

Converting Narratives: Digital Storytelling Strategies in Product Marketing on Fuji's TikTok Account

ARANJANI ARISTIYANI¹, ZAHRA AJENG LARASATI², KEYLA SAFIRNA RECHAN³, SITI MUSTAGHATSAH BIRAHMATIKA⁴, MUHAMMAD RAIHAN FUAD⁵, WILDI ADILA⁶
^{1,2,3,4,5,6} *Universitas Islam Negeri Raden Mas Said Surakarta, Central Java, Indonesia*

¹236111126@mhs.uinsaid.ac.id

²236111039@mhs.uinsaid.ac.id

³236111051@mhs.uinsaid.ac.id

⁴236111047@mhs.uinsaid.ac.id

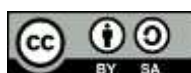
⁵236111032@mhs.uinsaid.ac.id

⁶wildi.adila@staff.uinsaid.ac.id

Abstract

The rapid growth of social media, particularly short-video platforms like TikTok, has fundamentally transformed how brands and content creators engage consumers through digital marketing. While previous studies have explored the persuasive effects and emotional dimensions of influencer marketing, limited research has systematically examined the specific narrative structures and storytelling strategies embedded in short-form promotional content on TikTok. This study aims to identify and analyze the types of digital storytelling strategies employed by TikTok influencer Fujianti Utami Putri (@fujiiian) in her product promotional content. Using a descriptive qualitative method with a sociopragmatic approach, this study analyzed product promotion videos uploaded from January to April 2026. Data collection involved video selection, transcription, and identification of visual and narrative elements, followed by componential analysis as proposed by Spradley (1980). The findings reveal six digital storytelling strategies: Riding The Waves, Sharing Experience, Problem Solution, Soft Selling Promotion, Metaphorical Framing, and Participatory Storytelling, totaling 81 occurrences. Sharing Experience emerged as the most dominant strategy (23 occurrences), followed by Soft Selling Promotion (21 occurrences) and Riding The Waves (18 occurrences), while Metaphorical Framing appeared least frequently (3 occurrences). Beauty and personal care products dominated the promotional content (69 occurrences), reflecting the alignment between the influencer's personal brand and her audience demographics. These results demonstrate that effective TikTok product promotion relies on authentic personal narratives, trend integration, and subtle persuasive techniques rather than direct advertising approaches, underscoring the strategic importance of digital storytelling in contemporary influencer marketing.

Keyword: digital storytelling, tiktok, influencer marketing, product promotion, sociopragmatics



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Strategi *Digital Storytelling* dalam Pemasaran Produk di Akun TikTok Fuji

Abstrak

Pesatnya perkembangan media sosial, khususnya platform video pendek seperti TikTok, telah mengubah cara merek dan kreator konten dalam menjangkau konsumen melalui pemasaran digital. Meskipun sejumlah penelitian sebelumnya telah mengkaji efek persuasif dan dimensi emosional pemasaran influencer, penelitian yang secara khusus menelaah struktur naratif dan strategi bercerita dalam konten promosi berdurasi pendek di TikTok masih sangat terbatas. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis jenis-jenis strategi digital storytelling yang digunakan oleh influencer TikTok Fujianti Utami Putri (@fujiiian) dalam konten promosi produknya. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan sosiopragmatik terhadap video promosi produk yang diunggah dari Januari hingga April 2026. Pengumpulan data meliputi pemilihan video, transkripsi, serta identifikasi elemen visual dan naratif, yang selanjutnya dianalisis menggunakan analisis komponensial sebagaimana dikemukakan oleh Spradley (1980). Hasil penelitian mengungkapkan enam strategi *digital storytelling*, yaitu *Riding The Waves*, *Sharing Experience*, *Problem Solution*, *Soft Selling Promotion*, *Metaphorical Framing*, dan *Participatory Storytelling*, dengan total 81 kemunculan. *Sharing Experience* menjadi strategi paling dominan (23 kemunculan), diikuti oleh *Soft Selling Promotion* (21 kemunculan) dan *Riding The Waves* (18 kemunculan), sementara *Metaphorical Framing* paling jarang digunakan (3 kemunculan). Produk kecantikan dan perawatan diri mendominasi konten promosi dengan 69 kemunculan, mencerminkan kesesuaian antara citra personal influencer dan demografi audiensnya. Temuan ini menunjukkan bahwa promosi produk yang efektif di TikTok bertumpu pada narasi personal yang autentik, adaptasi terhadap tren, dan teknik persuasi yang halus, bukan pendekatan iklan langsung, sehingga menegaskan pentingnya digital storytelling sebagai strategi utama dalam pemasaran *influencer* kontemporer.

