has influence positive to decision purchase (Abdika et al., 2024).

Based on description above, research this aiming for to study more Far related to storytelling that is used as activity marketing through Instagram media. Research this use method study qualitative. Research this to study related phenomenon or storytelling issues that use Instagram as activity communication marketing.

### Methods

Research conducted is study qualitative with method phenomenology that aims for explain phenomenon Unique Storytelling as a Communication Strategy Marketing on Instagram: Study Tuku Sambal Case. Subject study is MSMEs Tuku Sambal and the owner of MSMEs Tuku sambal. The entire process of activities business become object study this. Research done in a way actual and virtual where writer focus observing the Storytelling Process as a Communication Strategy Marketing on Instagram at MSMEs Tuku sambal. Writer use data triangulation, namely triangulation source For test validity of the data obtained through observation, interviews, and documentation For get valid source.

### Results and Discussion

#### Narration Story (Narrative Paradigm)



Source: Instagram Tuku Sambal  
**Figure 1.** Narration Story

Consistency and structure narrative : Captions on some posts (@tucusambal) show channel story , for example “ Growing Up ” from kitchen small and now become a favorite chili sauce family ” this create coherence. Fidelity/ path emotional: Story built past content emotional story founder of MSMEs, struggle beginning, and meaning culture, which gives rise to resonance emotional for audience.

#### Social Interaction and Engagement (Social Media Marketing)



Source: Instagram Tuku Sambal  
**Figure 2.** Social Interaction and Engagement

Involvement Audience: Comments positive like "The taste of the chili sauce" authentic !" or " The recipe want to quick try at home " give evidence of engagement two direction. User-generated content: Some photo reposts customers serving chili sauce at the table they this support organic engagement on Instagram.

### Identity Brand (Brand Identity)



Source: Instagram Tuku Sambal

Figure 3. Identity Brand

Personality & values: Visual warm tone (red, orange), style design traditional modern, as well as use "home" language strengthens image authentic, warm and easy approached. Brand Positioning: Highlighting mark wisdom local ("in harmony tongue nusantara"), showing its positioning as a light Indonesian chili sauce However strong.

### Consistency Message (IMC)



Source: Instagram Tuku Sambal

Figure 4. Consistency Message

Visual text alignment: Consistent visual tones (colors and fonts), narrative captions, and hashtag like #HomemadeSambal consistency across the board elements. Synchronization: Although focus on Instagram, there is indication link to the marketplace (shopee /online store) via bio, showing integration channel. Research results show that the Tuku Sambal MSMEs is consistent apply storytelling approach in communication strategy marketing them on Instagram.

Based on results observation to the content uploaded to the @tukusambal account was found that narrative used No solely focus on promotion product , but rather built through illustrative stories values culture , personal experience , and proximity emotional with audience. The storytelling present in caption form that tells the story origin brand , the process of making chili sauce traditional , as well as experiences customer moment enjoy product . Narrative the capable create bond emotional with his followers, who are seen from height response positive in form comments, likes, and reposts from customers who participate share experience they use Tuku Sambal products.

Visually, the Tuku Sambal Instagram account also strengthens storytelling through election color warm (red, orange, brown) which represents spicy, warm taste family, and authenticity product local. In matter style communication, Tuku Sambal uses simple, friendly and touching language side emotional, appropriate with characteristics of its target market. In addition it was also found that constructed narrative no only present in One direction, but rather push interaction two direction with customers. Tuku Sambal often shares

repeat content from customers (user generated content), holding ask answer on Instagram Story, and respond comment with personal style. This show that storytelling is used in a way strategic for strengthen engagement and loyalty customer.

Study this also found that Tuku Sambal was successful build identity strong brand through consistency The message conveyed. The brand image displayed. is “an authentic, down to earth homemade chili sauce ;” which is reflected through the visual and verbal narratives that they show. Overall content show harmony between the values carried by the brand with form communication used, starting from design content , tone of communication, and invitation purchases displayed in a way fine However persuasive. Besides that, integration communication marketing also appears walk with good. Information purchase can accessed with easy through link in bio, and every uploads accompanied by with a call to action that encourages customer for try or order product in a way directly. This is show that storytelling is done No only aiming build relationships, but also goal directed concrete marketing .

