

Betrayal Story: Is It a New Storytelling Marketing?

Fitria Khairum Nisa, Tidar University, Indonesia
Wahyu Eka Putri, Tidar University, Indonesia
Prinisa Nurul Ikasari, Tidar University, Indonesia
Muhamad Iqbal, Brawijaya University, Indonesia

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Abstract

Mie Gaga, an Indonesian instant noodle brand, became trending due to the emergence of content on social media X and TikTok regarding a past conflict between the owners of Mie Gaga and Indomie. One of the account owners on X and TikTok created content about the story of the split between Djajadi-Salim partnership regarding Indomie, which stated that the Mie Gaga brand came from the initial shareholder of Indomie who was “removed” by other shareholders. This story then went viral on many social media and news portals. This study aims to analyze storytelling content in tweets and videos regarding the feud between Mie Gaga and Indomie, as well as to analyze whether this phenomenon is a form of marketing communication strategy. Storytelling marketing is used as literature to analyze the study results. This study uses a qualitative approach through the multimodality method in social semiotics to understand the meaning of texts in the media. The results of this study indicate that photos, videos, and several narratives contain elements of product promotion while using a storytelling style to build relationships with the audience. In that storytelling, the content carries the company’s personal story which is packaged emotionally and highlights its position as a “victim” of the Mie Gaga and Indomie feud. This viral feud on X and TikTok can be considered as a form of storytelling marketing. Thus, authentic and emotional storytelling marketing can be used as a communication tool in building relationships between brands and consumers.

Keywords: Mie Gaga vs Indomie, multimodality social semiotic, storytelling marketing

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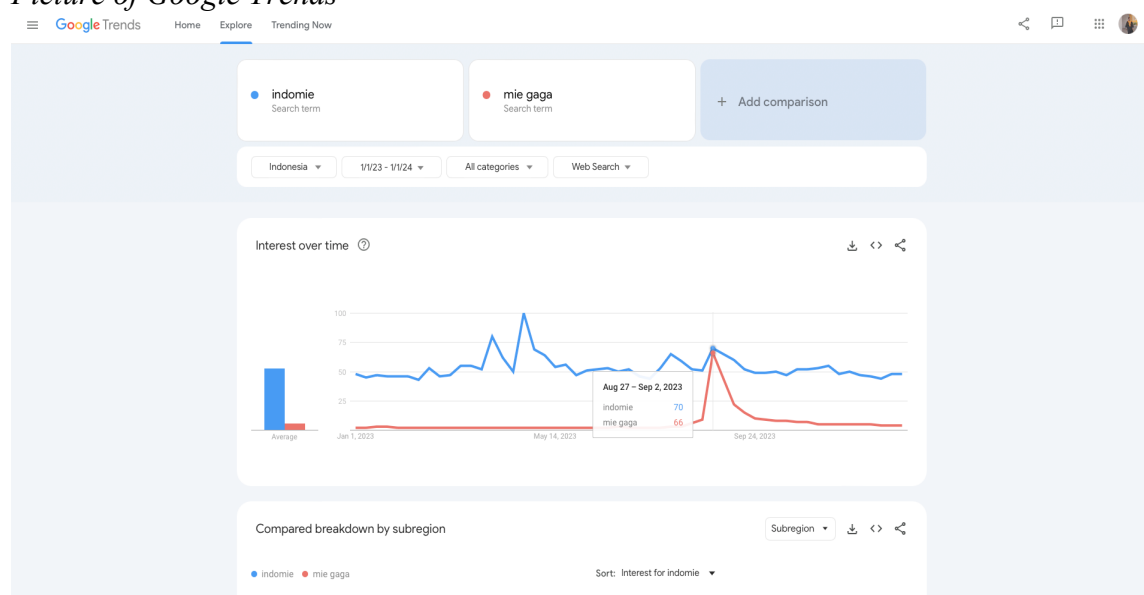
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Introduction

Mie Gaga, one of the instant noodle brands in Indonesia, became a keyword that was often searched in the Google from July to September 2023. The keyword became trending due to the emergence of a thread regarding a past conflict between the owners of Mie Gaga and Indomie. User account on X and TikTok created content about the story of the split between Salim-Djajadi partnership regarding Indomie, which stated that the Mie Gaga brand came from the initial shareholder of Indomie who was “removed” by other shareholders. Hence, the conclusion arose that the founder of Mie Gaga was the original owner of the Indomie brand. This story then went viral and was often republished on many social media and news portals.

