

# CHAPTER I

## INTRODUCTION

This chapter explains the general description of the paper. It consists of background of research, research questions, research objectives, research significance, previous study, and definition of key terms.

### 1.1 Background Research

Advertising is a powerful tool used to promote and sell products, services, and ideas by employing persuasive language. According to Rajan (2019), advertising has a long history and serves as a means to communicate with others in order to facilitate buying and selling. In today's competitive market, characterized by rapid changes in technology, fashion, and consumer preferences, advertising has become increasingly important. Advertisement refers to a message that is published in newspapers or broadcasted on television or radio, paid for by individuals or businesses with the aim of capturing readers' attention and encouraging them to take action, such as purchasing a product or service or accepting an idea.

The term "advertising" originates from the Latin word "to advertise," meaning "to turn to," and it is defined in the dictionary as "to give public notice or declare publicly." It is also believed to have derived from the Latin word "advertere," which means to draw attention to a place. Danesi (2015) suggests that the word "advertising" is derived from a Latin Medieval verb that conveys the act of drawing attention to an idea, product, or service through the announcement of a spoken or written message to the public. While the primary purpose of most advertising is to promote sales, there are other objectives beyond direct material gain. These include enhancing an image or status and promoting a cause or idea. Large corporations often employ advertising to create a favorable perception of their company. To attract attention and drive product sales, various techniques are utilized in the creation of display ads. Consequently, these ads are typically professionally designed by creative services departments. The combination of imagery and text is organized in a way that constitutes a crucial element of the

overall advertisement. Organization refers to how visual and verbal elements are merged to convey specific meanings and effects.

The proliferation of advertisements in the digital age has spurred the creative industry to make new discoveries, aiming to make advertisements more effective in capturing the audience's attention. This involves implementing improvements, such as incorporating storytelling elements, as seen in IKEA advertisements. Advertising requires innovation to engage a larger audience, employing creative strategies that utilize both verbal and visual elements to convey messages. In today's culture, advertising is an integral part of our daily lives and serves a crucial function in transmitting messages. It is a social activity that operates within a larger context, connecting various elements such as individuals and products, symbols, symbolism and power, communication, and satisfaction (Jhally, 1987). Language serves as a symbolic, agreed-upon code or communication system employed by a community to convey messages.

Currently, advertising plays a vital role in communicating products, services, and ideas. It serves as a means of communication between the material world (products, brands) and the recipient, generating continuous influence within the world of consumption (consumers). The message conveyed through advertising information significantly impacts consumer purchasing decisions. Hoelzel (2015) explains that a creative plan outlines what message should be conveyed, to whom, and through what form of communication. Typically, it is developed by a group of writers, art directors, and creative directors. As products in the market vary in nature, companies employ diverse advertising approaches, encompassing social media platforms, television, billboards, and more, with the ultimate goal of boosting sales. When discussing advertising, the message strategy and creative strategy are often intertwined. Taylor (2005) describes an advertisement as consisting of both the message strategy, which provides guidelines on "what to say," and the creative execution, which focuses on "how to say" it.

In order to capture the attention of their audience, advertisers should employ diverse creative strategies and engagement methods. It is crucial for companies to constantly explore new approaches and evaluate their effectiveness. As Stephen

(2006:42-48) explains, “storytelling is one of the most widely used methods in advertising, as it engages the audience through the art of storytelling. A compelling story related to a brand is an effective way to generate interest. Crafting good and accurate stories involves a specific process”. Creative elements encompass information, person, and tone, as defined in the dictionary. Copywriters need to understand consumers to ensure that the advertisements they create align with their needs and the value offered by the product. The advertising text serves as the primary, and sometimes sole, content statement that conveys the purpose of the advertising message. The image plays a pivotal role in advertisements, as it evokes emotional reactions from consumers, while the verbal component helps stimulate cognitive functions and utilizes the advertiser's strategies.

It is evident that IKEA aims to develop an advertising campaign that demonstrates an understanding of the activities individuals commonly engage in. As Michael (2021) notes, IKEA has become a popular furniture brand over the years, catering to countless customers, from college students seeking their first futon to long-time homeowners in need of new shelves or dressers. The company's story stands out as one of its strongest selling points. The touching message spreads across the internet and garners significant interest from potential customers. With the rise in mobile TV consumption, people can watch advertising videos on their own mobile phones. Undoubtedly, the primary objective of advertising is to entice readers or viewers to make a purchase or convert to a brand. Numerous studies demonstrate that persuasive advertising positively impacts brand image and customer loyalty.

