

# THE INFLUENCE OF STORYTELLING AND CONTENT MARKETING ON BRAND AWARENESS IN THE VOLUNTEER PROGRAMS OF THE BAKTI MILLENNIAL ORGANIZATION

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## ABSTRACT

This study aims to explore the impact of Storytelling and Content Marketing on Brand Awareness in the volunteer program within the Bakti Milenial organization. The research employs an explanatory quantitative approach, with the population consisting of all volunteers participating in service activities in the 3rd session comprising 119 volunteers in Bintan in 2021 and the 4th session comprising 225 volunteers in Labuan Bajo in 2022. The sample taken consists of 185 volunteers from the total population of 344, calculated using the Slovin formula. The primary data source is the responses from questionnaires distributed to the respondents. The researcher utilized SPSS v.25 analysis techniques to process the data and test their influence using Likert scales. The research process includes validity testing, reliability testing, normality testing, multicollinearity testing, heteroskedasticity testing, multiple linear regression analysis, t-tests, F-tests, and R2 tests. The results indicate that Storytelling has a significant positive impact on Brand Awareness, as does Content Marketing. Together, Storytelling and Content Marketing simultaneously have a significant positive impact on Brand Awareness, obtaining an Adjusted R Square value of 0.187

## ARTICLE INFO

Keywords:  
*Storytelling, Content Marketing, Brand Awareness*

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## 1. Introduction

In today's digital landscape, effective communication is paramount for organizations aiming to create a lasting impact. Storytelling and content marketing have emerged as powerful tools to engage audiences, build brand awareness, and foster meaningful connections. This study explores the intersection of these two strategies within the context of the Bakti Millennial volunteer program.

The purpose of this research is twofold: first, to explore how storytelling and content marketing contribute to brand awareness, and second, to provide actionable insights for organizations seeking to enhance their outreach efforts. By examining the empirical, theoretical, and methodological aspects, we aim to uncover the underlying mechanisms that drive successful brand communication.

Indonesia is currently experiencing a demographic bonus, meaning that the number of individuals in the productive age group is significantly higher than those in the non-productive age

group (Novrizaldi, 2020). This phenomenon began in 2020 and is projected to reach its peak in 2030. The demographic bonus is not only an opportunity for economic growth and development but also a necessity for advancing Indonesia equitably across various sectors. However, it is crucial to note that if we fail to optimize the potential of this demographic bonus, we may face new challenges such as rising unemployment rates, especially among the younger generation unable to keep up with progress. Therefore, we must take appropriate actions to harness this demographic bonus to enhance the nation's advancement (Aeni, 2022).

In the rapidly evolving digital era, Bakti Millennial faces challenges that can affect the existence and success of its volunteer programs due to the increasing number of nonprofit organizations focusing on community service by involving millennials as volunteers. Therefore, enhancing brand awareness is crucial (BMediaGroup, 2022).

The selection of Bakti Millennial as the subject of this study is based on several factors. First, Bakti Millennial's activities, which involve youth participation in developing local potential in the tourism and creative sectors, have been ongoing since 2021 and have successfully reached five remote areas in Indonesia, including Karimunjawa, Lombok, Bintan, Labuan Bajo, and Wakatobi. These activities have not only positively impacted the local communities they serve but also benefited the youth who participate as volunteers in the program.

Second, Bakti Millennial has a comprehensive social media presence and stable social media engagement data compared to other nonprofit organizations with similar activities. In line with the advancements of the digital era, social media plays a crucial role in connecting the organization with its stakeholders.

Navigating the complexities of brand communication involves considering various factors: audience demographics, cultural nuances, and the evolving digital landscape. We delve into these intricacies to provide a comprehensive understanding of the Bakti Millennial program's communication ecosystem.

Our objectives are clear:

- Analyze the impact of storytelling on brand awareness metrics.
- Evaluate the effectiveness of content marketing channels (e.g., social media, blogs, videos) within the Bakti Millennial context.
- Propose actionable recommendations for optimizing brand communication strategies.

This introduction serves as a gateway to the subsequent sections. We will delve deeper into the literature review, methodology, findings, and practical implications. By doing so, we hope to contribute valuable insights to both academia and practitioners.

