

# THE ROLE OF A CREATIVE DIRECTOR IN INCREASING BRAND AWARENESS THROUGH COMMERCIAL VIDEO ADVERTISING FOR CHICAGO FRIED CHICKEN

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## Abstract

This research investigates the role of a Creative Director in increasing brand awareness through the development of a commercial video advertisement for Chicago Fried Chicken. The study aims to address the challenges faced by local brands in the highly competitive food and beverage (F&B) industry. Using an innovative storytelling approach, the research integrates visual elements, narrative techniques, and communication strategies to evoke emotional impact and improve audience engagement. The advertisement was tailored for digital platforms, particularly YouTube, to target lower-middle-class consumers, emphasizing product advantages to enhance recognition and attract new customers. The findings highlight the critical role of a Creative Director in conceptualizing and delivering compelling brand storytelling to communicate effectively with the audience and achieve the desired marketing objectives.

**Keywords:** Creative Director, Brand Awareness, Commercial Video, Storytelling, Chicago Fried Chicken

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## Abstrak

Penelitian ini membahas peran seorang Creative Director dalam meningkatkan brand awareness melalui perancangan video iklan komersial untuk Chicago Fried Chicken. Penelitian ini bertujuan untuk mengatasi tantangan yang dihadapi oleh merek lokal dalam industri makanan dan minuman (F&B) yang sangat kompetitif. Dengan pendekatan storytelling yang inovatif, penelitian ini mengintegrasikan elemen visual, teknik narasi, dan strategi komunikasi untuk menciptakan dampak emosional serta meningkatkan keterlibatan audiens. Iklan ini dirancang untuk platform digital, khususnya YouTube, dengan target pasar kelas menengah ke bawah, menekankan keunggulan produk untuk meningkatkan pengenalan merek dan menarik pelanggan baru. Temuan menunjukkan pentingnya peran seorang Creative Director dalam merancang dan menyampaikan storytelling merek yang menarik untuk berkomunikasi secara efektif dengan audiens serta mencapai tujuan pemasaran yang diinginkan.

**Kata Kunci:** Creative Director, Brand Awareness, Video Komersial, Storytelling, Chicago Fried Chicken

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## I. INTRODUCTION

Increased competition in the food and beverage (F&B) industry triggers significant challenges for local brands to build brand awareness. In the digital era, brand success is not only determined by product quality but also by effective communication strategies. One strategy that stands out is the use of commercial advertising videos that integrate narrative and visual elements to create an emotional impact on the audience.

Chicago Fried Chicken, as one of the players in the Indonesian fast food market, faces challenges in increasing brand awareness amidst the dominance of competing brands. Based on pre-research results, the brand is at a low recognition level compared to local competitors such as D'Besto and Labbaik Chicken. This prompted the need for an innovative marketing communication strategy to increase the brand's appeal and visibility in the market.

This research aims to design a commercial advertising video with a storytelling approach to increase the brand awareness of Chicago Fried Chicken. YouTube was chosen as the main distribution platform due to its wide reach

and ability to capture the attention of audiences from the middle to lower market segments. By highlighting the Creative Director's role in managing visual elements, narrative, and communication strategies, this research makes theoretical and practical contributions to the development of digital marketing strategies in the F&B industry.

## II. LITERATURE REVIEW

Increasing brand awareness is one of the main objectives of marketing strategy. According to Aaker (1991), brand awareness is the ability of consumers to recognize and remember a brand in various contexts. The level of brand awareness can be divided into several levels, ranging from “unaware of brand” to “top of mind”. High brand awareness makes it easier for consumers to make purchasing decisions (Hertita, 2024).

In the context of digital marketing, storytelling is one of the effective approaches to increase brand awareness. Brand-based storytelling is able to create an emotional connection between consumers and brands, strengthen consumer memory, and build stronger brand characters (Walter & Gioglio, 2018). In addition, this approach allows brands to convey their values and mission in a more immersive way and capture the attention of the audience.

The Creative Director plays an important role in designing creative communication strategies, including storytelling-based advertising. His main tasks include developing concepts, managing visual elements, and crafting narratives that suit the target audience (Khairunnisa, 2023). In addition, the Creative Director's role includes aligning cultural and visual elements with the specific market context, so that the audience can receive the message well (Herawati, 2017).

In the field of cinematography, visual elements such as camera angles, composition, and shooting techniques play an important role in creating visual appeal in advertisements. Techniques such as wide shot, close-up, and bird's-eye view are often used to accentuate the emotional and aesthetic aspects of a narrative (Latief, 2021).

This research integrates theories on brand awareness, storytelling, the role of creative directors, and cinematographic elements to design an effective commercial advertising video. By using digital platforms such as YouTube, this research aims to address the challenges of brand awareness for Chicago Fried Chicken amidst the increasingly fierce competition in the F&B industry.

## III. RESEARCH METHODOLOGY

This research uses a descriptive qualitative approach with a focus on the process of designing a storytelling-based commercial advertising video to increase brand awareness of Chicago Fried Chicken. This research method involves several stages, namely data collection, problem analysis, and creative design implementation.

### 1. Object and Subject of Research

The object of this research is a commercial advertising video designed to increase Chicago Fried Chicken's brand awareness. The research subjects include the creative team, namely the Creative Director, as well as internal parties from Chicago Fried Chicken who contributed to the ad development process.

### 2. Data Collection Methods

This study utilizes both primary and secondary data collection methods:

- a. **Primary Data:** Collected through in-depth interviews with internal stakeholders of Chicago Fried Chicken, direct observation during the production process, and pre-research questionnaires distributed to consumers to assess their level of brand awareness.
- b. **Secondary Data:** Supporting data obtained from scientific journals, textbooks, and relevant documents related to the theories of brand awareness, storytelling, and cinematography.

### 3. Data Analysis Techniques

The collected data is analyzed descriptively to identify issues related to brand awareness and determine the appropriate storytelling and visual elements for the target audience. This analysis serves as the foundation for developing the advertisement concept.

### 4. Video Production Process

The video production process is divided into three main stages:

- a. **Pre-Production:** This stage includes the development of creative concepts, scriptwriting, and storyboard creation. The Creative Director is responsible for aligning visual and narrative elements with the advertisement's objectives.

- b. Production: This stage involves filming based on the storyboard, using cinematographic techniques that support the advertisement's message.
- c. Post-Production: This stage encompasses editing, adding visual effects, and finalizing the video for distribution on digital platforms.