Storytelling ads possess unique characteristics that distinguish them from other types of advertisements. According to Fog (2005:48), storytelling is effective because it creates an emotional and memorable brand image for consumers. This emotional element enhances storytelling as a powerful means of communication. As highlighted by Clancy and Lloyd (1999:55), “storytelling is an effective communication method due to its personal importance (being informative and interesting), entertainment value (including humor, thoughtfulness, and liveliness), and warmth (being appealing, sweet, and well-executed)”. Gianfagna (2011)

suggests that good storytelling advertising is beautiful, emotional, memorable, complex, incorporates moments or elements of surprise, and assigns an important role to the product within the story.

Prominent companies such as Nike, Puma, Coca-Cola, and other renowned brands have utilized storytelling advertising campaigns, each with their own distinct characteristics and approaches. However, what sets IKEA's advertisements apart from those of other major brands is the prominent storytelling aspect. Each IKEA ad is uniquely characterized by a compelling narrative element, while still aligning with the intended marketing goals and target audience. In this study, the focus will be on analyzing the storytelling elements in IKEA's advertising campaign. IKEA was chosen as the subject of this analysis due to its status as not only the world's largest furniture brand but also for its exceptional creative advertising. The aim of this study is to analyze and uncover the underlying strategy behind the storytelling approach employed in IKEA's advertising campaign, as well as to identify some of the effects of this creative strategy.

There are several research studies that have explored the use of storytelling in advertising, each focusing on different perspectives and objects of analysis. One such study conducted by Chan-Bok Byu from the Department of Tourism Management at Anyang University (2016) titled "A Narrative Strategy of Storytelling Advertising Videos: Heineken's Case," examined the narrative strategies employed in storytelling advertisement videos for the beer brand Heineken. By utilizing Fog, Budtz & Yakaboğlu's four-element model of storytelling and Gustav Freytag's three-act structure or five-stage model, the researcher categorized the narrative structures and key elements of each video. The study found that targeted videos utilized visual appeal to persuade and engage the audience, while also establishing an emotional connection through the use of football as a common theme. The difference from this thesis lies in the chosen research subject and the focus of its findings. Chan-Bok Byu focuses on visual appeal that leads to the narrative structure in Heineken's advertising videos.

Building upon previous research, Felix Pålsson (2022) conducted a study that explored the use of storytelling in advertising from a rhetorical perspective,

specifically analyzing the stories told in IKEA's recent advertising campaign titled "Där livet händer" (Where Life Happens). The research aimed to propose an analytical framework for evaluating the identification process within storytelling. Drawing on Burkean perspective, Black's second theory, and Burke's dramatism, the study argued that IKEA effectively conveyed a compelling story that resonated with the real audience, the Swedish consumers, thus achieving rhetorical identification. The article also highlighted the successful use of rhetorical devices, particularly metonymy as an idiomatic symbol of the Swedish worldview, in establishing a persuasive connection with the Swedish target audience. Same thing with this thesis touch upon IKEA's advertising and storytelling, the first passage is more focused on the identification process within storytelling and rhetorical strategies, while the second passage has a broader scope, encompassing various storytelling elements and strategies employed by IKEA in its advertising.

Another research study titled "Public Advertising Contents and Storytelling" by Kyung Sook Kim and Chan Jung Park analyzed the characteristics of public advertising contents using storytelling, focusing on the educational and entertainment aspects. This research explored the structure of storytelling and emotional elements as communication tools in advertising within the context of cultural semiotics. The conclusions drawn from this study were as follows: first, digital storytelling approaches have a significant impact, and strong storytelling is employed in all advertising efforts. Second, public advertising content fosters a sense of empathy between producers and consumers, contributing to the expansion of cultural content. Third, strategies that combine text and visual images may differ between Western countries and Korea. TKyung Sook Kim and Chan Jung Park discuss a broader research study related to public advertising contents and storytelling, while the researcher's thesis is a more specific study centered around IKEA's advertising and its storytelling strategies and draws conclusions specific to IKEA's advertising practices.

