

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh struktur naratif, *brand personality* dan *emotional connection* terhadap *awareness of health* dan *purchase intention* pada 100 responden Generasi milenial. Penelitian ini juga melihat seberapa besar efek yang timbul dalam komponen cerita seperti struktur naratif, *brand personality* dan *emotional connection* pada pola pikir generasi milenial terhadap kesehatannya.

Metode yang digunakan pada penelitian ini adalah survei kuantitatif berbentuk kuisioner online dengan menggunakan skala likert dari 1 sampai 5 sebanyak 17 pernyataan. Jumlah responden sebanyak 100 orang berasal dari generasi milenial. Pengukuran kuantitatif yang dilakukan menggunakan pendekatan Structural Equation Model (SEM) berbasis Partial Least Square (PLS).

Berdasarkan hasil dari penelitian yang dilakukan, dapat disimpulkan bahwa salah satu komponen *storytelling marketing* yaitu struktur naratif dalam Webseries “Sore” tidak berpengaruh signifikan terhadap *awareness of health* generasi milenial. Namun, komponen *storytelling marketing* yang lain seperti *brand personality* dan *emotional connection* berpengaruh positif signifikan terhadap *awareness of health* generasi milenial. Sehingga kesimpulan penelitian ini adalah *awareness of health* pada generasi milenial berpengaruh positif signifikan terhadap *purchase intention* produk Tropicana Slim Stevia.

Kata Kunci : struktur naratif, *brand personality*, *emotional connection*, *awareness of health*, *purchase intention*

ABSTRACT

This research aims to determine how much the narrative structure, brand personality and emotional connection on health awareness and purchase intention in 100 respondents Millennial. This study also discusses the major impacts that arise in the story components such as narrative structure, brand personality and emotional connection to the mindset of millennial towards their health.

The method used in this research is an online questionnaire in the form of a questionnaire using a Likert scale from 1 to 5 as many as 17 questions. The number of participants as many as 100 people came from the millennial generation. Quantitative measurements were carried out using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS).

Based on the results of the research conducted, it can be concluded that one component of storytelling marketing namely the narrative structure in "Sore" Webseries does not significantly influence millennial awareness of health. However, other components of marketing storytelling such as brand personality and emotional connection have a significant positive effect on millennial awareness of health. So this research conclusion is the awareness of health on millennial generation has a significant positive effect on Tropicana Slim Stevia product purchase intention.

Key Word : narrative structure, brand personality, emotional connection, awareness of health, purchase intention