

THE USE OF STORYTELLING IN BUILDING A COMPANY'S IMAGE IN MAKING NARRATIVE VIDEO COMPANY PROFILE COKELAT NDALEM

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Abstract

A scriptwriter's role is to create a script that contains a storyline or narrative. A scriptwriter is also tasked with developing the storyline, characters, and dialogue in a particular form. Scriptwriters are essential in developing story ideas and selecting narratives that align with the storyline. Apart from that, the scriptwriter also plays a role in selecting the footage that will be used to load the cokelat nDalem company profile video together with the director and DOP. The scriptwriter is also tasked with collecting data or information to strengthen the narrative. The narrative writing style develops characters, plot, and narrative. Storytelling is proof of a company's values as outlined in an image, video, or vector that involves consumers and highlights the similarities between consumers and the products they own. Storytelling can introduce a product or company and promote the potential of an area more effectively. Narrative writing uses a first-person perspective, which will make the audience feel closer to the company through the company profile video that has been created. Narrative writing functions as a medium for conveying information and promotions from the company to the broader community.

Keywords: Scriptwriter, narrative, video company profile, Storytelling

INTRODUCTION

Yogyakarta is also famous for its rich tourism, culture, and culinary delights. Many tourists are interested in visiting the city of Yogyakarta because of the rich culture, cuisine, and tourism that the city has (January 2023). Several tourist attractions are often visited by tourists, including the Malioboro area, Tugu, Fort Vredeburg, Kraton, Taman Sari, Alun-Alun Kidul, Prambanan Temple, and many more (Tysara, 2023). Apart from tourism, Yogyakarta also has a variety of unique culinary delights that tourists can enjoy. Some culinary delights that makeup Yogyakarta's culinary diversity include Gudeg, Bakpia, wedang ronde, weedang uwuh, and many more (Azzahra, 2023). Not infrequently, the culinary diversity of Yogyakarta becomes a souvenir for those closest to people. Generally, bakpia is a typical Yogyakarta souvenir that must be brought. However, along with the development of Yogyakarta culinary delights, typical Yogyakarta souvenirs have become increasingly diverse.

To introduce typical Yogyakarta souvenirs, the media should be closely related to the culture and characteristics of the city of Yogyakarta, conveying information that is expected to increase the audience's knowledge of typical Yogyakarta souvenirs. More than just media for delivering information is required to use text; combining audio and video elements and animation can attract the audience's attention. Apart from that, the media for conveying information needs to be equipped with narratives that make the audience feel closer to the company and absorb all the information people want to convey. One form of The delivery of audio-visual information is a video company profile. The company profile video aims to introduce the company persuasively and as a promotional medium for the public or other companies. Company profile videos relate to everything about products and designs that will be introduced to the public for promotional media. Besides, companies often use The company profile video for interest in introducing or promoting their business (Sumadewa & Anggrawan, 2020).

The author created a company profile video to disseminate information and introduce the diversity of typical Yogyakarta souvenirs to the public. One form of diversity in typical Yogyakarta souvenirs is chocolate products with various variants. cokelat nDalem is one of the souvenirs from Yogyakarta. The author chose cokelat nDalem as the object for making a company profile video because of its uniqueness. One of the unique things about Cokelat nDalem is that this brand is closely related to Javanese culture; this can be seen from the packaging of the extra dark, dark, and less sugar-dark variants, which they illustrate with typical Javanese wedding batik. Javanese culture is also expressed in the spicy variant packaging, which is illustrated with wayang combined with a comic touch, and the spiciness variant, which is illustrated with palace soldiers. Apart from that, the choice of Cokelat nDalem as the object of the company profile video was also based on the company's statement, which said that many people still do not know about their products and company and that no company profile video can disseminate information regarding the company.