Kata Kunci: digital storytelling, tiktok, pemasaran influencer, promosi produk, sosiopragmatik.

INTRODUCTION

The development of social media has changed the way products are marketed, particularly through short video platforms like TikTok. TikTok is not only a means of entertainment but also a medium that helps drive buying and selling Wulandari et al. (2025). Creators utilize the short video feature to include implicit product promotions, making the content almost unnoticeable as an advertisement. Based on several existing videos, influencers use personal stories, trends, and emotions to

convey messages, making the promotion feel more natural. This way, viewers who view the content don't immediately realize they're being exposed to a promotional video, because the message is conveyed through engaging stories relevant to everyday life.

This phenomenon demonstrates a shift from modern marketing strategies to a more narrative and persuasive approach. In the context of social media, particularly TikTok, the success of content promotion is determined by the creator's ability to build emotional connections through relevant and engaging stories, not just visuals and product highlights. According to Suryasuciramdhan et al. (2024), successful content is content that builds emotional connections with audiences. In this context, creators use compelling storytelling to capture attention, maintain engagement, and indirectly influence purchasing decisions. This phenomenon demonstrates that storytelling is key to capturing user attention and driving purchasing decisions.

Based on this phenomenon, this study examines storytelling practices in TikTok promotional content. The study focuses on six key concepts in marketing storytelling: Riding The Waves, Sharing Experience, Problem Solution, Soft Selling Promotion, Metaphorical Framing, and Participatory Storytelling. This approach is used to identify how the story structure is built and how this strategy influences the audience's perception of content promotion, so that it is hoped that it can provide an overview of the effectiveness of storytelling as a digital marketing strategy in the social media era.

This research focuses on TikTok influencer Fuji's content as a real-life case study, examining several videos and how the product is incorporated into the video narrative. For example, in one of her videos, Fuji opens with a question that resonates with the audience, and relates this to own habits *"siapa yang di sini suka makan barbar?"* ("Who eats like a savage?"). Fuji introduces Ricky Cuaca's BYFT beverage product and explains that the product has released a new flavor. Fuji shares her experience after trying the product several times, explaining the flavor, and recommending her favorite variant. This strategy demonstrates the use of experiential storytelling because Fuji delivers reviews based on his personal experience after trying the product directly. This method makes promotional content feel more honest, natural, and convincing.

Several previous studies have discussed the effectiveness of storytelling in digital marketing. According to Saputri et al. (2026), storytelling in advertising can increase consumer emotional engagement and strengthen brand relationships.

Furthermore, Lestari et al. (2024) found that narratives based on personal experiences are more effective in building audience trust than direct promotional messages. Lou and Yuan (2019) explain that content authenticity and creator credibility are crucial factors in building consumer trust and driving engagement in social media influencer marketing.

This study employs Leech's (1983) sociopragmatic framework to examine how storytelling strategies are used in promotional content. Sociopragmatics explains how language use is influenced by social norms, cultural expectations, and communicative purposes within a particular community. In TikTok promotional videos, influencers adapt their language, expressions, and interaction styles to build audience engagement and deliver persuasive messages more effectively.

The study also draws on the concept of product selling in digital marketing proposed by Chaffey and Ellis-Chadwick (2019). This concept explains how digital platforms facilitate interactive communication between brands, content creators, and consumers through engaging and personalized content. In social media marketing, promotional messages are often integrated into storytelling and everyday experiences to create more authentic and persuasive communication. Therefore, sociopragmatics and product selling in digital marketing provide the theoretical foundation for analyzing how Fuji constructs storytelling-based promotional content and promotes products through audience-oriented communication on TikTok.

