

PENGARUH *STORYTELLING* PADA INSTAGRAM KOPI TUKU TERHADAP KEPUTUSAN PEMBELIAN DI KALANGAN GEN Z

Bintang Dien Islami

ABSTRAK

Tren konsumsi kopi di Indonesia saat ini mengalami perkembangan pesat, khususnya di kalangan Gen Z yang menggemari kopi lokal seperti Kopi Tuku. Kondisi tersebut mendorong semakin banyaknya pelaku usaha yang bersaing di industri kedai kopi modern, sehingga setiap merek dituntut untuk memiliki strategi komunikasi pemasaran yang mampu membedakan dirinya dari para kompetitor. Menanggapi kondisi tersebut, Kopi Tuku menerapkan strategi komunikasi pemasaran digital melalui pendekatan *storytelling* pada akun Instagram @tokokopituku, khususnya melalui konten pembukaan gerai baru yang dirancang untuk membangun kedekatan emosional dengan audiensnya. Meskipun strategi berbasis cerita dinilai efektif namun masih memerlukan pembuktian empiris sejauh mana narasi konten tersebut mampu menggerakkan konsumen hingga pada tahap keputusan pembelian. Penelitian ini bertujuan untuk menganalisis besaran pengaruh *storytelling* pada Instagram Kopi Tuku terhadap keputusan pembelian di kalangan Gen Z. Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian eksplanatori. Data dikumpulkan melalui penyebaran kuesioner kepada 110 responden Gen Z yang merupakan pengikut aktif akun Instagram @tokokopituku dan pernah melihat konten *storytelling* pembukaan gerai baru di Instagram. Analisis data statistik dilakukan menggunakan uji korelasi, uji regresi linear sederhana, dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa *storytelling* memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian konsumen Gen Z. Pengaruh positif ini mengindikasikan bahwa semakin intens dan autentik narasi cerita yang disampaikan oleh Kopi Tuku melalui Instagram, maka semakin tinggi pula kecenderungan individu untuk melakukan tindakan keputusan pembelian. Temuan ini membuktikan relevansi Teori Facets Model of Effects (FME), di mana pesan komunikasi pemasaran berbasis *storytelling* mampu menyentuh respons psikologis audiens secara menyeluruh hingga menggerakkan perilaku konsumsi nyata.

Kata Kunci: Gen Z, Instagram, Keputusan Pembelian, Kopi Tuku, *Storytelling*, Teori *Facets Model of Effects*.

THE INFLUENCE OF STORYTELLING ON TOKO KOPI TUKU INSTAGRAM TOWARD PURCHASE DECISIONS AMONG GENERATION Z

Bintang Dien Islami

ABSTRACT

Coffee consumption trends in Indonesia have grown significantly, particularly among Generation Z, who show a strong preference for local coffee brands such as Kopi Tuku. This trend has intensified competition within the modern coffee shop industry, requiring brands to implement effective marketing communication strategies to differentiate themselves from their competitors. In response to this competitive environment, Kopi Tuku employs a digital marketing communication strategy through storytelling on its Instagram account, @tokokopituku, particularly in content featuring new store openings, to establish emotional connections with its audience. Although storytelling is widely regarded as an effective marketing approach, empirical evidence is still needed to determine the extent to which such narrative content influences consumers' purchasing decisions. This study aims to analyze the magnitude of the influence of storytelling on Kopi Tuku's Instagram account on the purchasing decisions of Generation Z. A quantitative approach with an explanatory research design was employed. Data were collected through questionnaires distributed to 110 Generation Z respondents who actively follow the @tokokopituku Instagram account and have viewed the storytelling content related to new store openings. Statistical data analysis was conducted using correlation analysis, simple linear regression analysis, and hypothesis testing. The findings indicate that storytelling has a positive and significant influence on the purchasing decisions of Generation Z consumers. This positive relationship suggests that the more engaging and authentic the storytelling conveyed through Kopi Tuku's Instagram content, the greater the likelihood that consumers will make purchasing decisions. These findings also support the relevance of the Facets Model of Effects (FME) theory, demonstrating that storytelling-based marketing communication is capable of influencing consumers' psychological responses comprehensively, ultimately leading to actual purchasing behavior.

Keywords: *Facets Model of Effects Theory, Generation Z, Instagram, Kopi Tuku, Purchase Decision, Storytelling.*