

Strategi Pesan Storytelling pada Kewirausahaan Sosial di Instagram (Studi pada Konten Instagram @KebunKumara) = Storytelling Message Strategy of Social Entrepreneurship on Instagram (Study on Instagram Content of @KebunKumara)

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Abstrak

Tulisan ini menganalisis elemen storytelling Lambert pada konten Instagram Kebun Kumara sebagai kewirausahaan sosial. Elemen storytelling Lambert terdiri dari point of view, a dramatic question, emotional content, economy, pacing, the gift of your voice, dan an accompanying soundtrack. Penulis melakukan pengamatan dan analisis pada 3 konten Instagram Kebun Kumara. Hasil analisis menunjukkan hampir seluruh elemen storytelling Lambert telah digunakan Kebun Kumara kecuali elemen an accompanying soundtrack karena konten berbentuk foto bukan video. Jadi, tidak ada elemen berupa musik pendukung yang ditemukan dalam analisis ini. Penggunaan elemen storytelling Lambert mendorong koneksi emosional antara Kebun Kumara dengan khalayaknya; yaitu dengan menanamkan nilai-nilai, emosi, dan pertimbangan estetika. Kebun Kumara selalu berupaya meyakinkan khalayak mengenai apa yang dianggap benar dengan nilai-nilai kehidupan yang dapat diambil dari pengalaman berguru dengan alam. Adapun saran untuk penelitian selanjutnya yaitu melakukan perbandingan kewirausahaan sosial yang menggunakan storytelling pada konten Instagram. Sedangkan untuk Kebun Kumara, diharapkan untuk mampu menggunakan bahasa yang lebih muda dipahami oleh seluruh khalayak sehingga pesan yang disampaikan dapat diserap dengan baik.

.....This study will dive into analysing storytelling elements using Lambert's theory in the case of social media, Instagram, using Kebun Kumara content as a sociopreneur. Those storytelling elements consist of point of view, a dramatic question, emotional content, economy, pacing, the gift of your voice, dan an accompanying soundtrack. The writer observed and analysed 3 contents of Kebun Kumara's communication through Instagram posts. As a result, the analysis shows Kebun Kumara is using almost every Lambert's storytelling elements in their content, except the element of accompanying soundtrack due to heavy use of photos, not videos. In conclusion, there is an absence of background music in supporting the content. While Lambert's storytelling element encourages in building emotional connection between Kebun Kumara and their audience through implementing values, emotion, and aesthetic appeal. Kebun Kumara always strives to convince their audience about learning from mother nature as the proper way to understand the values of life. A suggestion in conducting the next research, is to compare with other social entrepreneurs who use storytelling as a way of communication through Instagram content. Meanwhile, we expect Kebun Kumara to simplify their choice of words in order to be easily understood by various segments of the audience so the message could be delivered seamlessly.