Based on previous research, many have examined the effectiveness of storytelling in digital marketing, focusing on marketing success. However, limited studies have examined how specific storytelling strategies such as Riding The Waves, Sharing Experience, Problem Solution, soft-selling promotion, Metaphorical Framing, and Participatory Storytelling are constructed in TikTok promotional content from a sociopragmatic perspective. Therefore, this study aims to identify and analyze the digital storytelling strategies employed in promotional content uploaded on Fuji's TikTok account (@fujiiian) through a sociopragmatic perspective.

METHOD

This research uses a descriptive qualitative method aimed at analyzing digital storytelling strategies in product promotion on the official TikTok account of Fujianti Utami Putri. The qualitative method is chosen because the research focuses on understanding meanings, narrative patterns, and promotional strategies presented in video content. The researcher limits the study to Fujianti Utami Putri's content

from January until April 2026 because this period provides relevant, focused, and representative data needed to analyze her storytelling and communication patterns systematically. This study aims to identify the most dominant strategies and examine how products can gain audience trust through promotional content. The selection of Fuji's TikTok account is based on her high engagement and consistency in creating promotional content using storytelling approaches that are engaging, communicative, and persuasive, making her account relevant as the object of this research.

The data source of this research consists of product promotion videos uploaded to Fuji's official TikTok account. The collected data include visual and textual data. The visual data consist of screenshots showing promotional activities, while the textual data include narratives and utterances spoken by Fuji. The data analysis technique applies the analysis proposed by James P. Spradley (1980), particularly componential analysis, to identify relationships, differences, and elements that construct storytelling strategies in promotional content. The analysis process is conducted through several stages, including video selection, data transcription, identification of visual and narrative elements, and classification of promotional strategies. The analysis focuses on identifying digital storytelling strategies based on Tuqo et al. (2026), such as Riding The Waves (RW), Sharing Experience (SE), and Problem Solution (PS), as well as several new findings, namely Soft Selling Promotion (SSP), Metaphorical Framing (MF), and Participatory Storytelling (PS). After identifying digital storytelling strategies, the promoted products were divided into three categories: food and beverage, beauty and personal care, fashion. These categories were used to facilitate component analysis. Furthermore, the storytelling elements found in promotional videos are grouped and compared to determine the most dominant strategies used.

FINDINGS AND DISCUSSION

Based on an analysis of product promotional videos on the TikTok account @fujiiian from January to April 2026, six digital storytelling strategies were found to be used to promote products: Riding The Waves (RW), Sharing Experiences (SE), Problem Solution (PS), Soft Selling Promotion (SSP), Metaphorical Framing (MF), and Participatory Storytelling (PS). These strategies were used in various product category videos, such as food and beverages, beauty and personal care, and fashion.

Table 2. Digital storytelling strategies and product categories in Fuji's TikTok account

Product Categories	Types of Digital Storytelling						Total
	RW	SE	PS	SSP	MF	PAS	
Food and Beverage	2	3		2			8
Beauty and Personal Care	13	19	9	18	3	7	69
Fashion	3	1		1			5
Total	18	23	9	21	3	7	81

a. Riding The Waves

Riding The Waves strategy is understood as an effort to leverage trending topics, viral audio, and popular content formats to enhance the relevance of promotional messages. This strategy was identified in 18 occurrences, indicating that Fuji frequently adapts her promotional content to ongoing trends on social media. By incorporating trending elements into her promotional videos, Fuji is able to present advertisements in a way that feels more natural and aligned with audience interests, making the content more engaging and easily accepted by viewers. This finding is based on Tuqo et al. (2026), that advertisements embedded within the context, trends, and dynamics of a platform are more readily accepted by audiences than advertisements delivered directly. Consequently, user engagement with both the content and the promoted products can be enhanced.