Figure 1

Picture of Google Trends



Source: Google Trends (2024)

The story then made people flock to compare Indomie and Mie Gaga products. Many Mie Gaga product review contents emerged, indicating a large number of purchases of the product. It did not stop there, the public also boycotted Indomie products, causing Indomie shares to fall by 4,9% since the story went viral (Taufani, 2023). Based on this phenomenon, the writers are interested in examining whether it is a marketing communication strategy carried out by the Mie Gaga company, given that Indomie instant noodles are still the most widely consumed products in Indonesia so far. However, the owner of Mie Gaga himself denied the narrative that the issue was initiated by their company (Puspadini, 2023). Nonetheless, if we look from a broader perspective, it becomes a big question of who might know about the company's internal conflict, if not the company's party itself. Furthermore, the initial uploader of the story has closed his/her account, right after the story rolled into a conversation in society.

At a glance, the feud between Mie Gaga and Indomie can be considered as storytelling marketing. Storytelling marketing is one of the marketing communication strategies that relies on the power of stories. Storytelling marketing on social media can serve various effects, including attitudes toward brands, positive word of mouth, sharing, promoting, and viewing (Coker et al., 2017). The effects of this storytelling strategy look similar to the

phenomenon of the owners of the instant noodle companies mentioned above, starting from viewing the content and sharing a trend, to participating in promoting.

The form of storytelling marketing that is often created is usually a story of a brand's journey, philosophy, or activities, such as social activities from the company. While in the story of Mie Gaga, it is the owner's personal story, which has been proven to drive consumer behavior. Thus, it requires more in-depth research and analysis starting from the origin of the story's emergence on social media, as well as in-depth examination to understand whether the content regarding the circulating story is a form of new storytelling marketing.

Literature Review

As time goes by, brands and companies face challenges in attracting the audience's attention, especially consumers. With easy access to information via the internet and social media, brands struggle to leave a memorable impression on the audience. Consequently, companies have started to incorporate more engaging and personalized methods, among which storytelling techniques stand out (Gensler et al., 2013; Pulizzi, 2012). Lindawati (2018) added that stories are used as content marketing due to the public's saturation of commercial persuasive messages and the growth of public awareness of good business ethics. Stories can influence attitudes, beliefs, and behavior (Lin & Liou, 2016; Mandung, 2024). The theoretical implication is that storytelling enriches the brand's symbolic meaning, creating a narrative that allows consumers to view the brand as an integral part of their personal values and identity (Mandung, 2024).

Storytelling strategies have several different forms, there are data-driven storytelling, philanthropic storytelling, customer-led storytelling, and immersive storytelling or visual storytelling (Lindawati, 2018). Data-driven storytelling uses data as story content. Through the presentation of complex data with simple language, it is expected to raise awareness of a problem. The second strategy is philanthropic storytelling as a fulfillment of consumer demands for transparency and the desire to know more about the company, such as how they run the business, treat their workers, their work ethics, and how they source raw materials. This is related to the increasing global awareness of good business. The third strategy is customer-led storytelling where data shows that 92% of people trust peers more than conventional advertising. Therefore, presenting successful stories from users will increase public engagement towards the social business. In addition, there is immersive storytelling or visual storytelling, which is a marketing strategy that utilizes interesting narratives, puts consumers at the heart of the story, and realizes it with emotional visual media to build consumer shopping experiences.

In storytelling marketing, many important components significantly influence the success of a narrative in attracting consumers and enhancing brand perception. These components include setting, characters, storyline, conflict, and message, which collectively construct a unified narrative that will ultimately influence the audience. These five elements are essential for effective storytelling as they produce an integrated narrative experience that captivates the audience's attention and fosters an emotional connection (Susilowati et al., 2024). Additionally, the digital landscape has revolutionized storytelling marketing, allowing brands to leverage multiple platforms to spread their narratives. Furthermore, social media functions such as ads, stories, and reels facilitate the development of interactive storytelling content, thereby enhancing marketers' ability to engage consumers and deliver their messages effectively (Mavilinda et al., 2023). This is in line with the conclusion drawn by Kemp et al.