Cokelat nDalem is a business that was established in 2013. cokelat nDalem was founded as an offering to the city of Yogyakarta. Cokelat nDalem aims to become the heart's signature chocolate from Jogja the goal. "Dari Hati" is also their tagline. Cokelat nDalem is very sensitive to Javanese culture. Its sensitiveness can be seen in the name of this company, "nDalem," which means "house" in Javanese. Cokelat nDalem explores the meaning of "home" by saying that nDalem is where the heart returns. The cokelat nDalem company created the concept and story that nDalem is a heart house as a place to make chocolate with heart as a "heart sign" from Yogyakarta. The Cokelat nDalem brand's development was inspired by the company's founder's close-knit background with Javanese culture, so Cokelat nDalem was born, combining Indonesian flavors, stories, and experiences through a bar of chocolate. Cokelat nDalem packages its chocolate products using packaging containing Javanese cultural elements. Cokelat nDalem packaging was done to tell every buyer about Javanese culture. The products successfully produced by Cokelat nDalem have unique flavor variants compared to other chocolate products. Some of

the unique chocolate flavor variants are contained in chocolate with flavors such as ice rujak, wedang bajigur, four wedang uwuh, and many more. Apart from that, cokelat nDalem also provides custom chocolate variants, which buyers can choose to give chocolate as a gift or souvenir. nDaelm Chocolate collaborates with local cocoa farmers from Gunung Kidul to produce quality chocolate from local cocoa beans (Lulu, 2021). Cokelat nDalem focuses its marketing on marketplaces, and store operations have been reduced over time; this has been done since the pandemic (Lulu, 2021). nDaelm Chocolate also promotes its products through participation in culinary exhibitions. As quoted from the Radio Republik Indonesia website, Cokelat Salem was one of the MSMEs that took part in the international-scale food and beverage trade exhibition at the Singapore Expo (Desiandra, 2024).

The author is responsible as a scriptwriter in making the company profile video. A scriptwriter is someone whose role is to create scripts for broadcast material. A scriptwriter can change ideas into a script created from imagination, which is made into interesting writing and has a good message for the audience (Fachruddin in (Farhani & Sudono, 2019)). The author combines video and narrative using storytelling. The purpose of choosing storytelling is to make it easier for the audience to understand the message that they want to convey in the company profile video. Storytelling aims to provide the audience with enjoyment and develop the audience's imagination (Triyana & Safifah, 2021). In this work, the author wants to convey information regarding the uniqueness of the nDaelm chocolate company, namely the implementation of Indonesian culture, especially Javanese culture, in their packaging and product variations. Using storytelling techniques, the author wants to convey soft selling regarding the history, vision and mission, products, and uniqueness of the nDaelm chocolate company.

The use of storytelling in this work also aims to shape the image of the cokelat nDalem company. Image is a customer's view of a company (Parto Purba, 2017). This work will raise the image of the nDaelm chocolate company, where nDaelm chocolate is closely related to Indonesian culture, especially Javanese culture. This work aims to build the image of nDalem chocolate, which has chocolate products with unique flavor variants and is committed to introducing Indonesian culture, especially Javanese culture, through products. Every nDalem chocolate product is packaged in packaging that includes Javanese culture to tell stories about the various cultures in Java and Yogyakarta.

This company profile video will convey various essential aspects of Cokelat nDalem with the theme "Signs of the Heart from Jogja." This work will invite viewers to look deeper into the culinary and cultural riches that exist in Yogyakarta. Through inspiring visuals and narratives, this video will explain how Cokelat nDalem can combine authentic taste with unique local culture in each product provided.

This video also invites viewers to experience culture through chocolate products produced since 2013. The company's commitment to producing the best chocolate products will be highlighted through collaboration with local cocoa farmers who always ensure the best quality cocoa beans for each product. The quality of the products made is also supported by the expertise and skills of human

resources who create delicious chocolate with a unique taste. This video also highlights the product packaging, which reflects the warmth and beauty of Javanese culture, which makes cokelat nDalem a part of Yogyakarta's culinary richness. The audience does not just taste chocolate, which is delicious, but the audience can understand how cokelat nDalem provides delicious chocolate and can bring happiness and an unforgettable taste. Continuous innovation and flavor exploration can show how Cokelat nDalem continues to strive to present products that pamper the taste buds and can bring authentic enjoyment.