#### IV. HASIL DAN PEMBAHASAN

To increase awareness of the Chicago Fried Chicken brand, the writer produced the final commercial advertising video. The video has an aspect ratio of 16:9 and a resolution of 1920x1080 pixels. Windows Media Player and VLC Media Player are capable of playing such video formats. During the commercial video production process, the writer added and changed shots in several scenes. The production process on video shooting took 2 days. While post-production took 11 days because the author needed time to sort and arrange footage, music scoring, and color grading in order to produce a quality video to be enjoyed by the audience. In designing this work, the author is responsible as a creative director.

In advertising agencies, creative directors are vital in curating and refining creative concepts that align with client objectives while exploring innovative possibilities. They are tasked with making strategic decisions about which ideas to present to clients, striking a balance between creative vision and business priorities, and ensuring that the selected concepts elevate the agency's reputation by providing distinctive and influential advertising solutions (West et al., 2018). To create the Chicago fried chicken advertising video, the writer acted as a creative director throughout the entire process, from pre-production (pre-research & observation, creative idea design, and technical design) to post-production (offline editing & online editing).

##### **Pre-Production**

At this stage, all preparations are carried out, including concept development, rehearsals, and equipment adjustments. Approximately 90% of the entire production process is often spent in this phase, as it involves critical and meticulous planning (Millerson & Owens, 2011). In advertising agencies, creative directors are vital in curating and refining creative concepts that align with client objectives while exploring innovative possibilities. They are tasked with making strategic decisions about which ideas to present to clients, striking a balance between creative vision and business priorities, and ensuring that the selected concepts elevate the agency's reputation by providing distinctive and influential advertising solutions (West et al., 2018). The first step that the author took to realize the design of the work was the pre-production stage. As the creative director at this stage, the writer contacted Chicago Fried Chicken to offer cooperation in making a commercial advertising video. After receiving approval from Chicago Fried Chicken and an agreement to collaborate, the author conducted several stages, including pre-research and observation, designing ideas and creative concepts, and technical design. below is an explanation of each stage carried out by the author during pre-production.

##### **a. Research & Observation**

In the pre-production stage carried out in making Chicago Fried Chicken commercial advertising videos, the author conducts research and interviews directly. An interview is a talk with a specified goal or a direct spoken question and answer session involving two or more persons. Both the interviewee (interviewee) and the interviewer (interviewer) conduct the conversation. The interviewee answers the interviewer's inquiries. Interviews are a good way to get primary data, or firsthand information (Hardani et al., 2020) In the process of making a commercial advertising video, the author conducted an interview with a partner representative as a resource person, namely Sri Maylawita, as Head of Marketing from Chicago Fried Chicken.

This interview aims to understand the brand guidelines applied by Chicago Fried Chicken, so that the advertising video created can be in line with the brand identity that has been built. in addition, the author also made indirect observations. Indirect observation involves using tools or media as intermediaries to observe certain symptoms or phenomena (Hardani et al., 2020). In this case, the author uses Chicago Fried Chicken's official social media as a source of observation. This observation aims to ensure that the proposed creative concept is in accordance with the brand image that has been built by the company. The results of these observations were then compiled into a brand overview by the author as the basis for developing the advertising video.

After creating a brand overview, the writer obtained information about Chicago Fried Chicken target audience, which is the lower middle class aged 18-45 years old in urban areas, with a focus on DKI Jakarta, West Java, Banten, and Central Java. The audience includes students, office workers, young families, and entrepreneurs, who like fast food at affordable prices and satisfying culinary experiences. In addition, there are potential partners

who are interested in opening Chicago Fried Chicken outlets. The designed campaign aims to increase brand awareness using aspects of brand storytelling with emotional messages and relevant to the audience's daily activities, which will be delivered through commercial advertisements.

#### b. Creative Idea & Concept Design

After compiling the brand overview, the author developed it into a creative brief, which is a short strategic document that provides clear direction for the creative team in designing a marketing campaign. In the thesis, the creative brief is one of the deliverables generated from the brand overview analysis. The author formed a creative team consisting of an art director and a copywriter to develop the main idea based on Chicago Fried Chicken's brand overview.

As the creative director, the writer held an online meeting with the creative team to conduct a brainstorming session. The goal of this session was to generate fresh and relevant creative ideas. The writer set a clear creative direction, including the theme, tone, and visual style that suited the purpose of the commercial. The creative team discussion involves various points of view, including visual aspects, narrative, and the main message to be conveyed to the audience, as well as determining the right creative approach to convey the message and determining appropriate references which are then compiled into a mood board.

In this advertising video, the writer decided to use an emotional approach message strategy. This message strategy is designed so that the audience can feel and connect with the experiences experienced by the main character in the story. The visual style applied is cinematic style, which aims to present the story with a stronger emotional depth and give a deep impression to the audience. The following figure 4.1 is the initial script draft produced by the creative team in the process of designing creative ideas & concepts.

The resulting narrative describes the journey of an office worker named Fahar. He faces a grueling daily routine, including working hard, getting stuck in traffic, and facing hunger on the way home. However, simple joy comes when he enjoys his favourite food: Chicago Fried Chicken. The main message conveyed in this ad is that Chicago Fried Chicken offers consistent taste, affordable prices, and fast service. This makes it an ideal solution to overcome hunger after a tiring activity. The product not only fulfils physical needs, but also provides happiness and comfort at the end of the day.

As creative director, the writer leads the creative team in finding references to previous works to understand trends, support decisions with data, improve the quality of work, avoid plagiarism, adapt to the audience, and enrich technical understanding in order to produce original and relevant ideas. Next, the writer and the team created a mood

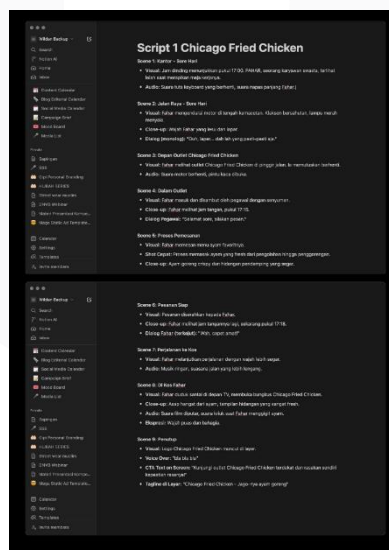


Figure 4. 1 Draft Naskah Awal

Source: Author Compilation

board to visually arrange creative inspiration and concepts, starting with determining goals and themes, then collecting elements such as images, colors, textures, and typography from various references. The results of the idea design and creative concept were then presented to Chicago Fried Chicken.

c. Technical planning

After the creative brief and mood board are approved by Chicago fried chicken. At this stage the author forms a Crew that will be in charge of assisting the Chicago fried chicken commercial advertising video production process. Contains Project Manager, Director, Scriptwriter, DOP, Cameramen, Editor, Sound designer, and Talent. The formation of the advertising video production crew aims to ensure the production process runs smoothly, efficiently, and produces high-quality output. The author holds a meeting to convey the vision and mission of the project in order to unite the ideas and vision and mission of each crew that has been formed. The following is picture 4.2 of the author conducting the first meeting with the entire crew.