(2021) who asserted that the dissemination of compelling narratives is essential to engage customers, especially in the online context where engagement can greatly impact business outcomes. The importance of conflict in storytelling cannot be underestimated, as it acts as a catalyst for narrative development and promotes engagement.

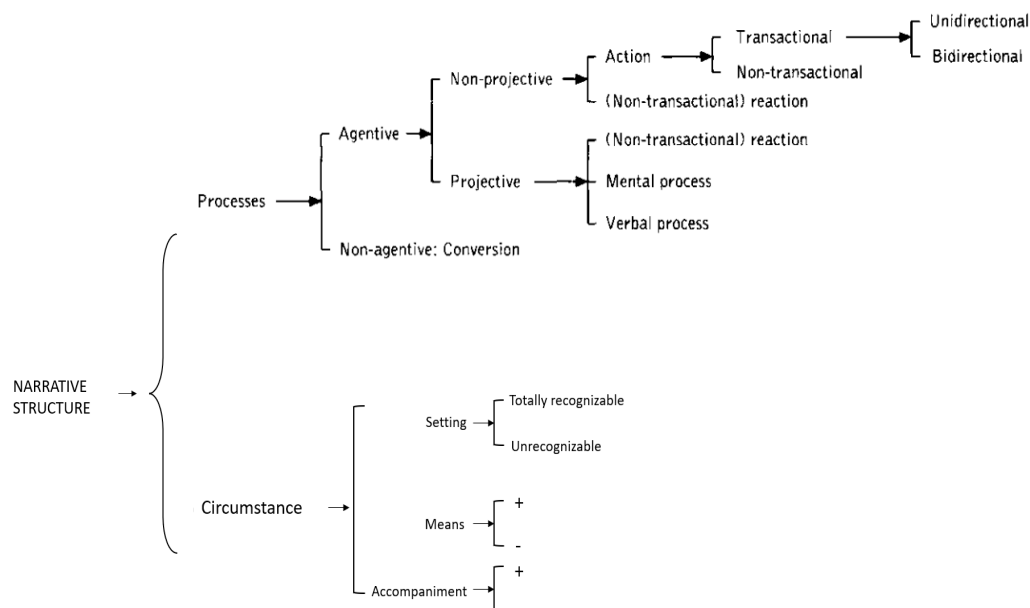
According to James Lush, Director of Lush Digital Media, five elements can make storytelling in marketing effective, there are Topical, Relevant, Unusual, Trouble, and Human (TRUTH). Topical means knowing what kind of information the audience needs at the moment. Relevant means creating storytelling that is relevant to a more specific target. Unusual means looking for a different point of view so that there is a surprise in the story. Trouble means showing conflict to keep the story interesting, and Human means showing humans in the story to make the audience feel the emotional connection with the characters (Agustina, 2020).

Methods

This study uses a qualitative approach through the multimodality method in social semiotics to understand the meaning of text in the media. The emergence of media technology developments has an impact on multimodal communication practices (Kress & van Leeuwen, 2020). Thus, the study on social media is very relevant if carried out with a method that can combine analytical tools in verbal and visual modes, which are defined as multimodal. Essentially, multimodal is defined as the use of several semiotic modes in a communication product, where verbal and visual modes in a semiotic event are used simultaneously. These modes are combined to strengthen, complement, or be in a certain communication practice arrangement (Kress & van Leeuwen, 2020). The targets in this study consist of content on platform X and also video content on the TikTok platform. Through multimodality, the writers do not study individuals or organizations, but rather products in the form of text. The writers can interpret the text to show the meaning behind the contents of the text (Jewitt, 2017). This approach seeks to recognize the agents of social actors and the social-power relations between them. In social semiotics, there are motivated signs where the relationship between the signified and the signifier is always motivated and is never arbitrary.