Figure 1. Riding The Waves in Fashion

Figure 1 shows Fuji promoting temporary waist tattoos using the popular *Jedag-Jedug* template on TikTok. The video presents three consecutive photos highlighting the tattoo results while following a trending editing style and viral audio. Instead of providing detailed product information, the promotion relies on visual attraction and current TikTok trends. This content represents the Riding The Waves strategy because the product is embedded within a popular content

format, making the promotion appear more natural and engaging. This finding supports Tuqo et al. (2026), who argue that advertisements integrated into platform trends are more readily accepted by audiences than direct promotional messages.

Fuji's adaptation of her promotional style to TikTok's communication norms is closely aligned with sociopragmatics, where short, trend-driven, and visually engaging content is preferred over explicit advertising. Rather than directly persuading viewers to purchase the product, she uses a familiar trend to communicate the promotional message indirectly. Consistent with Leech (1983), communicative choices are influenced by the social context in which they occur. By aligning the promotion with TikTok's interactive culture, the content appears more authentic and less intrusive, increasing the likelihood that audiences will engage with both the video and the promoted product.



Figure 2. Riding The Waves in Beauty and Personal Care

Figure 2 shows Fuji following the popular transition trend on TikTok. The video begins with Fuji appearing barefaced and then transitions to a full makeup look. During this transition, cushion products are used for the visual change, which is the main focus of the video. Figure 2 is included because, according to research by Tuqo et al. (2026), advertisements embedded in the context, trends, and dynamics of a platform are more easily accepted by audiences than ads delivered directly. This data also demonstrates the use of the Riding The Waves strategy. Fuji leverages the trending transition and audio trends as a means of product promotion. The product is positioned as a key part of the trend. Product promotions can be delivered in a more engaging, entertaining way, and in keeping with the characteristics of trend-following TikTok content.

In relation to sociopragmatics, Fuji adopts an informal communication style that reflects the interaction patterns commonly found on TikTok. Instead of using explicit persuasive language, the promotional message is conveyed through the

combination of visual transformation and minimal verbal expression. According to Leech (1983), language use is shaped by the social context and communicative goals of the speaker. In this context, Fuji's language and presentation style make the promotion appear as part of ordinary content rather than a conventional advertisement, allowing the message to be delivered more naturally and encouraging audience engagement.

b. Sharing Experience

Sharing Experience strategy is understood as an approach that conveys promotional messages through the creator's personal experience with a product. This strategy was identified in 23 occurrences, indicating that Fuji frequently shares her firsthand experiences when promoting products. By presenting advertisements through personal stories and experiences, the promotional content appears more authentic and is more easily accepted by audiences. This finding is based on Tuqo et al. (2026), that advertisements embedded within a narrative are more readily accepted by audiences than direct promotional messages.



Figure 3. Sharing Experience in Food and Beverage

Figure 3 shows Fuji promoting Le Minerale by sharing her personal experience during Ramadan. She explains that she regularly drinks Le Minerale during sahur and iftar to stay hydrated and maintain her energy while carrying out daily activities. This promotional content reflects the Sharing Experience storytelling strategy, where the influencer presents the product through her own consumption experience rather than directly emphasizing product features. By connecting Le Minerale with her daily routine during fasting, Fuji creates a more authentic and relatable narrative that helps audiences understand the practical benefits of the product in a real-life context. This finding is consistent with Green and Brock (2000), who argue that audiences are more receptive to messages when they become emotionally involved in a narrative.

In relation to sociopragmatics, Fuji employs an informal and conversational style that reflects the communication practices commonly found on TikTok. Her language emphasizes personal experience instead of direct persuasion, making the promotional message appear sincere and trustworthy. According to Leech (1983), language choices are influenced by the social context and the speaker's communicative purpose. In this case, the use of a familiar Ramadan setting and everyday expressions helps the audience relate to Fuji's experience, allowing the product promotion to be perceived as a natural part of her daily life rather than as an explicit advertisement.



