

ABSTRACT

The Effectiveness of Visual Storytelling on Instagram as a Brand Image Recovery Strategy After the Boycott of Starbucks Indonesia. This study investigates the effectiveness of visual storytelling on Instagram as a strategy for brand image restoration following public boycotts arising from geopolitical tensions between Israel and Palestine, with a specific focus on the case of Starbucks Indonesia. Adopting a qualitative research approach, this study integrates narrative analysis with Multimodal Discourse Analysis (MDA) to examine posts from Starbucks Indonesia's official Instagram account after the peak of the boycott in early 2024. The findings indicate that Starbucks Indonesia systematically employs themes of corporate social responsibility (CSR), social engagement, and urban lifestyle narratives to redirect public attention away from the boycott controversy. These concise narrative contents, primarily delivered through Instagram Reels, depict relatable everyday scenarios that evoke emotional resonance among viewers. Through this approach, Starbucks Indonesia constructs an alternative narrative framework centered on positivity, community involvement, and emotional connection, subtly conveying implicit messages. This strategy has proven effective in rebuilding consumer trust, mitigating reputational damage, and enhancing audience engagement on digital platforms. The study concludes that visual storytelling on Instagram constitutes a subtle yet potent communicative tool for brand crisis management in the digital era.

Keywords: visual storytelling, Instagram, Starbucks Indonesia, brand image recovery, CSR