

ABSTRACT

Drinking coffee has become a popular lifestyle not just to get rid of sleepiness. So that makes cafes increasingly mushrooming in the city of Bandung. Therefore, many business people are promoting on social media. Promotion through social media such as Tiktok is an effective strategy in reaching consumers, to carry out promotions on Tiktok, content marketing is needed. Currently, content marketing using storytelling marketing is the main choice to attract visitors. The research focuses on the success of storytelling marketing at 924 Coffee, by comparing turnover before and after implementation. The population to be used is the sales turnover data of cafe products totaling four types of 924 Coffee product menu categories. The sample used is 924 Coffee sales turnover data in the period December 2023 and January 2024. The sampling technique is purposive sampling, then the data is processed using the SPSS application. The results showed that there was a significant difference in turnover before and after storytelling marketing on content marketing on coffee, non coffee products. However, there was no significant difference in food shop products.

Keywords: *storytelling marketing; content marketing; sales*