

The Concept of Transmedia Storytelling Barista on Instagram Content @_temanduduk

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Abstract. The development of the coffee shop industry in Indonesia has encouraged businesses to implement digital communication strategies that can build emotional closeness with customers. Instagram has become an important medium in shaping brand narratives through experience-based storytelling. This study aims to examine the role of baristas as key actors in shaping service experience narratives, analyze storytelling forms through four pillars of Instagram content, and understand consumer responses to service experience-based content on the @_temanduduk Instagram account as a communication strategy to increase customer loyalty. This study uses a descriptive qualitative approach with data collection techniques in the form of in-depth interviews, observation, and documentation. The research informants include the owner, baristas, and customers of Coffee Shop @_temanduduk who were selected purposively. The results show that baristas have a dominant role in building narratives through four content pillars, namely products, service, entertainment, and trends. These four pillars form a consistent, authentic storytelling structure that represents the daily service experience. The application of transmedia storytelling principles, such as worldbuilding, continuity, performance, and spreadability, encourages emotional and participatory audience engagement. Furthermore, storytelling based on the barista's service experience is effective in building customer trust and loyalty in the digital space.

Keywords: Barista, Coffee Shop, Instagram, Customer's Loyalty, Transmedia Storytelling.

1 Introduction

The coffee shop industry in Indonesia is growing rapidly in line with the trend of coffee consumption as a modern lifestyle. This growth is supported by the use of social media. Instagram has become the main platform for digital marketing strategies in building an emotional connection with consumers. According to a 2025 report by Meltwater and We Are Social media, Instagram users in Indonesia reached 90.18 to 103 million users with an advertising coverage of 31.7% to 36.3% of the total population [1]. Instagram is used to display visual narratives by coffee shops to introduce products, build brand identity, and create engaging interactions for consumers.

Social media has become the primary platform for storytelling because it enables active two-way interaction between brands and audiences. Instagram provides a space for entrepreneurs to build emotional connections with consumers. According to [2], The success of a brand is determined by the strength of its narrative, consistency of its message, emotional engagement, and use of supporting visuals. Transmedia storytelling in social media has evolved into a communication strategy that encourages active audience participation in shaping and expanding narratives across various digital platforms. A complete narrative can be formed through complementary cross-media story fragments on various platforms [3].

Consistent barista communication and emotional bonds in the new transmedia narrative space can also create customer loyalty. Baristas' interpersonal communication also forms the basis for building customer loyalty through increased satisfaction and emotional bonds [4]. In addition, customer loyalty is also supported by customers trust in product quality and emotional experiences [5].

With an industrial cafe theme, @_temanduduk also provides a comfortable and peaceful cafe atmosphere. For people who enjoy coffee not just as a routine, but as part of their lifestyle and social interaction, this concept is an attractive option [6]. Social media has become an important tool for coffee shops in the digital world to build closer relationships with customers. Instagram @_temanduduk, for example, features various content with baristas as the main narrators of the coffee shop's story.

Storytelling and communication in previous studies show that the application of storytelling in the digital space can strengthen trust and image through the delivery of authentic and consistent narratives [7]. Empathetic and interactive communication patterns in research are important in creating a positive experience in coffee shops [8]. In the both studies above emphasize the importance of interaction and narrative in building closeness between storytellers and audiences, however, no research has yet examined the application of the Transmedia Storytelling concept to baristas. Therefore, this study focuses on how Transmedia Storytelling by baristas in the Instagram content @_temanduduk is applied as a communication strategy in customer service.

This study is based on the theory of Transmedia Storytelling. Henry Jenkins (2006) in [9] Stories can be conveyed through various media, with different platforms contributing to expanding the audience's emotional experience. In the development of cross-platform narratives through audiences, Transmedia Storytelling has key principles such as Spreadability, Immersion, Continuity, Worldbuilding, and Performance. Audience participation in expanding narratives can be formed through three main processes, namely Canon, Apocrypha, and Fanon [10].

The urgency of this research is to provide an in-depth understanding of how baristas' storytelling builds emotional closeness with customers on social media. The study of @_temanduduk on Instagram provides practical guidance for coffee shop owners and food and beverage entrepreneurs in combining barista service communication strategies with transmedia storytelling.