After the first meeting was held, the author then held a triangle meeting. This triangle meeting involves the Creative Director, Director, DOP, and Art Director. The director and scriptwriter worked together to develop the draft script, with the director translating creative ideas into visual concepts and providing technical input, while the scriptwriter drafted the storyline and dialog. After the final script was completed, the writer brainstormed with the DOP to design the shot list and storyboard, and conducted location recce to determine camera placement, lighting, and talent position. Next, the writer discusses with the Art Director to determine locations, props, and wardrobe, ensuring that the visual elements support the creative concept that has been set.

The writer's goal in this triangle meeting is to ensure the overall creative vision of the ad is well realized. The Creative Director is responsible for directing the storyline, tone, and visual elements that support the brand message. In this meeting, the Creative Director gives direction to the director, DOP, and Art Director to ensure that every aspect of production, from script, shot list, storyboard, to visual and technical elements, is aligned with the creative concept that has been set, and is able to create a strong emotional impact on the audience.

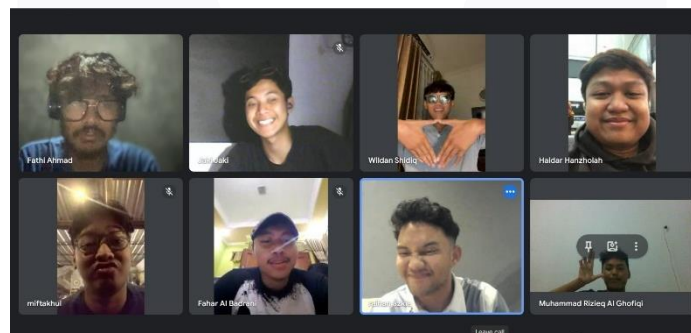


Figure 4. 2 First meeting

Source: Author Compilation

After all creative concepts, including storyboards, location selection, props, wardrobe, and other technical elements are completed, the results will be submitted to Chicago fried chicken for final approval. At this stage, the writer ensures that all production elements are aligned with the desired brand identity and campaign objectives.

**Production**

This is the execution stage, where the filming or shooting process is carried out according to the plans developed during the pre-production phase (Millerson & Owens, 2011). In advertising agencies, creative directors hold a vital role in curating and refining creative concepts that align with client objectives while exploring innovative possibilities. They are tasked with making strategic decisions about which ideas to present to clients, striking a balance between creative vision and business priorities, and ensuring that the selected concepts elevate the agency's reputation by providing distinctive and influential advertising solutions (West et al., 2018). Therefore, the author as creative directors during the production process was actively involved in overseeing the production to ensure compliance with the vision and mission of the creative concept that had been adjusted to the Chicago Fried Chicken brand overview. The writer also ensures that all production needs have been met, and provides input and suggestions to the director

regarding scenes and shots. The production process was carried out in four different locations, namely the office of PT Putera Karya Dinamika, the intersection of Pondok Cilegon Indah (PCI) Street, Chicago Fried Chicken Cilegon outlet, and the author's house. The selection of these locations was adjusted to the needs of the image and the relevance of the script, which describes the ideal solution to overcome hunger after tiring activities, through the purchase and consumption of Chicago Fried Chicken products, with cinematographic shooting techniques. The author uses a lot of medium shots and close ups.



Figure 4. 3 Production Process

Source: Author Compilation

Medium Shot frames the subject from the chest or waist upward, striking a balance between showing facial expressions and maintaining some background context. Close-Up focuses closely on the face or a small detail of an object, effectively drawing attention to emotions or significant elements (Brown, 2016). The use of medium shot techniques is used to show the balance between showing facial expressions and maintaining the background context. While the use of Close-up cinematographic shooting techniques effectively draws attention to emotions or important elements. The obstacles during the production process began with unfavourable weather and rain. So that the production process was held back 30 minutes as scheduled.



Figure 4. 4 Production Process

Source: Author Compilation

During production, the writer and team used a sonny a7c camera with a Sony FE 24-70 MM F2.8 GM lens in order to provide maximum visual results in the Chicago fried chicken commercial advertising video visuals. In addition, the writers and team used stabilizers and tripods in several shots to support in maximizing shooting. Then for lighting the writers and team use five types of lighting there is Godox TL 60 as much as one, Softbox as much as one, Godox VL 300 as much as 2, and Godox Knowled M300BI as much as one so that the Light Display in the image matches the desired mood in the making of the Chciago fried chicken commercial advertising video.

#### **Post-Production**

In this stage, the editing process, addition of special effects, and duplication of the final output are carried out. The goal is to refine the production and achieve the desired narrative (Millerson & Owens, 2011). In advertising agencies, creative directors are vital in curating and refining creative concepts that align with client objectives while

exploring innovative possibilities. They are tasked with making strategic decisions about which ideas to present to clients, striking a balance between creative vision and business priorities, and ensuring that the selected concepts elevate the agency's reputation by providing distinctive and influential advertising solutions (West et al., 2018). After the production process is complete, the author as creative director supervises the next stage, namely the editing stage. The editing stage is divided into two, namely offline editing & online editing using the Adobe Premiere Pro 2023 applications. At this stage, it is carried out by the editor, the author only ensures and provides input in accordance with the previously designed concept.

a. Editing Offline

At this stage the editor loads the footage and selects the footage first to make it easier for the editor to organize the footage according to the script and storyboard that has been made, then the editor imports the file into Adobe Premiere Pro 2023. figure 4.5 is the process of selecting footage that is imported into Adobe Premiere Pro 2023