With Thus, the findings study This indicates that the storytelling applied by Tuku Sambal on Instagram is not only become tool communication creative, but has be the core of the communication strategy a brand that is capable convey value, building relationships, and encourage decision purchase in a way effective. Authentic narrative, style down to earth communication, and active interaction become factor the main thing that makes approach This succeed distinguish Tuku Sambal from competitor similar in the culinary MSMEs sector local.

## **Discussion**

### **Theory Narrative (Narrative Paradigm)**

According to Fisher, a good story must own cohesion and coherence @tucusambal shows structure clear narrative: "Origin journey vision to front ". This is enhances perceived authenticity which encourages audience trust. The combination (narrative) builds logic emotional that moves consumer interact and buy. Paradigm the narrative put forward by Fisher emphasizes importance cohesion and coherence in a story For build trust audience. Research this researching obstacle in Marketing Public Relations activities at universities and solutions overcome it use theory paradigm narrative.

From the perspective of the Narrative Paradigm developed by Walter Fisher, storytelling is not only just technique convey information, but rather a approach communicative based on his understanding of humans as homo narrans creature storyteller. On the Instagram account @tucusambal, the narrative that is built own visible coherence from channel consistent story : from the origin of this MSMEs as business home, struggle pioneer business , until his success get place in the heart consumers. In lots of posts, Tuku Sambal no only sell products, but also insert story good about the process of making chili sauce, values family, until story customers who enjoy homemade chili sauce they. This is show the existence of fidelity, namely faithfulness story on values truth, honesty and relevance to life audience. The result confirm importance public relations capabilities in build datadriven and touching narrative aspect emotion public For overcome obstacle communication and improve effectiveness university marketing (Wiwitan et al., 2024).

Study experimental This find that narrative with corner first person perspective in storytelling advertising provides impact more big on attitude consumer to brands, especially For product with involvement high. First person narrative increase proximity and connectedness consumer with brand (Chen et al., 2024). Studies this developed the Narrative Immersion Model which explains How narrative can increase engagement, understanding and change attitude audience. This model emphasize importance narrative in build immersion and identification, so that more effective in influence behavior and decisions audience (Shaffer et al., 2018)

### **Social Media Marketing**

Instagram as a two way platform direction allow audience for provide direct feedback comments and reposts are welcome evidence of active engagement. This in line with theory Kaplan & Haenlein's dialogic: brand is not only talk, but also listen. High engagement this expand organic reach and strengthen brand advocates. Social media as Instagram provides room interaction two very effective direction in increase involvement consumers. Instagram as a marketing platform two direction the more acknowledged its effectiveness in building active engagement between brand and audience.

More far, communication strategy this can understood in Social Media Marketing Theory framework as explained by Kaplan and Haenlein (2010), which views social media as room communication two direction between brand and audience. @tucusambal no only convey message One direction, but also active involving audience through various feature interactive Instagram like comments, repost testimonials customers, and content that drives participation. Engagement is visible from the amount comment positive, appreciation customer for the authentic taste of chili sauce, as well the presence of user-generated content that displays product in life everyday. Interaction this indicates that storytelling is built succeed create emotional attachment at a time expand range brand in a way organic.

Report industry this confirm that social media marketing give profit main like increase brand awareness, engagement, and conversion sales. Research show that a consistent and interactive content strategy increase loyalty customers. Study This prove that utilization consistent and interactive Instagram content in a way significant increasing brand awareness in digital startups (Saputra et al., 2024) .

## Identity Brand

The Aaker model shows that brand identity includes personality, values, and self-image. @tucusambal's visuals and language show a personality that is "friendly, authentic, and local". This help convey value "in harmony tongue nusantara" and form a consistent brand image in the eyes of audience. Identity model Aaker brand still become reference main in build a strong and consistent brand.

