PENERAPAN *STORYTELLING* MELALUI INSTAGRAM SEBAGAI STRATEGI PROMOSI DIGITAL UNTUK MENINGKATKAN MINAT BELI KONSUMEN UMKM TAHU KRES KOTA BATU

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui penerapan *storytelling* melalui Instagram sebagai strategi promosi digital dalam membangun minat beli konsumen pada UMKM Tahu Kres. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dokumentasi, dan studi pustaka. Informan penelitian terdiri dari pengelola usaha, admin media sosial, konsumen aktif, dan calon konsumen. Analisis data menggunakan model Miles dan Huberman dengan teknik triangulasi untuk menguji keabsahan data. Hasil penelitian menunjukkan bahwa penerapan *storytelling* pada Instagram UMKM Tahu Kres belum dilakukan secara sistematis. Konten yang diunggah masih didominasi oleh promosi produk dan hiburan sehingga belum mampu membangun keterikatan emosional yang kuat dengan konsumen. Konten Instagram mampu menarik perhatian dan menumbuhkan ketertarikan awal, namun belum mampu mendorong keputusan pembelian secara signifikan. Faktor pengalaman langsung dan ketersediaan produk lebih dominan dalam membentuk keputusan pembelian konsumen.

Kata Kunci: *Storytelling*, Instagram, Promosi Digital, Minat Beli, UMKM.

THE IMPLEMENTATION OF *STORYTELLING* THROUGH INSTAGRAM AS A DIGITAL PROMOTION STRATEGY TO INCREASE CONSUMER PURCHASE INTEREST IN TAHU KRES MSME BATU CITY

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ABSTRACT

This study aims to determine the implementation of *storytelling* through Instagram as a digital promotion strategy in building consumer purchase interest at Tahu Kres MSME. This research used a qualitative approach with a case study design. Data collection techniques were conducted through interviews, observations, documentation, and literature study. The research informants consisted of business owners, social media administrators, active consumers, and potential consumers. Data analysis used the Miles and Huberman model with triangulation techniques to test the validity of the data.

The results showed that the implementation of *storytelling* on the Instagram account of Tahu Kres MSME had not been carried out systematically. The uploaded content was still dominated by product promotion and entertainment content, so it had not been able to build strong emotional engagement with consumers. Instagram content was able to attract attention and generate initial interest, but had not significantly encouraged purchasing decisions. Direct experience and product availability were more dominant factors in shaping consumer purchasing decisions.

Keywords: *Storytelling*, Instagram, Digital Promotion, Purchase Interest, MSMEs.