The next stage after selecting footage, the editor performs the cut to cut process which aims to insert and cut the necessary images and combine the images according to the order in the script that has been made. This stage is called roughcut. After the rough-cut process is complete, the editor sends a preview to the writer to ensure that the cut to cut and image selection are in accordance with the concept that has been made. Then after everything is safe and appropriate, the writer forwards the roughcut results to the sound designer for making background music and SFX to support the atmosphere and storyline in the advertising video. Continued at the next stage, namely online editing

b. Editing Online

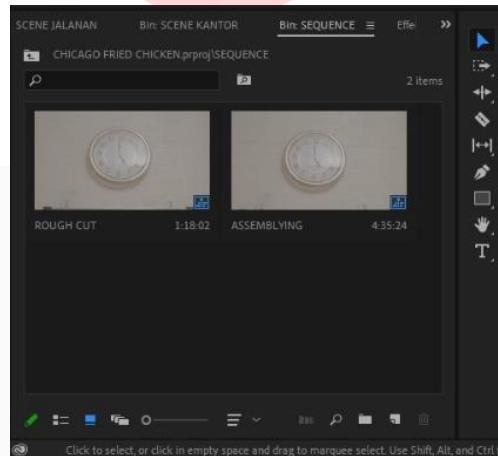


Figure 4. 5 Footage Selection

Source: Author Compilation

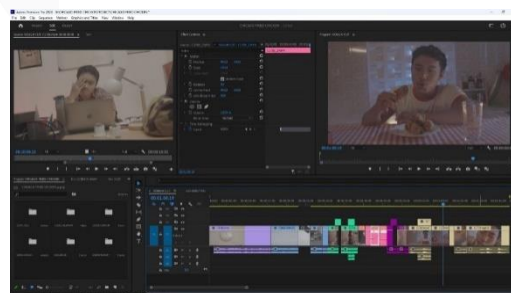


Figure 4. 6 Editing Process

Source: Author Compilation

The online editing process is done to continue and maximize the editing results in the previous stage. At this stage, the editor adjusts the footage with the background music and SFX that have been made by the sound designer. So that the cut to cut of each footage can match the tempo of the music and match the storyline. Then, the voice over recording is done according to the script. Voice over is used to support in communicating information about the message you want to convey to a wide audience who watches. Then, the editor adds the necessary text such as copywriting, subtitles, and logos.

Finally, enter the color grading stage. At this stage, coloring is done on each footage used. Color grading is used to provide visual consistency in each footage and provide an attractive aesthetic. The colour grading process is carried out in the Adobe Premiere Pro 2023 application.

After the editing stage is complete, the author gives the results of the editing to Chicago Fried Chicken to get input, after getting input then the author revises the input received from Chicago Fried Chicken which is done by the editor. after the revision is complete the final file is given to Chicago Fried Chicken to upload on its YouTube channel.

#### **Discussion of the Result of the Work**

At this stage the author will present the results of the work that has been made and uploaded to the Chicago fried chicken Youtube social media account. The process of designing this work took 4 months from October 2024 to January 2024.

#### **Relation to the concept of communication**

At this stage the author will explain the use of media in serving commercial advertising videos that have been made and disseminated through Youtube social media. The following is marketing work with the concept of communication.

##### **a. Communication Media**

In order to distribute the created advertising videos, the author used YouTube as a communication tool when designing the work. YouTube effectively captures audience attention through its video format, which combines visuals and audio, making it a powerful tool for building brand awareness and promoting products to both new and existing audiences (Djafarova & Kramer, 2019). The author uses one communication media platform, namely Youtube, which is owned by Chicago fried chicken, to distribute the public service advertisements that have been created. This official account is managed by the Chicago fried chicken marketing team, which is responsible for managing and publishing content on the platform. By utilizing Youtube, the advertisement can be reached by a wider audience, especially among active users. audience, especially among active social media users who access content through these platforms. access content through these platforms.

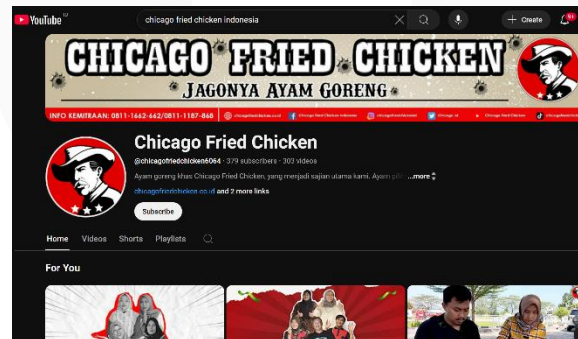


Figure 4. 7 Chicago fried chicken official Youtube account

Source: Youtube @chicagofriedchicken6064 (2024)

As of January 6, 2024, the official YouTube account of Chicago Fried Chicken has about 379 subscribers. This account serves as a channel to provide information and promotions to the audience. Most of the advertising content produced by Chicago Fried Chicken, including their latest product, uses a similar concept, which is a short video that only shows a photo of the product accompanied by a description in the form of text. This approach is considered less effective in increasing awareness among the wider community, especially because Chicago Fried

Chicken is still at the stage of unaware of the brand. Therefore, the author proposes a commercial advertising video concept with the aim of increasing brand awareness using brand story theory. Brand story theory is considered as a solution to compete in the increasingly competitive digital media ecosystem. By creating innovative and creative brand stories, companies can more easily stand out amidst the swift flow of online information (Rachman et al., 2024).

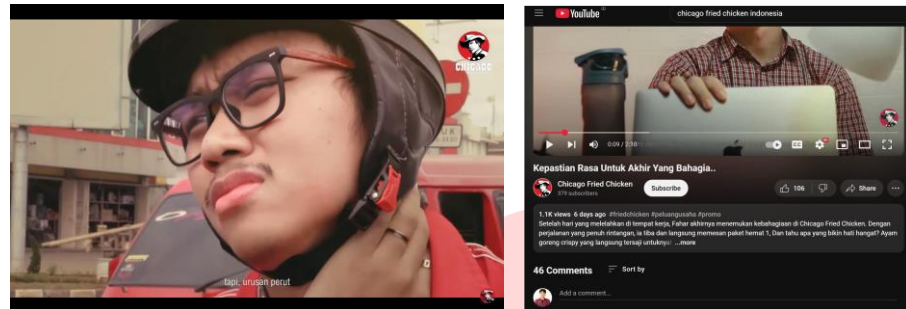


Figure 4. 8 Posts, Number of views and Comments on Chicago fried chicken Youtube

Source: Youtube @chicagofriedchicken6064 (2024)

The commercial advertising video entitled “*Kepastian rasa untuk akhir yang bahagia*” was uploaded on Chicago Fried Chicken's official YouTube channel (@chicagofriedchicken6064) on December 30, 2024. This video was designed as one of the strategies to increase brand awareness. Since it was first uploaded until January 6, 2025, the video has been watched 1.1 thousand times. In addition, the video garnered 46 comments, reflecting positive interaction and participation from the audience. This shows that the message conveyed through the advertisement successfully attracted attention and had a meaningful impact in building brand awareness.