Furthermore, to analyze how the storytelling narrative in the conflict between Mie Gaga and Indomie developed on social media, the data used in this study were collected from social media content, especially from platforms X and TikTok. To determine which content to use, the writers based this study on the results of the Google Trends analysis where this case became the center of discussion among internet users from July to September 2023. This period is the basis for collecting social media accounts on platforms X and TikTok that actively discuss issues in the form of threads, memes, and videos. The writers then found the @senenjayamall account on platform X and @bigalphaid on the TikTok platform, which includes texts, images, and videos used in building storytelling marketing. The data was then analyzed through three structures: ideational, interpersonal, and textual or compositional. The analysis of each structure follows the structural model by Kress and van Leeuwen (2006).

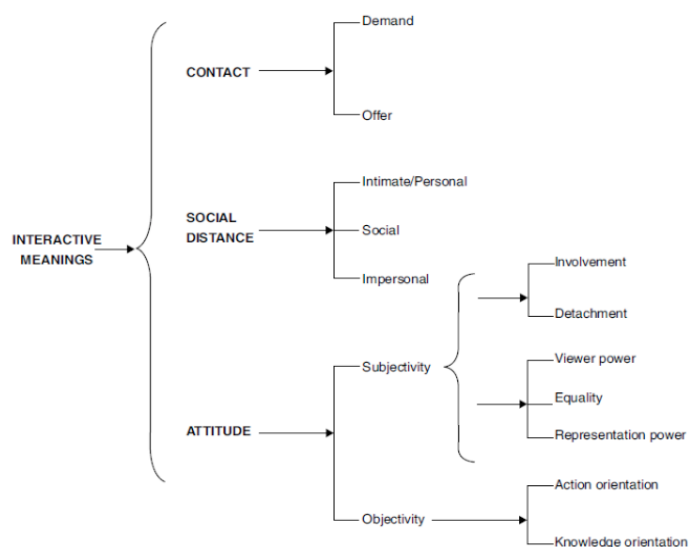
Figure 2
Narrative Structures in Visual Communication



Source: Kress and van Leeuwen (2006); Caple and Knox (2015)

The first is ideational structure, which in written language is realized in the language structure of transitivity or narrative structure. This structure realizes the meaning of experience, which consists of three aspects: process, participants, and circumstance. Process describes an activity carried out by an actor to achieve a goal. In written language, it is marked by a verb. While circumstance describes a condition or state. In written language, it is marked by the use of adjectives.

Figure 3
Interactive Meanings in Images

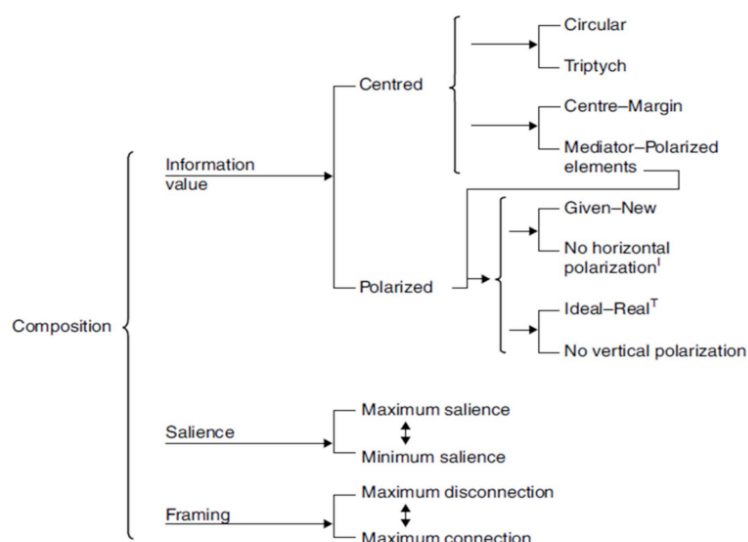


Source: Kress and van Leeuwen (2006)

Interpersonal is realized in the structure of mood. This metafunction is related to the relationship or interaction between participants. This structure is called interactive meaning. Interactive meaning is seen from three aspects, namely contact, social distance, and attitude.

