

ABSTRAK

Penelitian ini berjudul “**Narasi Kreatif dalam Strategi Komunikasi Pemasaran Produk Inovatif Mie Ayam Kamerkaan: Studi Kasus Brand Usaha Mie Ayam Oifyoo di TikTok.**” Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus untuk mengkaji bagaimana narasi kreatif dalam konten TikTok dimanfaatkan sebagai strategi komunikasi pemasaran di era digital. Perspektif penelitian ini menggunakan teori **Integrated Marketing Communication (IMC)** yang bertujuan untuk mengetahui bentuk narasi kreatif yang digunakan dalam konten TikTok brand Oifyoo, mengetahui penerapan unsur-unsur komunikasi pemasaran terpadu (Integrated Marketing Communication) pada narasi kreatif produk Mie Ayam Kamerkaan, serta mengetahui bentuk strategi selling yang digunakan dalam narasi kreatif produk tersebut. Teknik pengumpulan data dilakukan melalui observasi terhadap konten TikTok, wawancara dengan informan, dan dokumentasi, kemudian dianalisis menggunakan tahapan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa narasi kreatif yang diterapkan Oifyoo dibangun melalui penggunaan hook yang menarik, visual produk yang menggugah selera, storytelling, voice over, teks pendukung, serta pemanfaatan tren TikTok sehingga mampu meningkatkan perhatian dan keterlibatan audiens. Penerapan unsur-unsur Integrated Marketing Communication (IMC) terlihat melalui integrasi advertising, sales promotion, public relations and publicity, direct marketing, interactive marketing, dan personal selling yang disampaikan secara konsisten dalam setiap konten. Sementara itu, strategi selling yang paling dominan adalah **soft selling** yang didukung oleh visual selling, curiosity selling, experience selling, dan emotional selling. Strategi tersebut terbukti mampu membangun brand awareness, meningkatkan engagement, memperkuat citra merek, serta mendorong minat dan keputusan pembelian konsumen terhadap produk inovatif Mie Ayam Kamerkaan melalui platform TikTok.

Kata kunci: Narasi Kreatif, Strategi Komunikasi Pemasaran, Integrated Marketing Communication (IMC), TikTok, Soft Selling, Mie Ayam Kamerkaan.

ABSTRACT

This research is entitled "**Creative Narrative in the Marketing Communication Strategy of the Innovative Product Mie Ayam Kamerkaan: A Case Study of the Oifyoo Brand on TikTok.**" This study employs a qualitative approach using a case study method to examine how creative narratives in TikTok content are utilized as a marketing communication strategy in the digital era. The research is analyzed through the perspective of the **Integrated Marketing Communication (IMC)** theory. The objectives of this study are: (1) to identify the forms of creative narratives used in Oifyoo's TikTok content, (2) to examine the implementation of Integrated Marketing Communication (IMC) elements within the creative narrative of Mie Ayam Kamerkaan, and (3) to identify the selling strategies employed in the creative narrative of the product. Data were collected through observation of TikTok promotional content, in-depth interviews with selected informants, and documentation. The data were analyzed through data reduction, data display, and conclusion drawing.

The findings reveal that Oifyoo's creative narrative is constructed through engaging opening hooks, appealing product visuals, storytelling, communicative voice-overs, supporting text, and the utilization of TikTok trends, which effectively capture audience attention and encourage engagement. The implementation of Integrated Marketing Communication (IMC) is reflected in the integration of advertising, sales promotion, public relations and publicity, direct marketing, interactive marketing, and personal selling within the content. Furthermore, the dominant selling strategy identified is **soft selling**, supported by visual selling, curiosity selling, experience selling, and emotional selling. These strategies successfully enhance brand awareness, increase audience engagement, strengthen brand image, and stimulate consumers' purchase intentions toward the innovative Mie Ayam Kamerkaan product through the TikTok platform.

Keywords: Creative Narrative, Marketing Communication Strategy, Integrated Marketing Communication (IMC), TikTok, Soft Selling, Mie Ayam Kamerkaan, Oifyoo.

RINGKESAN

Panalungtikan ieu judulna "**Narasi Kreatif dina Stratégi Komunikasi Pamasaran Produk Inovatif Mie Ayam Kameraan: Studi Kasus Brand Usaha Mie Ayam Oifyoo dina TikTok.**" Ieu panalungtikan ngagunakeun pamarekan kualitatif kalawan métode studi kasus pikeun nalungtik kumaha narasi kreatif dina eusi kontén TikTok dimangpaatkeun minangka stratégi komunikasi pamasaran dina jaman digital. Tiori anu dipaké dina ieu panalungtikan nyaéta **Integrated Marketing Communication (IMC)**. Tujuan ieu panalungtikan nyaéta pikeun mikanyaho wangun narasi kreatif anu dipaké dina kontén TikTok Oifyoo, mikanyaho kumaha unsur-unsur Integrated Marketing Communication (IMC) diterapkeun dina narasi kreatif Mie Ayam Kameraan, sarta mikanyaho wangun stratégi selling anu digunakeun dina narasi kreatif éta produk. Téknik ngumpulkeun data dilaksanakeun ngaliwatan observasi kana kontén TikTok, wawancara jero jeung para informan, sarta dokuméntasi. Data anu kapanggih tuluy dianalisis ngaliwatan réduksi data, penyajian data, jeung nyieun kacindekan.

Hasil panalungtikan némbongkeun yén narasi kreatif anu diterapkeun ku Oifyoo diwangun ku ayana hook anu narik dina awal vidéo, tampilan visual produk anu matak ngagugah, storytelling, voice over anu komunikatif, téks pangrojong, sarta ngamangpaatkeun tren TikTok sangkan bisa narik perhatian jeung ningkatkeun interaksi pamirsa. Palaksanaan unsur-unsur Integrated Marketing Communication (IMC) katémbong tina ngahijikeun advertising, sales promotion, public relations and publicity, direct marketing, interactive marketing, jeung personal selling dina unggal kontén anu dipedalkeun. Sedengkeun stratégi selling anu pangdominanna nyaéta **soft selling**, anu dirojong ku visual selling, curiosity selling, experience selling, jeung emotional selling. Ieu stratégi mampuh ngaronjatkeun brand awareness, engagement, citra mérek, sarta minat jeung kaputusan konsumén pikeun meuli produk inovatif Mie Ayam Kameraan ngaliwatan platform TikTok.

Kecap Galeuh: Narasi Kreatif, Stratégi Komunikasi Pamasaran, Integrated Marketing Communication (IMC), TikTok, Soft Selling, Mie Ayam Kameraan, Oifyoo.