Increased brand awareness for Chicago Fried Chicken was achieved through the use of a commercial advertising video that utilized a brand story approach. Within a short period of time, the “Taste Certainty for Happy Endings” video garnered 1.1k views and generated positive interactions with 46 comments, demonstrating the effectiveness of using the YouTube platform as a distribution medium. Given the growing competition in digital media, these findings show that businesses can gain greater recognition through the use of innovative and relevant messages. Therefore, a creative strategy that uses brand stories not only increases brand recognition but also strengthens relationships with audiences, making it an appropriate step to improve brand perception.

#### Format type

This final work has a design format with the title “*Kepastian Rasa Untuk Akhir Yang Bahagia*”. This video is a commercial advertising video. This advertising video is included in the informative category with a video duration of 1 minute 39 seconds. This video has a target audience of 18-45 years old in urban areas, with a focus on DKI Jakarta, West Java, Banten, and Central Java. The audience includes students, office workers, young families, and entrepreneurs, who love fast food at affordable prices and satisfying culinary experiences. In addition, there are potential partners who are interested in opening Chicago Fried Chicken outlets. This Chicago Fried Chicken commercial video is also one type of digital marketing, namely advertising through social media marketing.

#### a. Message Strategy

In the design of Chicago Fried Chicken advertising video works, it is included in the commercial advertising category because it is designed to increase brand awareness of this brand. This advertising uses theory brand storytelling according to Heritita (2024), namely storytelling-based advertising, conveying brand values and missions, creating emotional connections, strengthening brand memories, building brand character, strengthening message impact, providing memorable experiences, and increasing social engagement. Story-based advertising is a powerful weapon to build brand awareness. Stories create an emotional connection between brands and consumers and build a deeper brand identity (Hertita, 2024).

This advertisement also uses a voiceover and copywriting that uses a message strategy according to Clow and Baack (2018), namely cognitive, affective, and conative message strategies. This commercial advertising video features products and logos from Chicago fried chicken to increase brand awareness of the viewing audience. This

commercial advertising video is one way to increase Chicago fried chicken brand awareness by using the benefits of brand storytelling.

#### **Relation to creative concepts**

In this section, the author will explain the creative concept that has been made into the result of designing the Chicago fried chicken commercial video advertising work consisting of the title of the work, synopsis, script, and storyboard that has been implemented into a single unit in the form of a commercial advertising video entitled "*Kepastian rasa untuk akhir yang bahagia*". In its implementation, the author conducted several stages as a creative director starting from pre-production, production, to post-production in designing this work. The application of creative concepts carried out by the author departs from the Creative Director's guidelines in increasing brand awareness by utilizing the use of brand storytelling theory. An emotional approach is used in the design of this commercial advertising video. The goal is for the audience to relate to the story produced from this commercial advertising video. The results of the creative concept design that has been made in the previous chapter are implemented into a work with a commercial advertising video format entitled "*Kepastian rasa untuk akhir yang bahagia*". The explanation will be provided through three components: video analysis, copywriting, and voiceover, as the author is serving as the creative director.

#### **a. Video Analysis**

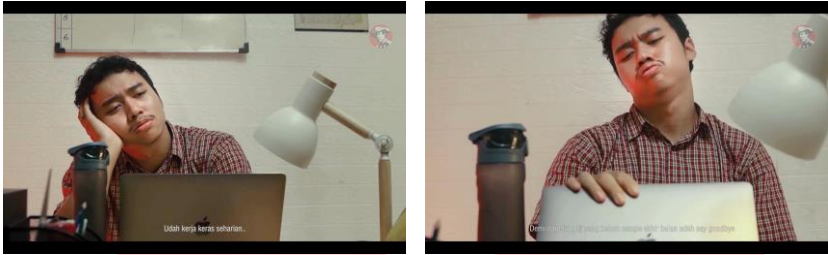
**TABLE 4. 1**

#### **A SNIPPET SCENE OF "*KEPASTIAN RASA UNTUK AKHIR YANG BAHAGIA*"**

| Attachment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>In Table 4.1, a snippet from scene 1 (duration 00.00–00.01) of the commercial advertisement "<i>Kepastian Rasa untuk Akhir yang Bahagia</i>" displays the Chicago Fried Chicken logo in the top right corner. This placement ensures that the audience recognizes the brand, enhancing brand awareness by showcasing the logo. The scene also features a clock showing 17:00 WIB, signaling the end of the workday for office employees. This suggests that employees are beginning to feel tired and stressed after a full day of work.</p> <p>The footage uses the close-up cinematography technique (Brown, 2016) to focus on the object in the scene. The shot is framed with an eye-level angle, offering a natural and neutral perspective aligned horizontally with the subject (Brown, 2016), helping to clearly highlight the object. Additionally, the camera movement utilizes a track-in technique, where the camera moves parallel to the subject, usually on a rail or dolly, to follow the subject or emphasize the surrounding environment (Latief, 2021). This tracking shot strengthens the connection between the subject and its background, enhancing the overall storytelling experience.</p> |

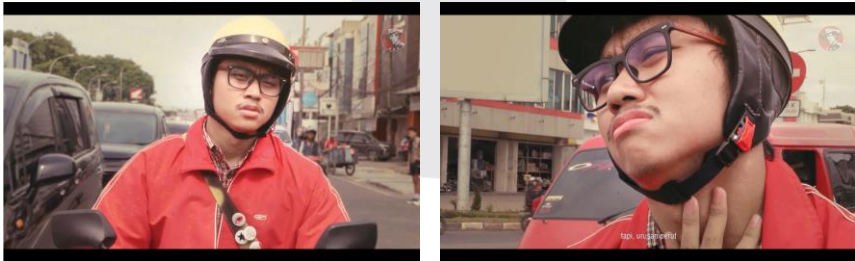
Source: Author Compilation

**TABLE 4.2**  
**A SNIPPET SCENE OF "KEPASTIAN RASA UNTUK AKHIR YANG BAHAGIA"**

| Attachment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <p>Table 4.2 shows a snippet from scene 1 (duration 00:05–00:09), where Fahar, a lower-middle-class employee, is tired and stressed after a long day of work, representing a common situation many people experience towards the end of their workday. Fahar's tired expression is highlighted through cinematography techniques like medium close-up and close-up, emphasizing his face so the audience can connect emotionally with the character. This supports the benefits of brand storytelling in increasing brand awareness (Hertita, 2024), by creating an emotional connection and strengthening audience attachment to the brand.</p> <p>The use of an eye-level shot aligns the camera with the subject's eye level, providing a natural perspective and allowing the audience to feel connected to Fahar's experience (Brown, 2016). This increases emotional closeness, as the audience feels as if they are in Fahar's position, sharing his exhaustion and stress. The headroom composition ensures visual balance, focusing the audience on Fahar's facial expression (Latief, 2021).</p> <p>Additionally, the zoom-in technique emphasizes Fahar's facial expression, strengthening the emotional impact of the scene by drawing attention to details such as his fatigue and frustration, deepening the emotional connection with the audience (Latief, 2021).</p> |