Figure 4

The Meaning of Composition



Source: Kress and van Leeuwen (2006)

In the textual or composition stage, it is related to how the language we use is a linear symbol. This symbol has a beginning and ending that requires space and time to start and end it. Language is structured in such a way that it has meaning textually. Composition is analyzed through three elements, namely information value, salience (elements prominence in the composition), and framing. Eventually, the media text will be examined by first selecting components according to the mechanism of social semiotic analysis.

Results

The elements in the content that form the basis for the construction of the text in threads and video content show several modalities that are used simultaneously to create meaning regarding brand and competitor information for the audience. Both texts on X and TikTok content convey a story with a dramatic atmosphere that tells the story of a business partner's betrayal. On the other hand, some forms of product promotion from the victimized actor are embedded in the story.

In the first structure, the narrative structure is divided into two structures, which are process and circumstance. The process is a description of the actions done by the actors in the narrative story. While the circumstance is the atmosphere or condition associated with the actions taken by the actors. In the narrative structure, the contents posted on X and TikTok tell a conflict between two actors, which are Djaja (Djayadi Djaja, the owner of Mie Gaga) and Salim (Sudono Salim, the owner of Indomie). The conflict between them elaborates on the chronology of the rise of the Mie Gaga brand. It is depicted with a heated atmosphere as there is a party who is hurt. The main story is delivered using verbal narration, which is written and voice narration. This verbal narration not only explains the actions of the actors but also describes the atmosphere. The depiction of the atmosphere is formed by the choice of words. Words such as “disingkirkan (red: *removed*),” “terdepak (red: *kicked out*),” “rela

kehilangan anak kandung (red: *willing to lose biological child*),” and “tidak menyerah mengambil hak asuh (red: *not giving up taking custody*)” are used to describe what happened to one of the actors (Djaja, the owner of Mie Gaga). The choice of words suggests victimhood and hurt feelings on the part of one of the actors. Meanwhile, the visual elements use images in the form of memes and videos. Images and videos are used to emphasize the story conveyed through verbal narration, thus emphasizing the atmosphere of heated conflict and one of the actors who is hurt. Memes are used on social media X, depicting the atmosphere that appears in the main story. One of the memes can be seen in Figure 6.

The content spread on X and TikTok regarding the conflict between Mie Gaga and Indomie also contains important elements in storytelling marketing. In the developing narrative, five main components play a role in constructing an effective story, namely setting, characters, storyline, conflict, and message (Susilowati et al., 2024). The setting in this story is centered on the instant noodle industry in Indonesia, where business competition between big brands is the main context underlying the narrative. This conflict began to emerge in July to September 2023, when various content that raised the history of the founding of Mie Gaga and Djajadi Djaja’s involvement in Indomie went viral. In this feud, the two main characters that stand out are Djajadi Djaja, who is portrayed as the party experiencing injustice, and Sudono Salim, who is portrayed as the party who “betrayed” his business partner. The use of diction in the content spread on social media strengthens the image of Djaja as a victim and builds sympathy from the audience. The storyline presented also follows a classic pattern, starting from the introduction of the background of the conflict, escalating into tension due to injustice, and eventually reaching a climax with the increasing popularity of Mie Gaga as a competitor to Indomie. This narrative not only aims to tell the business journey but also builds emotional attachment with the audience, making them feel involved in the story.

Conflict in storytelling is a crucial element that strengthens the appeal of the narrative. As stated by Kemp et al. (2021), conflict in storytelling functions as the main factor that makes the story more interesting and triggers audience involvement. In this case, the feud between two parties who once worked together in the instant noodle business is the main highlight, where the audience’s emotions are triggered to side with one of the brands. With this conflict, the audience is not passive but also participates in discussions and the spread of stories through various social media platforms. In addition to conflict, the message contained in this storytelling also has a significant impact. The narrative that is constructed describes Mie Gaga as a product that was born from struggle and injustice but was able to survive and thrive. This message indirectly encourages the audience to sympathize with the brand and support it by buying its products.

