



**FROM AUTHENTICITY TO ASPIRATION: A SYNERGISTIC
ANALYSIS OF DUAL NARRATIVE STRATEGIES IN BUILDING
BRAND TRUST AND DRIVING CONVERSION IN GEN Z
AUDIENCES (CASE STUDY: YOUR24 SME BRAND ON
INSTAGRAM PLATFORM)**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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ABSTRACT

Purposes - This study aims to investigate how well a synergistic dual-narrative approach, guided by the Elaboration Likelihood Model (ELM), cultivates trust and aspirations. The study examines YOUR24's content pillars ("Ocehan Owner" and "Rumah Idaman") and examines their effects on audience loyalty and purchase intention using frameworks such as StoryBrand, Narrative Transportation, and the AIDA consumer journey.

Design/Methodology/Approach - With an interview protocol correlated with multiple theoretical frameworks, this study takes a qualitative approach. The synergistic dual-narrative model, which includes the Intention-Action Gap and Marketing ROI, will be examined in light of interview data pertaining to audience perceptions of authenticity, emotional impact, trust, and engagement.

Findings - According to the developed theoretical framework, audience engagement, loyalty, and purchase intention can all be significantly impacted by the dual-narrative strategy, which makes use of the ELM's Central Route (trust) and Peripheral Route (aspiration). The integration of diverse models underscores the moderating function of trust and pinpoints possible weaknesses in the consumer journey, including the Intention-Action Gap.

Originality/Value - By combining well-known models of persuasion and consumer behaviour, this study provides a thorough theoretical framework for examining synergistic dual-narrative tactics. It offers a fresh perspective on how content pillars help brands foster aspiration and trust, as well as how they affect marketing results. In addition to providing useful insights for the creation of comprehensive and successful digital content strategies, this research advances the theory of narrative marketing.

Keywords: Dual Narrative Strategy, Elaboration Likelihood Model (ELM), Brand Trust, Aspiration, Gen Z, Purchase Intention, Intention-Action Gap.

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