Source: Author Compilation

**TABLE 4.3**  
**A SNIPPET SCENE OF "KEPASTIAN RASA UNTUK AKHIR YANG BAHAGIA"**

| Attachment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>Table 4.3 shows a snippet of scene 2 (duration 00:18-00:23), which depicts Fahar, a worker, being stuck in traffic on his way home from work. Fahar's uncomfortable expression, accompanied by a hungry stomach after a long day of work, presents a situation that is very familiar to many viewers. The visual of a red light in this scene further emphasizes the congested conditions Fahar is experiencing, reinforcing an emotional narrative that is relevant to the audience's everyday experiences. This approach is in line</p> |

with the benefits of brand storytelling in increasing brand awareness (Hertita, 2024), namely creating an emotional connection that strengthens the audience's attachment to the story being told.

From a cinematographic perspective, the use of techniques such as medium shot, full shot, and close-up (Brown, 2016) help to clearly display Fahar's activities and expressions, so that the message of emotional closeness can be effectively conveyed to the audience. The eye-level shot angle provides a perspective that is parallel to the audience's eyes, creating a sense of direct involvement with the situation experienced by Fahar. The headroom composition is used to create a balanced visual space above the subject's head, ensuring Fahar's facial expressions are clearly visible (Latief, 2021). In addition, the camera movement with the zoom out technique adds a dynamic dimension to this scene, drawing the audience's attention to the details of the location set and reinforcing the mood of the story (Latief, 2021). With a cinematographic approach that supports the emotional narrative, the audience not only recognizes Fahar's situation but also feels emotionally connected to the experience.

Through a combination of visual elements, cinematography techniques, and emotional narrative, this scene is strategically designed to increase brand awareness. By presenting a relevant and touching story, Chicago Fried Chicken is able to create positive associations and strengthen brand memory in the minds of the audience. This strategy not only introduces the product, but also builds a deep emotional connection with potential customers.

Source: Author Compilation

**TABLE 4. 4**

**A SNIPPET SCENE OF "KEPASTIAN RAS UNTUK AKHIR YANG BAHAGIA"**

| Attachment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>Table 4.4 is an excerpt of scene 3 (duration 00:31-00:41), a visual display that shows Fahar looking for a solution to overcome his hunger during the trip home by visiting the Chicago Fried Chicken outlet. Chicago Fried Chicken is the right choice for Fahar because it offers affordable prices and fast serving, according to his needs after a day's work. The visualization of Chicago Fried Chicken outlets in this scene aims to increase brand awareness, especially for audiences who are still in the unaware of brand stage. This approach supports the benefits of brand storytelling in increasing brand awareness according to Hertita (2024), namely conveying the brand's values and mission, by reflecting Chicago Fried Chicken's core value of providing high-quality food at affordable prices.</p> <p>This scene was taken using a medium shot cinematography technique, and a full shot cinematography technique (Brown, 2016). which effectively displays Fahar's activities and expressions clearly. Fahar's expression of happiness after finding a solution to his hunger is highlighted using a low angle. This angle creates a sense of optimism and satisfaction for the audience, reinforcing the emotional message conveyed by the brand.</p> |

The visual composition in this scene uses the looking space principle (Latief, 2021) to ensure a proportional space between the subject's head and the top edge of the camera frame, resulting in an aesthetically pleasing visual balance. Overall, the elements work together to create a memorable experience, indirectly cementing the Chicago Fried Chicken brand in the minds of the audience.

Source: Author Compilation

**TABLE 4.5**

**A SNIPPET SCENE OF “KEPASTIAN RAS UNTUK AKHIR YANG BAHAGIA”**



**Analisis**

Table 4.5 shows footage from scene 4 (duration 00:42-00:51), where Fahar is seen rushing in and ordering food at Chicago Fried Chicken, then warmly greeted by the waiter with a smile. The waiter is wearing the signature Chicago Fried Chicken uniform, creating a visual element that reinforces the brand identity. These uniforms play an important role in increasing brand awareness, as described by Hertita (2024), where the introduction of logos, services, and other marketing attributes help audiences move from the stage of unaware of the brand to brand recognition. This visual storytelling strategy supports the brandstorytelling theory in building brand character. In this scene, Chicago Fried Chicken portrays itself as a brand that is friendly, professional and focused on customer service, which is evident from the waiter's warm welcome to Fahar. This character helps the audience understand the brand's values and identity emotionally.

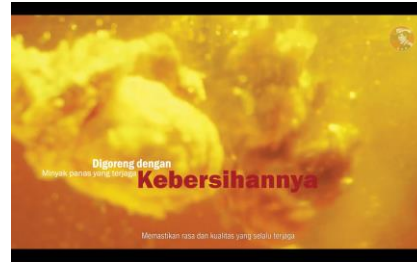
The medium shot technique is used to clearly show the interaction between Fahar and the waiter, focusing on the waiter's uniform and smile, which symbolizes the brand's hospitality (Brown, 2016). The eye-level angle provides a perspective parallel to the audience's eyes, creating a sense of direct involvement in the story so that the audience feels as if they are in Fahar's place, feeling the same experience (Latief, 2021). In addition, the use of an insert shot of the watch highlights the timeline of the story, making it clear that this scene takes place in the afternoon and helping the audience understand the chronological context of the story. The headroom composition provides enough visual space above the subject's head to create an aesthetic balance while directing focus on the facial expressions of Fahar and the waiter (Latief, 2021). Finally, the over-the-shoulder shot technique is used in the dialog scene between Fahar and the waiter, providing a more personal and in-depth perspective of the interaction, thus strengthening the storytelling element (Latief, 2021). Taken together, these elements support the visual storytelling mission to build a relationship between Chicago Fried Chicken and the audience. With this approach, brand awareness is effectively enhanced, moving the audience from simply recognizing the brand to understanding the unique values and character it offers.

Source: Author Compilation

**TABLE 4. 6**

**A SNIPPET SCENE OF “KEPASTIAN RAS UNTUK AKHIR YANG BAHAGIA”**





### Analysis

Table 4.6 shows the footage of scene 5 (duration 00:52-01:05), which shows the process of cooking fried chicken at Chicago Fried Chicken. The scene starts from the process of preparing flour, massaging the chicken that has been properly marinated, to the process of frying using hot oil that is kept clean. This visualization supports the storytelling theory in increasing brand awareness (Hertita, 2024), by conveying the brand's values and mission, which is to provide high-quality food at affordable prices.