Figure 4. Sharing Experience in Beauty and Personal Care

Figure 4 shows the Sharing Experience strategy in beauty and personal care promotion. Fuji shares the results she experienced after using the product, explaining that her stretch marks became smoother and less visible over time. This promotional content reflects the Sharing Experience storytelling strategy because the product is introduced through the influencer's personal usage and perceived results rather than through direct advertising claims. In the beauty and personal care category, consumers often seek evidence of product effectiveness through user experiences before making purchase decisions. Therefore, Fuji's personal testimony helps audiences visualize the product's potential benefits in a more concrete and relatable way. This finding supports Richter et al. (2026), who state that storytelling enables influencers to build authenticity and maintain stronger audience engagement through personal narratives.

In relation to sociopragmatics, Fuji adopts an informal and experience-based communication style that aligns with the interactive nature of TikTok. Instead of making direct persuasive claims, she relies on personal testimony to convey the promotional message. According to Leech (1983), language use is shaped by social context and communicative intentions. In this content, Fuji's use of everyday

expressions and personal experience reduces the promotional tone of the message, making it appear more genuine and credible. As a result, the audience is more likely to interpret the recommendation as a sincere personal experience rather than as a conventional advertisement.

c. Problem Solution

Problem–Solution strategy is understood as an approach that presents a common problem and offers a product as the solution. This strategy was identified in 9 occurrences, indicating that Fuji often highlights beauty-related issues familiar to her audience before introducing the promoted product. As a result, the promotional content becomes more relatable and persuasive. This finding is consistent with Tuqo et al. (2026), who argue that advertisements embedded within a narrative are more readily accepted by audiences than direct promotional messages. Therefore, Fuji's use of the Problem–Solution strategy helps increase audience engagement with the promoted products.



Figure 5. Problem Solution in Beauty and Personal Care

Figure 5 shows use of the Problem Solution strategy in Fuji's promotional content. Fuji begins by highlighting common problems experienced by consumers, such as lip cream that cracks, feels heavy, and causes lips to become darker. After presenting these issues, Fuji offers a solution by recommending a lip cream product that claims to overcome those problems and create a brighter appearance. To strengthen the persuasive message, Fuji also explains the ingredients contained in the product, emphasizing its benefits and effectiveness to the audience.

In relation to sociopragmatics, Fuji employs a conversational and audience-oriented communication style that reflects the interactive nature of TikTok. She frames the discussion around problems that are familiar to viewers before introducing the product as a practical solution. According to Leech (1983), language use is influenced by the social context and the speaker's communicative purpose. In this content, Fuji's use of simple and relatable expressions encourages

viewers to identify with the problems presented, making the product recommendation appear more natural and persuasive rather than as a direct advertising message.

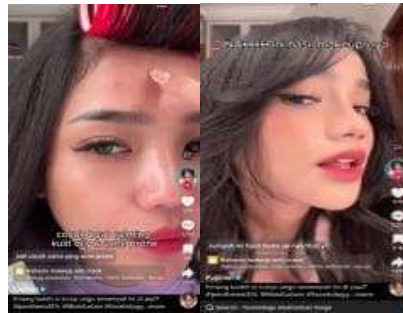


Figure 6. Problem Solution in Beauty and Personal Care

Problem solution storytelling strategy is a strategy that presents a problem or challenge experienced by the speaker and then offers a product as the solution. This strategy is commonly used in promotional content to make advertisements more relatable and persuasive because the audience can connect the situation with their own experiences. In this content, Fuji shows a situation where she is in a hurry and has limited time to get ready, while also experiencing skin problems such as dull skin, small bumps, and dark spots. She explains that she needs a practical moisturizer that is not sticky and can help makeup adhere better to the skin. As the solution, Fuji introduces the “Satset” moisturizer and describes its benefits for creating smoother and more flawless makeup results. At the end of the video, she demonstrates the final makeup appearance to strengthen the persuasive appeal and effectiveness of the product.