According to data on social media users in Indonesia presented by databooks, this work will be aimed at the wider community, from teenagers to adults. Metadata.co.id, social media users in Indonesia are dominated by young people aged 16-30 years in 2023 (Muhammad, 2024). The selection of this target audience is also based on research related to chocolate, where chocolate can help increase energy. Chocolate contains caffeine, which is not as strong as coffee, which can increase energy; this is beneficial for teenagers and adults to be more enthusiastic about activities (Anggraini, 2024). In other studies, chocolate can reduce anxiety. This research was conducted on students; chocolate can reduce anxiety caused by the phenylethylamine and anandamide in chocolate, which can stimulate the brain to produce dopamine and release more β endorphine compounds, encouraging feelings of happiness. The results of research conducted on teenagers show that consuming foods made from cocoa and chocolate, which are rich in flavanols, can increase blood flow in the brain's nervous tissue so that it can affect reducing the weakening of brain performance. Chocolate also contains the amino acid tryptophan, a precursor to the neurotransmitter serotonin, which can influence mood and mood (Claresta & Purwoko, 2017). With this work, it is hoped that it can build healthy chocolate consumption habits. Making this company profile video will convey various important aspects related to cokelat nDalem with the theme "Signs of the Heart from Jogja". This work will invite viewers to look deeper into the culinary and cultural riches that exist in Yogyakarta. Through inspiring visuals and narratives, this video will explain how cokelat nDalem can combine authentic taste with unique local culture in each product provided.

The work of making this video also invites viewers to experience culture through chocolate products produced since 2013. The company's commitment to producing the best chocolate products will be highlighted through collaboration with local cocoa farmers who always ensure the best quality cocoa beans for each product. The quality of the products made is also supported by the expertise and skills of human resources who create delicious chocolate with a unique taste. This video also highlights the product packaging which reflects the warmth and beauty of Javanese culture which makes cokelat nDalem a part of Yogyakarta's culinary richness. The audience doesn't just taste chocolate which is just delicious, but the audience can understand how cokelat nDalem provides delicious chocolate and can bring happiness and an unforgettable taste. Continuous innovation and flavor exploration can show how cokelat nDalem continues to strive to present products that pamper the taste buds and can bring authentic enjoyment.

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METHODOLOGY

The research method is a scientific way to obtain targeted data and use it for specific purposes (Ramdhan, 2021). The research method is also a data collection technique that uses surveys, interviews, observation, or documentation methods to obtain accurate data (Athallahfi & Nini Aggalih, 2023). In this research, the author used a qualitative method, which has a descriptive nature and leans towards analysis. Research data was obtained from observations and interviews (Ramdhan, 2021). The author used three events to collect research data, including research via the Internet, field observations, and interviews. The author conducted research via the Internet by visiting Cokelat nDalem's website and Cokelat nDalem's social media. There are several things that the author got from the research process, including the location of the cokelat nDalem company, the company's identity, the year it was founded, and the uniqueness of the products it has.

The author's following process was field observation, carried out directly by visiting the cokelat nDalem outlet. Observation is a method of collecting data by systematically observing and recording certain phenomena. Observations are carried out to obtain information or a more precise picture regarding something (Mania, 2008). The author has obtained several points from the field research process, including the condition of the outlet, the intensity of outlet visitors, and the chocolate-making process. According to the author's observations, the condition of the cokelat nDalem outlet is still classified as home production. This is supported by the statement of the source when the author conducted an interview in which the outlet guard, as the representative of Cokelat nDalem, said that the Cokelat nDalem company is still considered an MSME. The cokelat nDalem outlet is located in the

center of Yogyakarta, making it easier for potential buyers to find the outlet location. The next point obtained by the author is the intensity of store visitors. The author concludes that the intensity of visitors visiting the outlet is insufficient to determine whether Indonesian people still need to be the cokelat nDalem brand. According to sources, the cokelat nDalem brand is better known to people outside Yogyakarta and abroad.

This is because Cokelat nDalem focuses more on disseminating its products through marketplaces and participating in exhibitions abroad. Based on observations made by the author, the author also concluded that the chocolate production process from cokelat nDalem is still small-scale production. This was supported by information from sources who also said that the Cokelat nDalem brand could still not fulfill the market's demands because the production scale was still small. Apart from that, the chocolate-making process at Cokelat nDalem is still considered semi-modern because it does not use many machines. This is done by cokelat nDalem to produce a distinctive chocolate taste and not spoil the taste of the chocolate.

Apart from conducting research related to partners, the author also conducted research related to previous work. The author researched Cokelat nDalem's previous work, which was uploaded to nDalem Chocolate's YouTube channel. One of the works that is the author's reference is a video entitled Boenbeans Bean To Bar - nDalem Indonesia, where the video contains the process of making one of nDalem's chocolate products, namely Boenbeans Bean To Bar. The author also uses two other works as references, including a video belonging to PT Ares, entitled Company Profile of PT Ares Kusuma Raya, where in this video, the author gets references regarding the use of storytelling techniques in a narrative that uses language that is easy to understand and conveys information in a soft selling manner. The final reference is the documentary series Kisa Rasa S1-Episode 2 entitled "Hidangan Sultan untuk Chef Juna & Chef Renatta- Resep Bersejarah Kraton Yogyakarta." in this work, the settings taken are strategic places that allow the audience to recognize that this video is set places in Yogyakarta without having to state the name of the city of Yogyakarta explicitly.