In this scene, the dominant cinematographic technique is the use of close-up shots (Brown, 2016). This technique aims to showcase the quality details of each stage of the cooking process, from the texture of the flour to the doneness of the fried chicken. By highlighting these detailed elements, audiences can directly see Chicago Fried Chicken's commitment to cleanliness and quality, thus creating a positive impression of the brand. This visual approach not only serves to strengthen the brand identity, but also builds audience trust in the products offered. Through a combination of storytelling and close-up techniques, this scene is able to communicate the brand's core values in a powerful and effective way, strengthening Chicago Fried Chicken's position in the minds of consumers as a quality and trusted choice.

Source: Author Compilation

**TABLE 4.7**

### SNIPPET SCENE OF "KEPASTIAN RAS UNTUK AKHIR YANG BAHAGIA"

#### Attachment



### Analysis

Table 4.7 shows a snippet of scene 6 (duration 01:06-01:09), which depicts a waiter delivering Fahar's order with a smile while showing food packaging with the Chicago Fried Chicken logo. This scene aims to increase brand awareness, especially for audiences who are in the brand recognition stage, with the hope that they can move to the brand recall stage. This strategy supports the benefits of brandstorytelling in reinforcing brand messages (Hertita, 2024), creating a deeper emotional impact on the audience. This scene reflects Fahar's emotional transformation, from feeling hungry, tired and stressed after work, to more cheerful and energized after getting a solution from Chicago Fried Chicken.

This transformation shows how the brand is able to provide a positive experience that is relevant to the customer's needs.

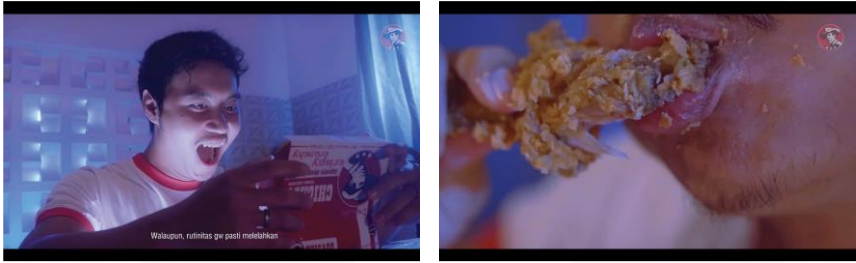
From a cinematographic point of view, the techniques applied effectively support the delivery of the message in this scene. The use of a medium shot allows the interaction between the waiter and Fahar to be shown clearly, highlighting the waiter's friendly expression while showing the food packaging with the Chicago Fried Chicken logo. This approach reinforces the visual identity of the brand by highlighting important elements such as the logo and service quality (Brown, 2016). In addition, the eye-level angle provides a level perspective with the audience, creating a sense of direct engagement that makes them feel connected to the Fahar experience (Latief, 2021). Meanwhile, the insert shot on the detailed view of the food box with the brand logo provides an affirmation of Chicago Fried Chicken's visual identity, making it easier for the audience to recognize and remember the brand better.

This combination of visual storytelling and cinematography techniques is strategically designed to build an emotional connection with the audience. Through strong and relevant messaging, this scene not only strengthens brand recognition, but also encourages audiences to associate Chicago Fried Chicken as a trusted solution for their needs. As a result, brand awareness is effectively increased, bringing the audience closer to the recall and brand loyalty stage.

Source: Author Compilation

**TABLE 4. 8**

**SNIPPET SCENE OF “KEPASTIAN RAS UNTUK AKHIR YANG BAHAGIA”**

| Attachment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>Table 4.8 shows a snippet of scene 7 (duration 01:10-01:27), which shows Fahar ready to enjoy fried chicken from Chicago Fried Chicken at the dining table where he lives. The happy and enthusiastic expression shown by Fahar when he is about to eat fried chicken sends an emotional message to the audience. The crunchy sound of the bite, along with Fahar's satisfied expression, creates a visual and audio experience that evokes the senses. This element strengthens the impression of the product in the consumer's memory, giving the sensation of experiencing the quality of the product firsthand even though it is only through the Chicago Fried Chicken advertising video. This strategy supports the theory of brand storytelling in increasing brand awareness (Hertita, 2024), by presenting a memorable and memorable experience.</p> <p>In terms of cinematography, the combination of close-up and medium shot techniques plays an important role in conveying the message effectively. The close-up technique is used to show details such as the texture of the fried chicken and Fahar's satisfied expression as he eats it, visually emphasizing the quality of the product (Brown, 2016). Meanwhile, the medium shot provides a broader picture of the dining atmosphere, showing Fahar's happiness that can be connected to the consumer experience. Visual</p> |

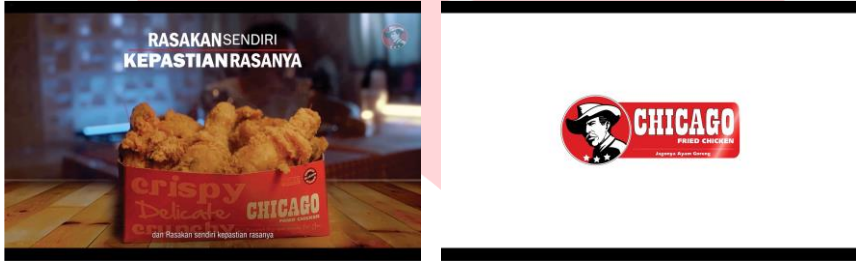
composition using the headroom principle ensures aesthetic balance, with enough space above the subject's head to clearly highlight facial expressions (Latief, 2022).

Through this combination of visual experience, audio, and cinematography techniques, the ad succeeds in creating a strong emotional connection between the brand and the audience. This approach not only introduces Chicago Fried Chicken as a high-quality product, but also builds positive memories that make it easier for audiences to remember the brand in the future. As a result, brand awareness increased significantly by delivering a relatable and memorable experience.

