

Influencer Narrative Communication in Promoting Skaye Cafe Lampung to Potential Visitors: A Study of Instagram Reels Content on the @aqillaaqtrn Account

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ABSTRACT

This study aims to analyze the forms of narrative communication used by an influencer in promoting Skaye Cafe Lampung to potential visitors through Instagram Reels. The research employed a qualitative descriptive approach with a post-positivist paradigm. Data were collected through non-participant observation of five Instagram Reels uploaded on the @aqillaaqtrn account, in-depth interviews with key and supporting informants, and documentation. The findings indicate that the influencer applied three forms of narrative communication: experience-based narratives, value-based narratives, and accessibility-based narratives. Experience-based narratives highlighted the atmosphere, facilities, and social experiences at the café. Value-based narratives emphasized promotional offers, affordable prices, and product benefits to attract potential visitors. Accessibility-based narratives focused on the convenience of ordering through online food delivery services. These narrative forms were presented through storytelling that combined visual elements, personal experiences, and persuasive messages, making the promotional content more engaging and relatable. The study concludes that integrating these forms of narrative communication enables influencers to deliver promotional messages more effectively and enhance potential visitors' interest in Skaye Cafe Lampung.
Keywords: accessibility, influencer, Instagram Reels, narrative communication, potential visitors, promotion, Skaye Cafe Lampung, storytelling

I. INTRODUCTION

The rapid development of digital technology has transformed marketing communication practices, particularly through social media platforms. Businesses increasingly utilize social media to introduce products, build brand awareness, and establish closer relationships with consumers. Instagram has become one of the most popular platforms for digital promotion because it enables the integration of visual, textual, and audiovisual content into an engaging communication medium. Among its various features, Instagram Reels has emerged as an effective tool for delivering promotional messages through short-form videos that can quickly capture audience attention.

The growing use of influencers has further strengthened digital marketing strategies on social media. Influencers are considered credible communicators because they often present promotional messages through personal experiences and storytelling rather than direct advertising. This communication approach allows audiences to perceive promotional content as authentic and relatable. Consequently, narrative communication has become an important strategy for influencing audience perceptions and encouraging their interest in a promoted product or service.

Narrative communication refers to the process of conveying messages through stories that present experiences, values, and meaningful events in a coherent sequence. In digital marketing, narrative communication enables influencers to create emotional connections with audiences by combining visual elements, verbal narration, and personal experiences. Rather than simply providing product information, influencers construct stories that encourage potential consumers to imagine themselves experiencing the products or services being promoted.

Skaye Cafe Lampung is one of the culinary businesses that utilizes Instagram influencers to promote its products and dining atmosphere. Promotional content uploaded by the influencer account @aqillaaqtrn presents various aspects of the café, including food and beverage promotions, cafe ambience, live music performances, city-light views, and online food delivery

services. These promotional videos demonstrate the use of narrative elements that potentially shape audience perceptions and stimulate their intention to visit the cafe.

Although influencer marketing has been widely discussed, studies focusing specifically on the forms of narrative communication employed in Instagram Reels remain limited, particularly in the context of local culinary businesses. Most previous studies emphasize marketing effectiveness, consumer behavior, or persuasive communication, while fewer examine how narrative forms are constructed within short-form promotional videos. This gap highlights the need to explore how influencers organize and deliver narrative messages to attract potential visitors.

Based on this background, this study aims to analyze the forms of narrative communication used by the influencer on the Instagram account @aqillaaqtrn in promoting Skaye Cafe Lampung to potential visitors through Instagram Reels. The findings are expected to contribute to the development of narrative communication studies and provide practical insights for businesses and influencers in designing more engaging promotional content.

II. LITERATURE REVIEW

A. Narrative Communication

Narrative communication is a communication process that conveys messages through stories, experiences, and events arranged in a coherent sequence. Stories enable communicators to present information in a more engaging and meaningful way, allowing audiences to understand messages not only through facts but also through emotional experiences. In digital communication, narrative communication helps create stronger connections between communicators and audiences because messages are delivered through personal and relatable experiences.

In the context of social media marketing, narrative communication is frequently employed by influencers to promote products or services. Rather than relying solely on persuasive claims, influencers integrate personal experiences, product benefits, and everyday situations into their content. This storytelling approach increases audience engagement and encourages potential consumers to develop positive perceptions of the promoted products or services.

This study adopts three forms of narrative communication as the analytical framework. The first is experience-based narratives, which emphasize personal experiences and the atmosphere surrounding the promoted place. The second is value-based narratives, which highlight product benefits, affordability, and promotional value offered to consumers. The third is accessibility-based narratives, which communicate the convenience of obtaining products or services, including ordering methods and service accessibility. These three narrative forms provide the basis for analyzing how the influencer communicates promotional messages through Instagram Reels.

B. Instagram Reels as a Promotional Medium

Instagram Reels is a short-video feature that enables users to combine video, audio, text, and visual effects into engaging digital content. This feature has become an effective promotional medium because it allows businesses and influencers to deliver information creatively while attracting audience attention within a short viewing duration.