In relation to sociopragmatics, Fuji uses an informal and relatable communication style that reflects everyday interactions on TikTok. She begins by describing problems that are commonly experienced by her audience before introducing the product as a practical solution. According to Leech (1983), language choices are influenced by social context and communicative intentions. In this content, Fuji's use of simple expressions and familiar situations helps establish a sense of shared experience with viewers. As a result, the promotional message is perceived as a helpful recommendation rather than a direct advertisement, increasing its persuasive potential.

d. Soft Selling Promotion

Soft Selling Promotion is understood as a strategy that integrates product promotion subtly into relatable narratives without directly urging audiences to

purchase. This strategy was identified in 21 occurrences, indicating that Fuji consistently embeds products into her everyday scenarios in a natural and non-intrusive manner. As a result, promotional content feels more like a genuine recommendation than a conventional advertisement. This finding aligns with Huang (2026), who argues that influencer storytelling enhances audience authenticity perception and reduces resistance toward promotional messages. Therefore, Fuji's use of Soft Selling Promotion helps build gradual audience trust and interest in the promoted products.



Figure 7. Soft Selling Promotion in Beauty and Personal Care

Figure 7 shows Fuji promoting Ainie perfume using the Soft Selling Promotion strategy. Rather than directly introducing the product, Fuji incorporates it naturally into her content in a relaxed and conversational manner. The promotion is embedded within her narrative so that it feels more like a casual recommendation than a structured advertisement. By avoiding direct selling language, Fuji allows the product to be introduced organically, which helps maintain her authenticity and gradually builds audience trust toward the promoted product.

In relation to sociopragmatics, Fuji employs an informal communication style that reflects the interaction patterns commonly found on TikTok. According to Leech (1983), language use is shaped by the social context and the speaker's communicative purpose. In this content, Fuji's use of everyday expressions and conversational language minimizes the impression of commercial promotion. As a result, the product recommendation is perceived as a genuine personal suggestion rather than a direct sales message, making it more acceptable and engaging for the audience.



Figure 8. Soft Selling Promotion in Beauty and Personal Care

Figure 8 shows Fuji promoting Maybelline Superstay Baby Matte Cushion through the Soft Selling Promotion strategy. The product is integrated into a relatable daily life scenario without any direct or aggressive selling approach. Fuji presents the cushion as a natural part of her everyday routine, making the promotional content feel lifestyle-driven rather than overtly commercial. This subtle integration allows viewers to organically associate the product with a relatable experience, strengthening the persuasive appeal without disrupting the flow of the content.

In relation to sociopragmatics, Fuji adopts an informal and conversational communication style that is consistent with the interaction patterns of TikTok users. According to Leech (1983), language use is influenced by the social context and the speaker's communicative intentions. In this content, Fuji avoids explicit persuasive expressions and instead introduces the product through a familiar daily activity. This language choice reduces the commercial tone of the promotion and encourages viewers to perceive the product recommendation as a natural part of her everyday experience, thereby enhancing its authenticity and persuasive effect.

e. Metaphorical Framing

Metaphorical Framing is understood as a storytelling strategy that uses metaphors to describe products, situations, or user experiences in order to create emotional and symbolic meaning. This strategy was identified in 3 occurrences, indicating that Fuji occasionally employs metaphorical expressions in her promotional content. By presenting products through metaphorical narratives, the promotional message becomes more engaging, memorable, and meaningful for audiences. This finding aligns with Phillips and McQuarrie (2004), who argue that metaphorical expressions in advertising enhance audience attention, encourage deeper message processing, and improve message recall. Therefore, Fuji's use of

Metaphorical Framing helps strengthen audience interest and enhances the effectiveness of promotional messages by creating emotional and symbolic connections with the promoted products.



Figure 9. Metaphorical Framing in Beauty and Personal Care

In this video, Metaphorical Framing was identified in Fuji's promotional video for Garnier Mochi Moisturizer when she described and visually represented her face as "mochi" after using the product. This representation does not refer to a literal transformation, but it creates a symbolic comparison between skin condition and the characteristics of mochi. Mochi is commonly associated with softness, elasticity, and a chewy texture. By framing her post-application skin as mochi-like, the content communicates that the moisturizer produces a smooth, supple, and hydrated skin effect. This metaphor strengthens the product message in a visual and experiential way, allowing the audience to understand the skincare benefit through a familiar food texture rather than direct technical explanation.