Source: Author Compilation

**TABLE 4. 9**

**SNIPPET SCENE OF “KEPASTIAN RAS UNTUK AKHIR YANG BAHAGIA”**

| Attachment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
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| Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
| <p>Table 4.9 shows a snippet of scene 8 (duration 01:28-01:39), which shows the main menu of Chicago Fried Chicken, which is crispy flour fried chicken served in a box with the Chicago Fried Chicken logo. This visualization supports the theory of brand storytelling in increasing brand awareness (Hertita, 2024), by strengthening brand memory in the minds of audiences through attractive and memorable visual elements. The use of cinematographic techniques in the form of close-up shots (Brown, 2016) in this scene serves to clearly display product details, such as the crispy texture of the chicken and the logoed packaging. This technique ensures that the main focus is on the product and the visual attributes of the brand, so that the logo and product quality become elements that the audience remembers.</p> <p>This approach is effective for increasing brand awareness, as it provides a strong picture of Chicago Fried Chicken's product identity. By highlighting specific and relevant visual elements, the scene helps the audience recognize and remember the brand more easily, thus strengthening positive associations with the product. The combination of engaging visuals and product details creates a lasting impression that encourages the audience to remember the brand in the future.</p> |  |

Source: Author Compilation

**b. Copywritng &Voiceover**

The author also implements some copywriting with Clow and Baack (2018) message strategy approach indicators, namely Cognitive, affective, and conative message strategies.

**1. Cognitif**

By using the cognitive message strategy element, namely unique selling proposition, Unique selling proposition an explicit and testable claim of uniqueness or superiority that can be supported and proven in some way (Clow and Baack, 2018). In the commercial advertising video “*Kepastian rasa untuk akhir yang bahagia*” there is copywriting in the form of visual text in scene 5, namely the cooking process which reads “*Ayam termarinasi dengan baik*”, “*dilapisi dengan tepung bumbu 2x*” and “*digoreng dengan minyak panas yang terjaga kualitasnya*” this aims to an explicit and testable claim of uniqueness or superiority that can be supported and proven in some way.

## 2. Affective

By using affective message strategy element, namely Resonance, Resonance is connecting the brand with consumer experiences to develop a stronger bond between the consumer and the brand (Clow and Baack, 2018). In the commercial advertising video “*Kepastian rasa untuk akhir yang bahagia*” there is copywriting in the form of visual text in scene 6 when the waiter gives the order to Fahar, which reads “*Hemat, cepat, dan berkualitas*” This aims to connect the brand with consumer experiences to develop a stronger bond between the consumer and the brand.

## 3. Conative

Using the conative message strategy aims to drive direct consumer responses, supporting other promotional efforts such as coupon redemption programs, cashback rebates, or encouraging consumers to visit a website (Clow and Baack, 2018). In the commercial advertisement video “*Kepastian rasa untuk akhir yang bahagia*” terdapat copywriting yang bertuliskan “*Rasakan sendiri kepastian rasanya*” This aims to drive direct consumer responses to experience the certainty of the taste of Chicago fried chicken.

The author also added a voiceover in the design of the Chicago Fried Chicken commercial advertisement video. Below is Table 4.10, which contains the voiceover text in the commercial advertisement video “*Kepastian Rasa untuk Akhir yang Bahagia*”:

**TABLE 4.10**  
**VOICEOVER IN THE COMMERCIAL ADVERTISEMENT VIDEO “KEPASTIAN RASA UNTUK AKHIR YANG BAHAGIA”**

| Voiceover                                                                                                                                                     | Duration      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| “Udah kerja keras seharian demi dapetin gaji yang belum sampe akhir bulan udah say goodbye, ah... itu PASTI”                                                  | 00:03 – 00:13 |
| “Kejebak macet? Udah pasti, Perut tiap pulang keroncongan? pasti nya juga, Tapi urusan perut tentu gw mau yang pasti pasti.                                   | 00:16 – 00:27 |
| “Chicago fried chicken jawabannya, rasanya pasti, harganya murah bikin enak ke hati”                                                                          | 00:33 – 00:41 |
| “Setiap langkah dikerjakan dengan Hati”                                                                                                                       | 00:52 – 00:55 |
| “Memastikan rasa dan kualitas yang selalu terjaga””                                                                                                           | 01:01 – 01:05 |
| “Walaupun rutinitas gw pasti melelahkan, Tapi Urusan makan gw tetep mau yang Rasanya enak dan pasti, Karena Rasa yang pasti bikin Bahagia di penghujung hari” | 01:13 - 01:25 |
| “Kunjungi outlet Chicago Fried Chicken terdekat dan rasakan sendiri kepastian rasanya”                                                                        | 01:28 – 01:33 |

Source: Author Compilation

Pada table 4.10 merupakan voiceover yang ada pada rancangan karya video iklan komersial “*Kepastian rasa untuk akhir yang bahagia*” dengan pengaplikasian strategi pesan menurut Clow and Blaack (2018). According to Clow and Baack (2018), there are three main message strategies in advertising: cognitive, affective, and conative. The application of these three strategies is clearly evident in the voiceover and copywriting of the Chicago Fried Chicken advertisement. The cognitive strategy is applied by conveying rational information, such as affordable prices and guaranteed taste quality, as seen in the statement “*Chicago fried chicken jawabannya, rasanya pasti, harganya murah bikin enak ke hati.*” The affective strategy is used to create an emotional connection with consumers, such as in the narrative highlighting daily frustrations and offering happiness through food, for example, “*Walaupun rutinitas gw pasti melelahkan, Tapi Urusan makan gw tetep mau yang Rasanya enak dan pasti, Karena Rasa yang pasti bikin*

*Bahagia di penghujung hari.*” Lastly, the conative strategy directly encourages consumer action with an explicit call-to-action, such as, “*Kunjungi outlet Chicago Fried Chicken terdekat dan rasakan sendiri kepastian rasanya.*” The combination of these three strategies creates a message that is informative, emotional, and action-driven, ensuring the advertisement captures attention, is relatable, and generates a tangible response from consumers.

The voiceover and copywriting for the Chicago Fried Chicken commercial effectively utilizes cognitive, affective and conative messaging strategies while aligning them with brand storytelling principles to increase brand awareness. By integrating rational information, emotional connection, and a clear call to action, the ad tells relatable stories of everyday struggles and positions the brand as the solution to these challenges. This storytelling-based approach helps humanize the brand, making it memorable and appealing to the audience. The combination of emotional resonance, logical appeal, and actionable messaging not only attracts attention but also strengthens brand recognition, ensuring that Chicago Fried Chicken's story resonates with consumers and increases their familiarity with the brand.

## V. CONCLUSIONS AND SUGGESTIONS

This research emphasizes the importance of the Creative Director's role in increasing brand awareness through storytelling-based advertising videos. By effectively integrating visual and narrative elements, the video was able to create an emotional connection with the audience and increase Chicago Fried Chicken's brand recognition. The distribution strategy through YouTube was relevant to reaching the lower middle-class market.

Suggestion:

- a. Academic: This research can be a reference for marketing communication studies related to storytelling in advertising.
- b. Practical: Other companies in the F&B industry can adopt similar strategies to increase brand awareness.

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