

ABSTRACT

This study discusses the use of storytelling public relations on Arsenal and Persija's YouTube social media accounts to communicate with their audience. This study aims to determine the differences between clubs that represent the capitals of England and Indonesia in using storytelling public relations. The researcher used a qualitative research method with a content analysis approach and data collection in the form of content analysis during July 2022. Based on the results of research conducted for 31 days, it was found that both YouTube accounts used adventures as master plot. However, there are difference in symbolic action used by the two YouTube accounts, Arsenal as a representation of western countries tends to use the concept of egalitarianism in its communication messages, while Persija as a representation of eastern countries puts forward the principle of collectivism.

Keywords : Storytelling, Symbolic Action, YouTube