Imagine a world where every act of kindness becomes a compelling story. The Bakti Milenial program embodies this vision, weaving narratives that resonate with its audience. Through content marketing channels, it paints a vivid picture of volunteerism, igniting brand awareness. Our research dissects these narratives, revealing the artistry behind effective communication.

Overall, this study aims to enhance understanding of how storytelling and content marketing can be utilized to increase brand awareness in the volunteer programs of the Bakti Millennial organization and how this can help address increasing competition in the future.

In executing its programs, Bakti Millennial interacts with various stakeholders who have different needs from the organization. These stakeholders are both influential to and influenced by the organization's activities. Among the stakeholders interacting with Bakti Millennial are donors or fundraisers, members, staff, volunteers, and beneficiary communities. To conduct effective

marketing by establishing relationships and communication between the organization and its stakeholders, it is essential to develop branding based on real and positive activities to strengthen brand formation, as personal branding is not an instant process (Susilowati, 2018).

## 2. Literature Review

### Brand Awareness

According to Keller (1998) in his book "Strategic Brand Management," brand awareness is the ability of customers to recognize a brand in various situations, reflecting the strength of the brand embedded in their memory. This can be measured through various data such as the level of brand recognition by consumers, the degree of brand association with specific products or services, and the level of brand awareness improvement over time. According to Kotler & Keller (2012), these indicators can be categorized into different levels based on the consumers' knowledge and awareness of the brand, including: 1) Top of Mind, which refers to the brand that first comes to respondents' minds when asked to name a particular product brand; 2) Brand Recall, indicating the brands remembered by respondents after mentioning the first brand; 3) Brand Recognition, measuring brand awareness with assistance in assessing the extent of their awareness; and 4) Unaware of Brand, which involves observing respondents' responses about their prior knowledge of the brand, showing that some respondents do not recognize the brand at all.

### Storytelling

Salzer-Mörlling & Strannegård (2024) describe storytelling is the method by which organizations connect their identity and philosophy to the creation of their activities and services. Thus, storytelling marketing can be concluded as an effective strategy for building an emotional connection with consumers. Za et al. (2021) outline several components of storytelling marketing, including: 1) Action, 2) Communication, 3) Value Transmission, 4) Knowledge, and 5) Aspects of Digital Achievement. These components collectively contribute to the narrative that engages consumers and strengthens their bond with the brand.

### Content Marketing

Milhinhos (2015) states that in content marketing, two main aspects must be considered: the quality level and the amount of content containing information to be conveyed to consumers. Additionally, several factors must be considered when creating content marketing to meet high standards in terms of quality and quantity. These indicators include: 1) Relevance, which refers to the degree to which the information in the content meets the needs and problems faced by consumers; 2) Accuracy, indicating how well the information in the content aligns with actual conditions and facts; 3) Clarity, referring to the ease with which consumers can understand the information presented in the content; and 4) Accessibility, emphasizing how easily consumers can access the content through various appropriate media channels.

## 3. Method, Data, and Analysis

This study employs an explanatory quantitative research method. The research was conducted at the Bakti Milenial organization, headquartered at Jl. Nusa Indah Atas No.64 B, Jatimulyo, Lowokwaru District, Malang City, East Java. The variables used in this study include brand awareness as the dependent variable (Y), and storytelling (X1) and content marketing (X2) as the independent variables. The population of this study consists of Bakti Milenial volunteers with the following criteria:

1. Alumni of Bakti Milenial Volunteers 3 Bintan
2. Alumni of Bakti Milenial Volunteers 4 Labuan Bajo
3. Members of the Bakti Milenial Alumni Group Batch 3 and 4

The sample was selected using purposive sampling, including 185 Bakti Milenial volunteers. Data were collected through observation, questionnaires, and documentation studies. Data analysis was conducted using descriptive statistical analysis, validity and reliability tests, and classical assumption tests. The classical assumption tests involved normality, heteroscedasticity, and multicollinearity tests. Multiple linear regression analysis was used to test the influence of the independent variables on the dependent variable. Hypothesis testing was conducted using partial (t) tests and simultaneous (F) tests. The coefficient of determination (R<sup>2</sup>) was used to measure the extent to which the model could explain the variation in the dependent variable.

