

ABSTRACT

This final project aims to examine the role of a scriptwriter in communicating brand identity through a storytelling approach in a commercial advertisement. The object of the study is Orteid, a non-conventional barbershop positioned as a lifestyle brand rooted in community values. The main issue addressed is how a scriptwriter can craft a narrative that not only serves as promotional content but also delivers the brand's identity in an emotional and authentic manner to its audience. The project was carried out using a qualitative-descriptive method with a case study approach. The creative process included developing the story concept, writing the script, designing the storyboard, and producing a 1-minute-53-second commercial video. The writer adopted the Communication Theory of Identity (Hecht, 1993), which explains identity through four interrelated layers: personal, enactment, relational, and communal. This theoretical framework was strengthened by Aaker's (1997) concept of brand storytelling and Kapferer's (2012) brand identity prism. The final result shows that storytelling can serve as an effective tool for identity communication when built upon brand values and a carefully structured narrative. The Orteid advertisement not only presents a haircut service but also portrays a reflective space for dialogue, self-expression, and social connection, highlighting the brand's unique positioning. The scriptwriter plays a crucial role in aligning brand messaging with emotional resonance, turning the advertisement into a meaningful representation of the brand's identity

Keywords: *scriptwriter, storytelling, identity communication, advertisement, brand, barbershop*