From the corner from the perspective of Brand Identity Theory put forward by David Aaker and Jean-Noël Kapferer, the storytelling carried out by Tuku Sambal also to form and strengthen identity brand. Identity this depicted from use of color tones warm in visuals (red orange depicting spiciness and passion), usage simple and down to earth language in the caption, as well as depiction brand as a "homemade chili sauce that is in harmony tongue archipelago." Elements this to form a brand personality that is friendly, authentic, and rooted in wisdom local. Visual and verbal narratives form perception strong and easy brand remembered by consumers. In fact, the identity this bo only come on stage in a way aesthetic, but also contains mark strong social and cultural, namely preservation of the taste of food archipelago in contemporary format. Through systematic literature review, research This conclude that use content AI based can increase consistency identity brands on social media, but need a special strategy to stay guard authenticity and trust consumer (Komara & Juhana, 2025).

## IMC

Consistent messaging across bio, feed, captions, even link to the marketplace shows Good IMC implementation. Marketing message is delivered uniform, from brand story to call to action ("order via link in bio") in all material communication. In the era of increasingly digital marketing competitive, the use of storytelling as a communication strategy marketing become very relevant, especially on visual platforms like Instagram. MSMEs Tuku Sambal, through his official Instagram account @tucusambal, has utilise narrative as tool strategic For build proximity emotional with audience. Importance planning communication marketing integrated for maximize impact communication, clarify messages, and improve effectiveness marketing with integrate various discipline communication (Prasad & Ashok Kumar, 2016)

Support from Theory Communication Marketing Integrated Marketing Communication (IMC) is also visible clear in practice Tuku Sambal marketing. The message conveyed through various content on Instagram is visible in tune good from visual side of branding, message narrative, to call to action such as link purchase in bio and information contact booking. There is overlap overlap message or chaos communication that can confusing audience. In IMC practices, consistency cross channel is key, and even though Tuku Sambal at the moment This focused on Instagram, the link that refers to e-commerce or WhatsApp business indicates existence integration cross channel. This show that narrative No stop at Instagram only, but become part from communication comprehensive support objective business.

Interestingly, the storytelling done by @tucusambal also shows trend for to form community loyal customers. With lift stories everyday life close with consumers, such as moment Eat together family or nostalgia with homemade chili sauce Grandmother, the narrative is constructed become mirror from life real consumers. With Thus, storytelling is not just a creative strategy, but an approach that is strategic merge mark culture, proximity emotional, and purposeful commercial. This is strengthen Tuku Sambal's position as a local brand that is not only sell products, but also presents experience and values.

In general overall, @tucusambal's storytelling practice has succeed show how narrative can functioning as a communication strategy effective marketing on social media. Through framework Narrative Paradigm, Social Media Marketing, Brand Identity, and IMC theories can concluded that strength Tuku Sambal's communication lies in his ability build touching stories, consistent visuals, and meaningful interactions. However thus, there is potential development more continue for example through serialization story (episodic story) about sambal variants), collaboration with local influencers, or activation campaign interactive involving customer in a way more wide.

## Conclusion

Study this conclude that storytelling is a communication strategy effective marketing in build connection emotional between brands and consumers, especially on social media like Instagram. Study case of Tuku Sambal MSMEs through @tucusambal account shows that authentic, consistent and meaningful narrative mark culture capable increase audience engagement as well as to form perception strong brand. The storytelling delivered by Tuku Sambal is not only focus on promotion product, but also describes journey brand, values local, production process traditional, until experience customer. Narrative the succeed build image a friendly, down -to-earth, and authentic brand that reflects identity brand as "homemade chili sauce" typical archipelago."

Besides that, approach narrative this proven support communication strategy integrated marketing. Tuku Sambal is able to align verbal and visual messages in every upload, create unity between content narrative with invitation purchase in a way smooth. Use of social media as an interactive platform is also maximized, it looks from height response users, the existence of user-generated content, and efforts build dialogue with customers. With However, the storytelling strategy implemented by Tuku Sambal is not only effective from side communication brand, but also contribute direct to success digital marketing of MSMEs.

In general theoretical, findings This strengthen Narrative Paradigm framework (Fisher) that man tend understand and respond message through story that has coherence and credibility . In addition that , the findings this also supports the concept of Social Media Marketing, Brand Identity, and Integrated Marketing Communication, which states that communication interaction based marketing emotional, strong identity , and consistency message will more succeed in reach and influence consumers in the digital age. Therefore that, storytelling can recommended as the main strategy in communication marketing of MSMEs on social especially for brands that want to highlight mark local, proximity emotional, and authentic product .

