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**STORYTELLING ENDORSEMENT DAN INISIASI HUBUNGAN  
ROMANTIS**

(Studi Korelasi *Endorsement* Fore Coffee terhadap Pengikut Akun Instagram  
*Personal Influencer @amazing*)

**SKRIPSI**

Diajukan untuk memenuhi sebagian dari syarat meraih gelar

Sarjana Ilmu Komunikasi



oleh

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(Studi Korelasi *Endorsement* Fore Coffee terhadap Pengikut Akun Instagram  
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## LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul "*Storytelling Endorsement dan Inisiasi Hubungan Romantis (Studi Korelasi Endorsement Fore Coffee terhadap Pengikut Akun Instagram Personal Influencer @amazing)*" ini beserta seluruh isinya adalah benar-benar karya saya sendiri.

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Bandung, Desember 2021

Yang membuat pernyataan



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## Abstrak

Mutiara Ramadhanti Putriyani. 1701799. *Storytelling Endorsement* dan Inisiasi Hubungan Romantis (Studi Korelasi *Endorsement* Fore Coffee terhadap Pengikut Akun Instagram *Personal Influencer @amazing*).

Pesatnya pertumbuhan teknologi digital memicu transformasi berbagai aktivitas dari cara tradisional menjadi terdigitalisasi, termasuk diantaranya *storytelling endorsement*. Alexander Thian, seorang *influencer* dengan akun Instagram *@amazing* menggunakan metode *storytelling endorsement* sebagai ciri khas dalam kegiatan *endorsement* miliknya. Fore Coffe merupakan produk *storytelling endorsement* terbaru milik *@amazing* yang mengangkat kisah tentang proses inisiasi hubungan romantis. Penelitian ini bertujuan untuk mengetahui adanya hubungan atau korelasi antara *storytelling endorsement* dengan inisiasi hubungan romantis. Landasan teori dalam penelitian ini adalah teori penetrasi sosial. Variabel *storytelling endorsement* terdiri atas sub variabel aksi, komunikasi, transmisi nilai, pengetahuan, aspek pencapaian digital, dan aspek kombinasi. Variabel inisiasi hubungan romantis terdiri atas sub variabel *waiting*, *hinting*, *direct*, dan *third-party intervention*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode studi korelasi. Penelitian disebarakan kepada 100 pengikut *@amazing* yang ditentukan oleh teknik *simple random sampling*. Hasil penelitian menunjukkan bahwa: 1) Ada hubungan positif antara variabel aksi dengan inisiasi hubungan romantis. 2) Ada hubungan positif antara variabel komunikasi dengan inisiasi hubungan romantis, namun memiliki korelasi yang lemah. Ada hubungan positif antara variabel transmisi nilai dengan inisiasi hubungan romantis. 4) Terdapat hubungan positif antara variabel pengetahuan dengan inisiasi hubungan romantis. 5) Terdapat hubungan positif antara variabel aspek pencapaian digital dengan inisiasi hubungan romantis. 6) Ada hubungan positif antara variabel aspek kombinasi dengan inisiasi hubungan romantis. 7) Ada hubungan positif yang signifikan antara *storytelling endorsement* dengan inisiasi hubungan romantis. Dengan demikian, terdapat temuan baru dalam topik penelitian mengenai *storytelling*, yakni adanya hubungan antara *storytelling endorsement* dengan inisiasi hubungan romantis.

Kata kunci: *Storytelling*, *Storytelling Endorsement*, *Inisiasi Hubungan Romantis*, *Instagram*, *Teori Penetrasi Sosial*

## **Abstract**

Mutiara Ramadhanti Putriyani. 1701799. *Storytelling Endorsement and Romantic Relationship Initiation (Correlational Study of Fore Coffee's Storytelling Endorsement Towards Instagram Followers of Personal Influencer @amazing)*.

*Digital technology's rapid development transformed many traditional activities to become digitized, storytelling endorsement was one of them. Alexandher Thian, an influencer namely @amazing on Instagram utilized the storytelling endorsement method as his special features while endorsing. Fore Coffee is one of his latest project that applied storytelling endorsement that tells a story about romantic relationship initiation. This research intend to figure out the relationship between storytelling endorsement and romantic relationship initiation. The grand theory in this research is the social penetration theory. The storytelling endorsement variable consists of several sub-variables such as action, communication, value transmission, knowledge, digital creation aspect and combination aspect. The romantic relationship initiation variable consists of several sub-variables such as waiting, hinting, direct, and third party intervention. This research used quantitative approach with correlation study as its method. The questionnaire was spread to 100 followers of @amazing Instagram account that was determined by simple random sampling technique. The research found that: 1) There is a significantly positive relation between action and romantic relationship initiation, 2) There is a significantly positive relation between communication and romantic relationship initiation, 3) There is a significantly positive relation between value transmission and romantic relationship initiation, 4) There is a significantly positive relation between knowledge and romantic relationship initiation, 5) There is a significantly positive relation between digital creation aspect and romantic relationship initiation, 6) There is a significantly positive relation between combination aspect and romantic relationship initiation, 7) There is a significantly positive relation between storytelling endorsement and romantic relationship. Therefore, this research contains novelty on storytelling related topics that there is any significant relation between storytelling endorsement and romantic relationship.*

**Keywords:** *Storytelling Endorsement, Romantic Relationship Initiation, Instagram, Social Penetration Theory*

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