

ABSTRACT

IKEA is a company that runs in the furniture or household furniture with headquarters in Sweden. Marketing strategy used by IKEA unlike other firms because IKEA do it by using storytelling as a marketing their products. Almost all advertising IKEA use storytelling strategy in telling their products. IKEA told excess, excellence, how products made things like telling people. This is something unique and different from the way the company market products in general. In this way made consumers want to read catalogue of products that the effect consumers see the newest product from IKEA and appearing urge to do the act of purchasing. Besides this way become a strategy marketing cheap without having to put in consumer product but own talks about the product of the IKEA. The formulation problems in this research is how big the influence of simultaneous and partial elements technique of storytelling of interest in buying products. Data analysis techniques used the research is a causal quantitative with the linear regression multiple. A population that consumers or visitors from IKEA Alam Sutra with samples from 100 respondents. Variable free is storyline, theme, plot and story, frame of reference. Variable bound is interest in buying products. Data collection is done with spread the questionnaire to consumers or visitors IKEA Alam Sutra. Using techniques descriptive analysis, the percentage of average variable storytelling techniques are in good category. While the variable interest in buying are in good category. The result of reckoning got that storytelling technique influential simultaneously against purchasing interest. However, partial evaluation techniques storytelling variables there are significant and there are no significant against purchasing interest. The magnitude of the influence these simultaneous worth 25,2%, while the rest of 74,8% influenced by other factors outside variable research.

Keywords: *Storytelling, storyline, theme, plot and story, frame of reference, interest in buying, aisas*