

Transportasi Naratif Dalam Digital Storytelling Kampanye Komunikasi Publik Terhadap Generasi Milenial (Studi Evaluasi Terhadap Film "Makro" Produksi Kementerian Keuangan Republik Indonesia 2018) = Narrative transportation in public communication campaign digital storytelling towards millennial generations (Evaluation Studies Towards "Makro" Film Production of Ministry of Finance of The Republic of Indonesia 2018)

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Abstrak

Tesis ini merupakan studi evaluasi terhadap upaya kampanye komunikasi publik pemerintah melalui digital storytelling yang ditujukan kepada generasi milenial. Digital storytelling merupakan salah satu media persuasi yang sesuai dengan karakteristik generasi milenial. Perubahan perilaku dan pemahaman dapat terjadi jika generasi milenial sebagai sasaran kampanye mengalami proses transportasi naratif dimana audiens terlibat penuh dengan narasi. Transportasi naratif dikaji dari sisi kualitas narasi dengan penilaian standar koherensi dan elemen dalam cerita, serta telaah persepsi dan pengalaman individu sebagai audiens. Unsur emosional merupakan elemen penting yang harus ada dan kuat dalam suatu narasi agar transportasi naratif dapat terjadi.

.....This thesis is an evaluation study of the government's public communication campaign efforts through digital storytelling aimed at the millennial generation. Digital storytelling is one medium of persuasion that fits the characteristics of the millennial generation. Behavior change and understanding can occur if the millennial generation as the target of the campaign experiences a narrative transportation process where the audience is involved fully with narration. Narrative transportation is assessed in terms of narrative quality with a standard assessment of coherence and elements in the story, as well as reviewing the perceptions and experiences of individuals as audiences. Emotional elements are important elements that must exist and are strong in a narrative so that narrative transportation can occur.