Figure 5*Meme in Thread X*

Source: X @senenjayamall (2024)

Figure 5 shows how Indomie hurts its partner, who is now the owner of Mie Gaga. The meme reinforces the narrative of “the founder of INDOMIE who is now being pushed out of the product he created himself.” Meanwhile, on TikTok, the emphasis of the atmosphere is constructed by using video clips that are adjusted to the video narrative. For instance, a video clip of cooking Mie Gaga Extra Spicy in the narrative “... akhirnya Djajadi Djaja terdepak dari Indomie ..., (red: ... finally Djajadi Djaja was kicked out of Indomie ...)” depicts a heated conflict situation.

On the other hand, several visual elements clearly display images and videos of Mie Gaga products, such as in Figures 6 and 7. The Mie Gaga product images are displayed in close-up as well as information on various variants. These images clearly show the product variants owned by Mie Gaga.

Figure 6*Picture of Mie Gaga Products*

Source: X @senenjayamall (2024)

Figure 7
Mie Gaga Product



Source: TikTok @bigalphaid (2024)

In the meaning structure, the narrative conveys information containing data, such as background and percentage of Indomie's share ownership. In addition, the sign maker also "asks" for attention from the sign recipient (reader) through questions written in several tweets. The attitude in the narrative conveyed gives the impression of equality, where the sign maker and reader have the same position. In addition to being equal, the reader is also considered to be involved in the narrative being told. The use of the term "we" and common knowledge such as in the sentence "*Pernah ada yang curiga ga kenapa MIE GAGA bisa seenak itu?* (red: *has anyone ever suspected why MIE GAGA can be so delicious?*)" also seems to make the sign maker communicate with the reader.

Meanwhile, in the composition structure, the information value in the narrative is conveyed in a centralized and polarized manner. In some images in the tweet, the information is centralized using product packaging images placed in the middle position. While the rest of the information is conveyed diffusely. In addition, the main information in the writing is conveyed with maximum salience, where the company name, company owner, and brand are written clearly. In addition, the information conveyed has a maximum connection with the main issue, which is the discussion about Indomie and Mie Gaga. However, in other tweets, the sign maker also creates a narrative with a framing that is not connected to the main issue, such as drawing lessons from the story being conveyed.

Discussion

Tweets and videos about Mie Gaga vs Indomie tell a story that features two actors with a complete storyline with a strong emotional nuance. Thus, the content can be said to be storytelling. Not only a story, but based on photos, videos, and several narratives, there are elements of product promotion in it. For this reason, it is appropriate to consider it as a form of storytelling marketing. The content of Mie Gaga vs Indomie not only displays the product and its benefits, but this storytelling style also tries to build relationships with the audience. One of them is by using the word "we" which shows an equal relationship and is on the same

side between the audience and the content creator. Moreover, it is also added with the use of sentences that seem to be common knowledge.

Building relationships with consumers is one of the important roles of a brand that can be brought up through storytelling (C et al., 2024; Roundy, 2014). It does not stop at relationships and engagement, storytelling can also influence consumer perceptions of the brand (Manoharan, 2024). Walter and Gioglio (2018) define brand storytelling as an art that shapes a company's identity through the use of narrative and storytelling techniques that facilitate emotional responses and build meaningful connections. This is shown by both tweets and video content that show the identity of a product, especially Mie Gaga product, which further strengthens the content creator's bias. This bias is directed towards Mie Gaga that is strengthened by the use of the narrative "Mie yang lahir dari pencipta Indomie (red: *Noodles that born from the creator of Indomie*)" which appears to be positioned as a victim. This supports the power of storytelling as an effective marketing tactic to generate emotional responses. Storytelling is also a tool that binds organizations with consumers through stories about facts, data, and ideas to communicate strategic and tactical messages in narrative form (Rodriguez, 2023). Storytelling has its own place in marketing activities, but real marketing lies in authentic storytelling, which uses principles that allow for emotional connection with customers and genuine empathy, while supported by data. Storytelling tends to convey rational messages wrapped in sincere emotions that communicate and resonate with customers (Moin, 2024).