RESULTS AND DISCUSSION

NARRATIVE

Narrative is an element of action that shows what is happens in a story. Narrative tells more about a life which is dynamic over a series of time (Gambriyanto et al., 2023). Narrative is a story that tells a series of events important for the audience or narrator (Moen, 2006). Meanwhile, according to Keraf (2010) defines narrative as a form of text readings used to show the reader related an event as clearly as possible.

Another opinion says that narrative is a series a story that tells an event, events in sequence from beginning to end, so that they relate to each other Widjono (2008) in (Rosyida & Wijayatiningsih, 2018). Can be concluded that narrative is a

series of texts that tell events or events in sequence clearly, so that readers can feel the events that are being told. Narration functions as a link and introduction to the story between sequences so that the story progresses be sequential and make it easier for the audience to understand the story delivered (Gambriyanto et al., 2023). Narrative is often used in marketing activities, the use of narrative in marketing the product is to attract consumers. This is because of a Narratives in marketing a product are usually deliberately created by manufacturers to attract the interest of new and existing customers have loyalty to their products (Wati et al., 2020).

SCRIPT WRITER

Making a company profile video requires the role of a scriptwriter. A script writer is someone whose role is to determine the dynamics in a story so that they can give life to the story being written. In their duties, scriptwriters must think about the detailed emotions that the audience should feel (Prasaja & Relawati, 2018). The scriptwriter is also tasked with writing the necessary narrative (Fachruddin, 2012). In packaging the company profile video, the author completes it with a narrative that is easy for the public to understand, in accordance with what Akbar wrote (Alif, 2017).

A narrative usually tells events essential to the audience or narrator (Moen, 2006). A *narrative* is often defined as a series of stories that tell an event or events in sequence from beginning to end and are interconnected. Widjono (2008) in (Rosyida & Wijayatiningsih, 2018). The narrative in this company profile video contains a description of the cokelat nDalem company, which consists of location, vision, and mission, which are expressed implicitly, history, production process, and the uniqueness of cokelat nDalem products. The author uses storytelling techniques to convey information through the company profile video to make maximum use of the narrative.

STORYTELLING

Storytelling has developed into an internal technique copywriting using storylines to touch emotions readers or listeners in promotions or advertising. Advertising storytelling is one way of advertising using soft selling marketing messages are not delivered directly, however starting with education regarding products that are tailored to consumer needs. Storytelling is a proof of values owned by a company as outlined in a picture, videos, or vectors involving consumer mats and highlights similarities between consumers and the products they own (Madiyant, 2020).

It is hoped that the use of storytelling in an advertisement produce soft selling communication patterns so that the advertisement can be enjoyed not only as work but also as promotional media which is to introduce, disseminate information, at the same time increase public awareness. By making use of storytelling in an advertisement can build more awareness audience towards a brand so that it leaves a strong effect in the minds of the audience (Indah Kurnia Dewi et al., 2022) . The author uses storytelling techniques in making this company

profile video narrative to bring the audience into the story. This storytelling technique also aims to build the value of the Cokelat nDalem company so that it can leave a strong impression on the audience.

CONCLUSION

The main message to be conveyed in this work is to show one of the missions of the cokelat nDalem company, where nDaelm chocolate makes Indonesian culture a company culture which is manifested in nDaelm chocolate products. In this work, one of nDalem's chocolate missions is shown in a scene showing the packaging of each nDaelm chocolate product which is patterned after Javanese culture. The author also added visualizations related to Yogyakarta culture to support the delivery of messages related to one of the missions of the nDaelm chocolate company. Storytelling is a storytelling technique using language that is easy to understand. An advertisement uses storytelling with the hope of producing a soft selling communication pattern so that the resulting advertisement not only becomes a promotional medium but can also be enjoyed as a work that introduces, disseminates information, and increases public awareness of a company. The use of storytelling in this work aims to make it easier for the audience to understand the message to be conveyed.

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