The visual and interactive characteristics of Instagram Reels support the implementation of narrative communication. Through short videos, influencers can present product demonstrations, share personal experiences, display café atmospheres, and interact with audiences in ways that make promotional messages appear more authentic. Consequently, Instagram Reels has become an important platform for influencer marketing and digital storytelling in the culinary industry.

C. Influencer in Digital Marketing

An influencer is a social media user who has the ability to affect audience perceptions, attitudes, and behavioral intentions through the content they create. Influencers are considered credible sources because they communicate with audiences in a personal and conversational

manner. Their recommendations are often perceived as more trustworthy than traditional advertising.

In promoting culinary businesses, influencers combine storytelling, visual presentation, and personal experiences to communicate promotional messages. This communication style allows audiences to imagine themselves experiencing the products or services being promoted. Therefore, understanding the forms of narrative communication used by influencers is essential for explaining how promotional content can attract potential visitors through Instagram Reels.

III. RESEARCH METHODOLOGY

This study employed a descriptive qualitative approach within a post-positivist paradigm. The study aimed to analyze the forms of narrative communication used by the Instagram influencer @aqillaaqtrn in promoting Skaye Cafe Lampung to potential visitors. A qualitative approach was selected because it enables researchers to understand communication phenomena and explore how narrative messages are constructed and presented through Instagram Reels. This approach also allows the researcher to interpret the meanings embedded in promotional content shared by the influencer.

A. Informants

The informants in this study were selected using purposive sampling and snowball sampling techniques. The key informant was Aqila Qutrinnada (@aqillaaqtrn), an Instagram influencer who actively promoted Skaye Cafe Lampung through Instagram Reels. Primary informants consisted of internal representatives of Skaye Cafe Lampung, including the manager, public relations officer, and content creator who were directly involved in promotional activities. Supporting informants were visitors of Skaye Cafe Lampung who had viewed or interacted with the influencer's promotional content. The selection of informants was intended to obtain comprehensive information regarding the forms of narrative communication used in promoting Skaye Cafe Lampung.

B. Data Collection Techniques

Data were collected through non-participant observation, in-depth interviews, and documentation. Non-participant observation was conducted by examining five Instagram Reels uploaded by @aqillaaqtrn that contained promotional content related to Skaye Cafe Lampung. The observation focused on identifying the forms of narrative communication, namely experience-based narratives, value-based narratives, and accessibility-based narratives. In-depth interviews were conducted with the key informant, primary informants, and supporting informants to obtain detailed information regarding the communication process and promotional practices. Documentation included screenshots of Reels content, captions, audience comments, photographs, and other supporting materials relevant to the research objectives.

C. Data Analysis

The collected data were analyzed using the interactive model proposed by Miles and Huberman, which consists of data reduction, data display, and conclusion drawing. During the data reduction stage, data obtained from observations, interviews, and documentation were selected and categorized according to the research focus, namely the forms of narrative communication. The data were then systematically presented in tables and descriptive explanations to facilitate interpretation and analysis. Finally, conclusions were drawn by identifying patterns of narrative communication used by the influencer in promoting Skaye Cafe Lampung to potential visitors. To ensure the credibility of the findings, source triangulation and technique triangulation were employed throughout the research process.

IV. RESULT AND DISCUSSION

A. Forms of Narrative Communication Used by the Influencer

1. Experience-Based Narrative

Experience-based narratives were identified in the second and fifth Instagram Reels. The influencer presented personal experiences while visiting Skaye Cafe Lampung by highlighting the café's atmosphere, sunset view, city lights, live music performances, and social interactions. Rather than focusing solely on the products, the promotional content emphasized the experience of spending leisure time at the café. This narrative encouraged audiences to imagine themselves enjoying a comfortable and memorable environment, making the promotional message more engaging and relatable.

2. Value and Benefit-Based Narrative

Value-based narratives appeared in four of the five promotional videos. The influencer emphasized product value through affordable prices, promotional programs, and economic benefits offered by the café. Examples included Pizza Bread promotions, Buy One Get One burger offers, combo meal packages, and Ramadan buffet promotions. These narratives presented practical information that helped audiences recognize the value of visiting Skaye Cafe Lampung while simultaneously increasing their interest in the available promotional offers.

3. Accessibility-Based Narrative

Accessibility-based narratives were identified primarily in the fourth Instagram Reel. The influencer emphasized the convenience of ordering food through online delivery platforms without visiting the café directly. The content also highlighted discount offers available through food delivery applications. This narrative demonstrated that promotional messages were not limited to encouraging café visits but also provided audiences with practical and convenient alternatives for accessing the café's products.

V. CONCLUSION

This study concludes that the Instagram influencer @aqillaaqtrn employed three forms of narrative communication in promoting Skaye Cafe Lampung through Instagram Reels: experience-based narratives, value-based narratives, and accessibility-based narratives. Experience-based narratives highlighted the atmosphere and social experiences offered by the café, value-based narratives emphasized promotional offers and product benefits, while accessibility-based narratives focused on the convenience of online food ordering services. These forms of narrative communication enabled the influencer to present promotional messages in an informative, engaging, and relatable manner, thereby increasing the attractiveness of Skaye Cafe Lampung to potential visitors. The findings contribute to the understanding of narrative communication in digital marketing and may serve as a reference for influencers and businesses in developing more effective promotional content on social media.

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