

Analisis Pengaruh Storytelling dalam Kampanye Digital Nike "Own the Floor" terhadap Minat Beli Produk Nike pada Modern Dancers di Jakarta = Analysis of the Impact of Storytelling in Nike's "Own the Floor" Digital Campaign on the Purchase Intention of Nike Products for Modern Dancers in Jakarta

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Abstrak

Perkembangan pasar modern dancers di Indonesia dan beralihnya persepsi masyarakat tentang modern dance memicu Nike, sebuah perusahaan perlengkapan olahraga, untuk menarik segmen pasar tersebut. Pada tahun 2021, Nike meluncurkan kampanye "Own the Floor", sebuah kampanye pemasaran digital yang menggunakan teknik pendekatan storytelling dan menargetkan segmen pasar modern dancers. Penelitian ini merupakan studi replikasi yang bertujuan untuk melihat dampak storytelling dalam pemasaran digital terhadap minat beli segmen pasar modern dancers di Jakarta. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 150 modern dancers semi-profesional dan profesional berusia 18–34 tahun yang berdomisili di Jakarta. Hasil penelitian ini menunjukkan bahwa storytelling dalam kampanye digital "Own the Floor" Nike berpengaruh terhadap minat beli segmen pasar modern dancers di Jakarta.

.....The growth of the modern dancer market segment in Indonesia and the shift in public perception toward modern dance have triggered Nike, a sports equipment company, to attract the said market segment. In the year 2021, Nike launched the "Own the Floor" campaign, a digital marketing campaign that employed a storytelling approach and was targeted at the modern dancer market segment. This research is a replication study that aims to observe the impact of storytelling in digital marketing on the purchase intention of the modern dancer market segment in Jakarta. This research was conducted by distributing questionnaires to 150 semi-professional and professional modern dancers aged 18–34 years living in Jakarta. The results of this study show that storytelling in Nike's "Own the Floor" digital campaign impacts the purchase intention of the modern dancer market segment in Jakarta.