In relation to sociopragmatics, Fuji uses figurative language that is closely connected to the audience's shared cultural knowledge and everyday experiences. According to Leech (1983), language choices are shaped by social context and communicative purposes. In this content, the metaphor "mochi" functions as a communicative strategy that simplifies the product's benefits through a familiar concept. This language choice makes the promotional message more vivid, relatable, and memorable, allowing viewers to interpret the intended meaning more easily while maintaining the natural and conversational style of the content.



Figure 10. Metaphorical Framing in Beauty and Personal Care

In this video, Metaphorical Framing was found in Fuji's promotional video for Honey Glow Up Tone Cream when she poured the product like honey or jam during the content. This action does not reflect the real function of the skincare product, but it creates a symbolic comparison between the tone cream and a thick, sweet spread. The honey-like visualization highlights the smooth, creamy, and rich texture of the product, which suggests easy application and a glowing skin effect.

By framing the product as something similar to honey or jam, the video constructs an indirect meaning that connects skincare benefits with familiar food textures. This visual metaphor also adds a playful and engaging tone, making the advertisement more memorable while helping the audience understand the product qualities through everyday imagery rather than technical explanation.

In relation to sociopragmatics, Fuji employs visual and linguistic expressions that draw on the audience's shared cultural experiences. According to Leech (1983), language use is influenced by social context and communicative intentions. In this content, the comparison between the tone cream and honey functions as a metaphor that simplifies the product's characteristics into a concept that viewers can easily recognize. This communicative strategy enhances the clarity of the promotional message while maintaining the informal and conversational style that is typical of TikTok content, making the advertisement appear more natural and engaging.

f. Participatory Storytelling

In this study, Participatory Storytelling is understood as a storytelling strategy that encourages audience involvement and interaction within promotional content. This strategy was identified in 7 occurrences, indicating that Fuji often engages her audience by creating opportunities for participation and interaction in her promotional videos. By involving audiences in the narrative, the promotional

content becomes more engaging and interactive, allowing viewers to feel more connected to both the content and the promoted product. Participatory Storytelling helps strengthen audience engagement and fosters a closer relationship between the creator and the audience.



Figure 11. Participatory Storytelling in Beauty and Personal Care

In this content, Fuji responds to netizens' jokes about her frequently being matched with other people, creating a more interactive and relatable communication style with the audience. She explains that she feels tired because she has just returned from an event and needs to remove her makeup. During the storytelling process, Fuji introduces Skintific cleansing tissue and explains its benefits, such as effectively removing waterproof makeup with only one sheet, being practical to use, not causing a tight sensation on the skin, and making the face appear glowing. This strategy demonstrates Participatory Storytelling because Fuji builds audience engagement by responding to topics and comments that are already popular among her viewers.

From a sociopragmatic perspective, Fuji adopts an informal and interactive communication style that reflects the participatory culture of TikTok. According to Leech (1983), language use is shaped by social context and communicative intentions. By responding to comments and jokes that are already familiar to her audience, Fuji establishes a sense of shared understanding and reduces the social distance between herself and her viewers. This interaction allows the promotional message to emerge naturally within the conversation, making the product recommendation appear more authentic and engaging rather than as a direct advertisement.



Figure 12. Participatory Storytelling in Beauty and Personal Care

In this content, Fuji responds to the audience's reactions and curiosity about the matcha-flavored underarm product, creating a more interactive and engaging communication style with viewers. Through her natural expressions and spontaneous responses, Fuji shares her impressions of the product while explaining its uniqueness and appeal. During the storytelling process, she involves the audience as if they are experiencing the moment together, making the promotion feel more authentic and relatable. This strategy demonstrates Participatory Storytelling because Fuji builds audience engagement by reacting to topics and products that attract public attention and encourage interaction among viewers.

