

ABSTRACT

The Covid-19 pandemic has given birth to various new strategies in product marketing, one of which is social media. One of the best-selling local perfume products in the marketplace is HMNS. This was stated on Raymond Chin's YouTube channel #CEOtalks with the founder of HMNS that sales of HMNS perfume reached 100 billion in a period of 3 years. HMNS, which stands for Humans, is a local perfume product founded by Risky Arief Dwi Prakoso in 2019. HMNS uses campaign storytelling to disseminate information and approach its readers or customers and has experienced an increase in followers every day because of its campaign. With storytelling content, HMNS can touch its readers, but the challenge with HMNS is that sometimes it doesn't align with the point of view, making the storytelling content not convey the message due to a lack of visual communication in the content. This research aims to determine the elements that form digital storytelling in storytelling content on HMNS Instagram using a qualitative approach. After conducting interviews with key informants, expert informants and supporting informants, the results showed that there were different points of view on each element. Therefore, the message to be conveyed in storytelling content is difficult for readers to understand.

Kata Kunci : Element Digital Storytelling, Communication, Social Media, Storytelling,