In the present research, the focus will be on analyzing IKEA's advertising campaign and assessing its practical effects on advertising. The researcher will carefully examine IKEA's targeted advertisements, identifying key image

representations and keywords. The analysis will then delve into the storytelling elements and strategies employed in IKEA's advertising videos. This will involve a comprehensive examination of narrative elements and storytelling techniques within the advertising videos, drawing upon the four elements proposed by Fog, Budtz & Yakaboylu.

While there is overlap in the discussions among previous researchers and the current study, each research effort adopts different theories and focuses on different objects of analysis. Thus, this research aims to explore aspects that have not been covered in previous studies. Given the examples presented above, the title chosen for this paper is "Storytelling Elements in Advertising Videos: IKEA's Case."

### **1.2 Research Question**

Based on the background of the study presented above, the researcher formulates the problems as follows:

1. What storytelling elements are found in IKEA's advertising videos?
2. How are the strategies constructed in IKEA's Advertising Videos?

### **1.3 Research Objective**

The researcher has to show the importance and effect of the research. The researcher knows that advertising has become an important tool for communication. In accordance with formulation of the problem, the objectives of the study are as follow:

1. To find out the elements of storytelling in selected IKEA's advertising video
2. To understand how the strategies are constructed in selected IKEA's advertising video

### **1.4 Research Significance**

This research can give many advantages for the development of the linguistic field, especially in the language and advertisement subject. Theoretically, This research is expected to provide new features or contributions. This research is

expected to provide a lot of knowledge and information about a story as a tool for advertising purposes. In addition, this research can enrich the knowledge of linguistics research especially in the language and advertisement field. It can also be a source of information about the storytelling used in advertising. Therefore, the reader will find several combinations of theories needed to analyze the storytelling videos, especially about the use and effect of the use of the storytelling in advertising videos.

Practically for academic readers, The results of this study are expected to give direction and provide knowledge for other researchers or future researchers. It might also help students of the English Department to understand deeper in studying advertising. This research is also expected to be a reference for similar research. Incorporating linguistic device theories in this research will signify further study. This research is also expected to inspire researchers who will conduct research related to linguistic or literature elements in advertisement.

For the public readers, it is commonly understood that language plays a crucial role in advertising, facilitating communication in various forms. However, most people tend to perceive language merely as a tool for interaction, overlooking the myriad of variations and unique elements it possesses. This research demonstrates that even within advertising videos, storytelling serves as a distinctive linguistic element, ultimately becoming an identity and communication variation within society. It affirms that language continuously evolves alongside changing times and the individuals who employ it in diverse forms.

### **1.5 Definition of Key Terms**

- a. **Language and Advertisement:** The language used in advertising encompasses both linguistic and non-linguistic elements, adhering to the principles of mass communication and general literary rules. It employs a specific linguistic structure that considers cultural, sociological, and psycholinguistic aspects to effectively convey targeted information. The primary objective of advertising text is to persuade consumers to choose the advertised products and services.

- b. Advertising Strategies: An advertising strategy is a well-thought-out plan designed to attract and convince customers to purchase a particular product or service. This plan revolves around key components such as the product itself, its advantages, customer characteristics, various means to inform the customer about the product, and optimizing choices within budget constraints. The primary aim of advertising text is to influence consumer decision-making in favor of the advertised products and services.
- c. Storytelling Elements: Strong scene construction and fundamental elements like themes, conflicts, character development, and plots form the basis of effective storytelling in advertisements. Storytelling as a branding tool is not merely about recounting stories for the sake of it; instead, it entails using stories to convey messages that positively reflect on the company's brand.
- d. IKEA's Advertising Videos: IKEA, a prominent home furnishings retailer, has garnered global recognition as the largest furniture seller in the early 21st century, with over 300 stores worldwide. The stories portrayed in IKEA's advertising videos inspire viewers to share their own personal experiences with IKEA. This word-of-mouth or social communication contributes to the overarching narrative that IKEA offers not just products but solutions that enhance people's lives. Consequently, the researcher aims to conduct an in-depth analysis of the stories presented in IKEA's advertising videos to gain insights into the company's strategies and their impact.