The analysis results will be presented concisely with the help of SPSS Statistics software. At each stage of the analysis, evaluation and interpretation will be carried out in accordance with the research framework. This study refers to behavioral theory, with the main theoretical basis focusing on behaviorism and behavioral theory in the context of accounting learning.

#### 4. Result and Discussion

**Table 1.** Reliability Test Results

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .861             | .862   | 9          |

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .798             | .810   | 13         |

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .819             | .820   | 7          |

Source: Data Processed By SPSS

**Table 2. Kolmogorov-Smirnov Test Results**

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 185                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 3.4422208               |
| Most Extreme Differences         | Absolute       | .040                    |
|                                  | Positive       | .040                    |
|                                  | Negative       | -.033                   |
| Test Statistic                   |                | .040                    |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>     |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed By SPSS

**Table 3. Uji t, F dan R<sup>2</sup> Test Results**

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | 11.131                      | 1.782      |                           | 6.245 | .000 |                         |       |
|       | X          | .151                        | .060       | .194                      | 2.515 | .013 | .751                    | 1.331 |
|       | X2         | .174                        | .045       | .301                      | 3.904 | .000 | .751                    | 1.331 |

a. Dependent Variable: Y

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 500.042        | 2   | 250.021     | 20.871 | .000 <sup>b</sup> |
|       | Residual   | 2180.196       | 182 | 11.979      |        |                   |
|       | Total      | 2680.238       | 184 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .432 <sup>a</sup> | .187     | .178              | 3.461                      |

a. Predictors: (Constant), X2, X

b. Dependent Variable: Y

Source: Data Processed By SPSS

**Table 4.** Uji Multikolinearitas Test Results

| Model | Tolerance | Niat VIF |
|-------|-----------|----------|
| X     | 0,751     | 1.331    |
| X2    | 0,751     | 1.331    |

## 5. Conclusion and Suggestion

### A. Conclusion

1. Storytelling has a positive and significant impact on Brand Awareness in the volunteer program of Bakti Milenial. By presenting inspiring and emotionally engaging stories, authentic narratives related to the success of the volunteer program have a greater impact on increasing Brand Awareness among the public. Linear regression analysis confirms that the more effective the storytelling, the higher the level of Brand Awareness achieved.

2. Content Marketing has a positive and significant impact on Brand Awareness in the Bakti Milenial volunteer program. Through the dissemination of engaging, informative, and relevant content, the organization can enhance the reach and visibility of their volunteer program among the broader community. Data analysis shows that targeted Content Marketing strategies can improve Brand Awareness in society.

3. Storytelling and Content Marketing together have a positive and significant impact on Brand Awareness in the Bakti Milenial volunteer program. The combination of inspiring stories and structured content dissemination allows Bakti Milenial to attract attention, build relationships, and increase audience awareness of their volunteer programs.

### B. Suggestion

1. For Practitioners: Volunteer organizations are encouraged to develop more targeted Storytelling strategies, focusing on narratives that enhance community engagement and empathy towards volunteer programs. This can be achieved by focusing on content relevant to millennials, such as career tips, entrepreneurship, or social issues impacting them, and organizing interactive and educational events.

2. For Theorists: Further research can explore other factors influencing Brand Awareness in volunteer programs and develop more comprehensive models or frameworks. This involves researching and analyzing target audiences' behaviors, habits, and preferences, and employing effective storytelling to convey Bakti Milenial's message memorably.

3. For Policy Makers: Collaboration between the government, non-profit organizations like Bakti Milenial, and the private sector is necessary to develop effective programs that increase public awareness and participation in volunteer activities. This can be achieved by creating systems that facilitate collaboration with influencers, communities, and other organizations.

4. For Bakti Milenial: Bakti Milenial should adopt a structured and targeted approach to increase Brand Awareness. This involves creating relevant and valuable Content Marketing for their audience by studying other NGOs' strategies and platforms. Additionally, they should use Storytelling to creatively and convincingly convey the organization's message and values, building strong emotional connections with the audience. Lastly, Bakti Milenial should continuously monitor their branding

strategy performance, identify relevant metrics for evaluation, and use the information gathered to continually adjust and improve their strategies.

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