## References

- Abdika, MF, Kurniawan, B., & Setyorini, N. (2024). The Influence of FOMO (Fear Of Missing Out) and Storytelling on Ticket Purchase Decisions for the Film *Petualangan Sherina 2* Through Impulsive Buying as an Intervening Variable in Semarang City. *INNOVATIVE: Journal of Social Science Research* , 4 (3), 15492–15501.
- Anggun Wijayanti, Supaijo Supaijo, & Weny Rosilawati. (2024). The Influence of Storytelling Marketing, Brand Trust and Price on Purchase Intention of Skintific Products on the Shopee Online Shopping Application in an Islamic Business Perspective. *Journal of Innovative Business Leaders* , 1 (4), 114–124. <https://doi.org/10.61132/jpbi.v1i4.305>
- Chen, T., Fan, X., He, J., Fan, J., & Chen, W. (2024). When “I” or “S/He” uses the product: the impact of narrative perspective on consumers' brand attitudes in storytelling ads. *Frontiers in Psychology* , 15 (July), 1–12. <https://doi.org/10.3389/fpsyg.2024.1338249>
- Christon, D., & Setyanto, Y. (2022). The Relationship Between Brand Storytelling and Purchase Decisions (Study: *menantea.toko*). *Kiwari* , 1 (4), 735–741.
- Fongo, P., Fanggalda, RE, & Fanggalda, RPC (2019). The Influence of Storytelling on Purchasing Decisions on the Tokopedia Online Shopping Application. *APSMBI National Business Management Seminar* , August , 15–28. <https://www.researchgate.net/publication/335014159>
- Komara, I., & Juhana, A. (2025). The Effect of AI-Generated Content on Brand Identity Consistency in Social Media: A Systematic Literature Review . 2 (1), 31–44.
- Maharani, AJ, & Setiawati, SD (2024). The Use of Storytelling in Digital Marketing of Female SMEs. *Syntax Literate; Indonesian Scientific Journal* , 9 (1), 265–273. <https://doi.org/10.36418/syntax-literate.v9i1.14836>
- Marketers, H., Using, A., & Businesses, T. (2010). 2010 Social Media Marketing Letter from the author .... *Media* , April
- Nashrudin, L., & Bisma, A. (2023). Utilization of Storytelling Marketing as a Business Tool for MSMEs in Taman Village, Taman District, Sidoarjo Regency . 4 , 50–55.
- Prasad, D. A., & Ashok Kumar, M. (2016). Integrated Marketing Communication: A Literature Review. *International Journal of Marketing and Technology* , 6 , 511–519.
- Putri, AC, & Binastuti, S. (2024). The Effect Of Live Shopping And Storytelling On Purchase Decisions And Consumer Trust In The Tiktok Account @ Ddhivaaaa . 8 (10), 10–43.
- Putri, NC, & Christin, M. (2024). Marketing Communication through Instagram Live Social Media Storytelling of Yogyakarta Coffee Clinic . 8 (2), 429–441.
- Saputra, TC, Savitri, C., & Faddila, SP (2024). The Use Of Social Media Marketing Through Instagram Content To Increase Brand Awareness Of Mojadiapp.Com. *Management Studies and Entrepreneurship Journal* , 5 (1), 200–210. <http://journal.yrpiipku.com/index.php/msej>
- Sara, CF (2024). The Use of Visual Storytelling Methods to Build Folklore-Based Visual Identity in Local Product Branding . 12 (2), 123–134.
- Shaffer, V.A., Focella, E.S., Hathaway, A., Scherer, L.D., & Zikmund-Fisher, B.J. (2018). On the Usefulness of Narratives: An Interdisciplinary Review and Theoretical Model. *Annals of Behavioral Medicine* , 52 (5), 429–442. <https://doi.org/10.1093/abm/kax008>
- Wiwitan, T., Yulianita, N., & Novita, S. (2024). Barriers in Marketing Public Relations and Narrative Paradigm Theory . 17 (1), 131–144.