The images presented in both contents are formed in such a way, using a selection of expressions and camera shots that can create strong emotions as if the text wants to talk about Mie Gaga's struggle to survive and even become quite popular in Indonesia. Emotions are built to bring the audience closer to the brand through storytelling. Emotions become a way in marketing as it is essential for the success of a marketing model (Miller, 2017). A company's identity can be expressed through emotional marketing (Kumar, 2023). Emotional marketing is a new approach in the world of marketing that creates a relationship between the company and its consumers, which is expected to be one of the main keys to stimulating consumers (Khuong, 2015).

Storytelling has the power to touch feelings and create a deeper experience than simply conveying facts or product information. Emotional stories are not only captivating and inspiring, but they also profoundly affect consumer psychology, making the message more memorable. Storytelling is a very powerful marketing tool. Through this method, brands can build strong emotional connections with audiences (Miller, 2017). Storytelling that is conveyed through emotions becomes a way for the audience who enjoys the text to later become consumers of Mie Gaga products. Products that are built through emotional involvement are able to defeat consumer logic that influences their purchasing interest, and emotions become a way for products to build brands (Yoon & Park, 2012). Emotion is one of the most prominent components that influences consumer attitudes towards a brand. Emotional marketing connects audiences with brands in a more personal and human way (Sharma et al., 2022).

Feud creates emotions for the audience, and even becomes a way in marketing to provide added value to the product. This is known as brand virality. Brand virality is utilized in marketing as a strong attraction for a product to increase its market competitiveness through consumer loyalty competition (Akpınar & Berger, 2017). Brands can include elements of "feud" by framing the competition between products, services, or figures to arouse emotions,

create intrigue, and spark conversation. This is what happened in the Mie Gaga vs Indomie controversy which indirectly became part of a modern marketing strategy that combines emotion and virality to bring brands closer to consumers. The audience is not only expected to be consumers of content or text but also to be consumers of the products in that content. It can be seen from the post-emergence of content that tells the journey of the formation of Mie Gaga, which then the review content circulated quite massively on social media. The content is also widely recreated by many accounts. This shows that storytelling by bringing the company's personal story is also able to build engagement with consumers. This is something new if we look at the form of storytelling in general, which is driven storytelling, philanthropic storytelling, customer-led storytelling, and immersive storytelling or visual storytelling (Lindawati, 2018).

The virality of this storytelling is also inseparable from the role of social media. Business actors use social media as a digital marketing communication medium. Various platforms are commonly used by business actors in carrying out digital marketing, including Facebook, Instagram, Twitter, TikTok, and YouTube, which are used as tools to inform all forms of messages and information. The social media content produced becomes a strength in contrast to conventional mass media (Rahastine & Wulandari, 2020). Social media content that is utilized by marketers is known as marketing content.

Content marketing is a very crucial strategy in today's digital world, where information is abundant and audience attention is divided (Wang & Chan-Olmsted, 2020). By creating content that is not only informative but also interesting and relevant, we can build a strong closeness with the audience. In this effort, several approaches can be taken to ensure that the content produced is able to attract attention and create a closer relationship with the audience (Lou & Xie, 2020). The case of the competition between Mie Gaga vs Indomie reflects an interesting dynamic in the world of content marketing and how narratives can build closeness with the audience. Mie Gaga, founded by Djajadi Djaja, a figure who was also involved in the creation of Indomie, is now trying to attract the attention of consumers. This kind of brand storytelling is still rare in Indonesia and certainly makes a very visible difference when compared to other brands with the same product line. Brands are striving to make their stories different from those of other local and international competitors in the market (Delgado-Ballester, 2020).

In this context, the use of strong storytelling becomes very relevant. The story of Djajadi's journey and the history of the two brands can create an emotional closeness with the audience, who are now starting to consider Mie Gaga as an alternative. In addition, visual elements and creative marketing campaigns also play an important role in attracting consumer attention. Interaction on social media, where netizens compare the taste of the two brands and share their experiences, creates space for the audience to be actively involved. This shows that quality and relevant content, as well as an approach that emphasizes personal narratives, can increase consumer engagement and loyalty. Thus, the case of Mie Gaga and Indomie is not only a debate about taste but also about how brands can build stronger relationships with audiences through effective content marketing strategies.