From a sociopragmatic perspective, Fuji employs an informal and conversational communication style that aligns with the interactive culture of TikTok. According to Leech (1983), language choices are influenced by the social context and the speaker's communicative purpose. By responding to viewers' curiosity and using natural, everyday expressions, Fuji creates a sense of shared interaction with her audience. This communicative approach reduces the impression of direct advertising and allows the product promotion to emerge naturally within the conversation, making it more engaging, relatable, and persuasive.

The research findings identified six digital storytelling strategies used by Fuji to promote its products on TikTok, with a total of 81 occurrences. Three of these Riding The Waves, Sharing Experience, and Problem–Solution were adopted from the digital storytelling framework proposed by Tuqo et al. (2026). Meanwhile, three other strategies: Soft Selling Promotion, Metaphorical Framing, and Participatory Storytelling, emerged from this study as additional storytelling patterns found in Fuji's promotional content.

Among these six strategies, Sharing Experience was the most dominant with 23 occurrences, followed by Soft Selling Promotion with 21 occurrences, and Riding The Waves with 18 occurrences. The dominance of these strategies indicates that Fuji relies more on personal narratives and indirect promotional approaches than direct advertising. By sharing personal experiences with the product, promotional messages are integrated into everyday stories, making the content appear more authentic and relatable. The high prevalence of soft-selling promotions further emphasizes the role of embedded advertising in Fuji's promotional videos. Rather than explicitly persuading audiences to purchase a product, promotional messages are subtly embedded into stories, experiences, and interactions. The frequent use of Riding The Waves also highlights the importance of tailoring promotional narratives to current social media trends. By incorporating viral audio, trending topics, and popular content formats, Fuji aligns promotional messages with audience interests and the platform's culture. This strategy allows ads to remain relevant and engaging while maintaining their narrative quality.

The findings also revealed that the Beauty and Personal Care category dominated, with 69 of the 81 appearances. This dominance may be due to the nature of beauty products, which lend themselves well to storytelling through personal experiences, product demonstrations, Problem Solution narratives, and audience engagement. Beauty products often involve visible results and personal routines, giving creators greater opportunities to build compelling narratives around product use. Consequently, storytelling-based promotional strategies appear more frequently in this category than in Food & Beverage and Fashion. Furthermore, the emergence of soft-selling promotions, Metaphorical Framing, and Participatory Storytelling as additional strategies demonstrates the increasing diversity of digital storytelling on TikTok. These strategies demonstrate how creators not only convey product information but also create emotional, symbolic, and interactive experiences for audiences. Overall, the findings suggest that Fuji's promotional content is characterized by a strong emphasis on embedded advertising, where promotional messages seamlessly blend into narratives, personal experiences, and trending content.

From a sociopragmatic perspective, these findings indicate that Fuji's promotional content is shaped not only by digital storytelling strategies but also by language choices that are influenced by the social context of TikTok. According to Leech (1983), language use is closely related to communicative purposes and

the relationship between speakers and audiences. Fuji's use of informal, conversational, and audience-oriented language allows promotional messages to be integrated naturally into everyday interactions. Consequently, the promotional content is perceived as more authentic, relatable, and persuasive than direct advertising.

CONCLUSION

Based on the findings and discussion, Fuji employs digital storytelling as a way of integrating promotional messages into content that is personal, relatable, and consistent with the characteristics of TikTok. Rather than presenting products through direct advertising, the promotional messages are embedded within everyday experiences, current trends, and interactions with the audience. This indicates that digital storytelling enables Fuji to communicate the value of products while maintaining the entertainment and personal nature of her content.

Digital storytelling also shows the importance of personal branding in TikTok product promotion. Fuji's promotional content connects the products with her lifestyle and public persona, allowing commercial messages to appear as part of her regular content rather than as separate advertisements. This approach can create a more natural communication process in which audiences are introduced to products through contexts that are familiar and relevant to them.

Therefore, Fuji's digital storytelling strategies can be understood as an adaptive promotional approach that combines storytelling, personal branding, and the interactive nature of TikTok. The strategies enable promotional content to maintain its commercial purpose while reducing the impression of conventional advertising. In this way, digital storytelling serves not only to deliver product information but also to build audience engagement and make promotional communication more

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