However, in the context of Mie Gaga vs Indomie, the content creator is not from the brand. This is what then becomes a dilemma whether this is a marketing strategy or not. If we look at the X and TikTok accounts that made the post, they are not personal accounts but information accounts, which raises the question of where the source of information for the story came from. On the other hand, buzzers are also often used for marketing to create a

word-of-mouth phenomenon, where they try to increase consumer awareness of a product or service. By utilizing social media platforms, buzzers can reach a wider audience and potentially influence public opinion (Santoso et al., 2023).

Buzzers are an interesting phenomenon that has become an integral part of the modern social media landscape. They play an important role in disseminating information, promoting products, and influencing public opinion. However, the existence of buzzers has also raised debates regarding their ethics and impact on society. There are several challenges and risks associated with buzzer marketing. One of them is the potential for spreading misinformation or manipulating public opinion. If buzzers are not careful in choosing the issues or products they promote, this can backfire on the business. In addition, the reputation of the buzzers itself can affect the image of the brand they promote if they are involved in a controversy, and the impact can be detrimental to all parties involved (Edström, 2018). Attributes affect their actual experience with a product or service, and the actual experience they gain will further strengthen the value they desire.

The storytelling phenomenon in the feud between Mie Gaga and Indomie has shown that the narrative is emotion-based and disseminated through social media channels which can have a significant economic impact. As a result, this virality and narrative caused a decline in the value of shares of PT Indofood CBP Sukses Makmur Tbk (ICBP), Indomie's parent company, resulting in a loss of around IDR 6.7 trillion, driven by investor selling action triggered by public reaction to this controversy (Taufani, 2023). In contrast, Mie Gaga experienced a real spike in demand after this narrative went viral. Many consumers felt an emotional urge to extend their support to Mie Gaga, who was considered a "victim of business betrayal", culminating in a tremendous increase in sales figures. Favorable judgment of Mie Gaga began to appear on various platforms including netizens' comments on Indomie vs Mie Gaga content on TikTok, strengthening the narrative that their product surpasses Indomie in terms of quality. Akpınar and Berger (2017) in their exploration of valuable virality, argued that virality derived from audience emotions can significantly increase consumer engagement and purchasing behavior.

The economic impact of this phenomenon is intrinsically linked to the audience's emotions and empathy generated by the narrative. The stories that develop on social media massively involve the psychological dimension of consumers, fostering emotional attachment to brands that are considered "injured parties." This is in line with the principles of emotional marketing, where Kumar (2023) explains that emotion-driven marketing strategies have a more significant impact on fostering customer loyalty compared to traditional marketing methodologies. Emotionally engaged consumers are more likely to show loyalty and are motivated to make purchases as a demonstration of support for brands they identify as "victims." Therefore, a strong and emotionally engaging narrative not only functions as a brand communication mechanism but is also capable of influencing public opinion, influencing investment decisions, and even changing consumer preferences.

Conclusion

The viral story between Mie Gaga and Indomie shows that emotional storytelling spread through social media can shape consumer perceptions and influence market behavior. Although the narrative is not an official marketing strategy from the company, the content is effective in building emotional closeness, increasing brand awareness, and encouraging purchases. This phenomenon confirms that storytelling can be a powerful marketing

communication tool, especially when packaged authentically and relevant to the audience's values. Even further, content with stories like this is also used by other brands. Dua Belibis sauce brand, for instance, has a similar narrative in the betrayal of a co-worker which eventually creates a new similar sauce brand (Ibrahim, 2023). This story appeared sometime after the story of Mie Gaga vs Indomie.

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Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

We, the authors of this manuscript, declare that we have used Grammarly, an AI-based tool, to assist in checking and correcting aspects of grammar, spelling, and writing fluency. However, all ideas, analyses, conclusions, and recommendations in this manuscript result from the authors' independent thought and full control. The AI technology was used solely to improve the writing style and did not replace the intellectual role of the authors.

We also ensure that all AI technology usage in this writing process has been carefully supervised and edited to ensure the relevance and accuracy of the information presented. The authors take full responsibility for the quality and accuracy of the content in this manuscript.

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Contact email: fitriaknisa@untidar.ac.id