Through the previous statement, this observation aims to examine the increase in customer loyalty on Instagram @_temanduduk through baristas as the main actors in storytelling and as examples of the use of barista storytelling in providing service experiences and creating emotional closeness on social media. The research is ex-

pected to provide examples in the implementation of communication strategies through experiences that refer to advances in digital technology.

2 Method

This study employs a descriptive qualitative method to understand the application of experience-based storytelling in marketing and its impact on customer digital loyalty regarding the content on the Instagram account @_temanduduk. The subjects of this study are the owners and baristas of Coffee Shop Teman Duduk. The object of the study is the application of experience-based storytelling in marketing at Coffee Shop @_temanduduk, through digital content activities on Instagram. Informants were determined using purposive sampling, which was based on the objectives of the study, taking into consideration every aspect of the informants.

Data collection techniques included interviews, observation, and documentation. In-depth interviews were conducted with the owner and baristas as key informants, as well as customers @_temanduduk as supporting informants. Observations were conducted directly at the Teman Duduk Coffee Shop located in Mandirancan, West Java. The documentation consists of video posts on Reels @_temanduduk that received the most active and extensive audience engagement regarding brand identity, promotional activities, and customer testimonials.

Data analysis follows the Miles and Huberman model in [11] which includes three stages: Data reduction is carried out by selecting and focusing on data relevant to the research focus, such as storytelling patterns and customer interactions. Data presentation is done through narrative descriptions so that the categories are easily understood. Conclusions are drawn in the form of findings that describe the actual conditions in the field through comprehensive data interpretation. Data validity is tested using source triangulation and techniques to obtain consistent data.

3 Result and Discussion

3.1 Result

The results of this study were obtained through interviews with the owner of the coffee shop @_temanduduk, baristas involved in the production and management of Instagram content, and consumers who follow and interact with the @_temanduduk account. In addition, data reinforcement was carried out through observation of reel content uploaded to the Instagram account.

The Role of Baristas as Key Players in the Service Experience Narrative on Instagram @_temanduduk.

Research findings show that Teman Duduk is active in creating content that showcases service experiences through various platforms such as Instagram, TikTok, WhatsApp, and print media such as posters and writings in various corners of the

room. The content @_temanduduk does not create a direct promotional narrative, but rather serves as a medium to showcase the service experience and interactions that occur every day in building emotional closeness with customer [12].

According to the coffee shop owner, the world of Teman Duduk that is built through content comes from real world experiences. @_temanduduk does not focus on selling the place, but rather on offerings a friendly atmosphere, attractive service, and product quality [13].

Four Pillars of Content on Instagram @_temanduduk.

Through content observation and direct interviews, Instagram content @_temanduduk is created through main pillar of content, such as product content, service content, entertainment content, and trending content. These four pillar of content are created and uploaded in a structured manner every week, and they complement each other to create a good image of the coffee shop on Instagram.

The product content created by @_temanduduk is packaged and displayed with an emphasis on customer experience and personal rekomendasi from baristas. An example of this content with the theme “Barista Pick,” where baristas directly offer specific beverage menus to customer. Product content displays products in visual detail and showcase the professional expertise of baristas in making beverages.

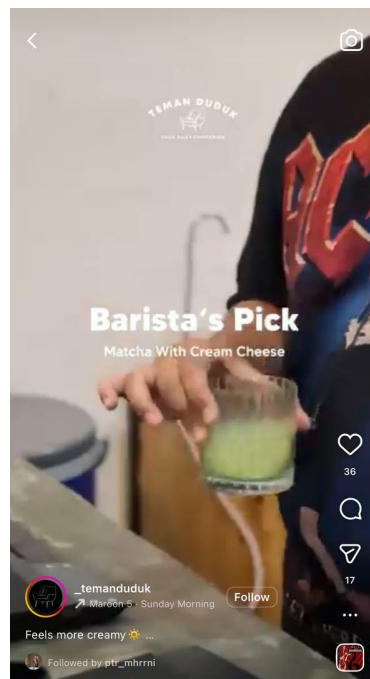


Fig. 1. Product Content Reels Screenshot
(Source: Instagram @_temanduduk)

The narrative shown in the video above explains the process of making drinks in a simple and natural way without any direct promotional intent. The owner also conveys that this strategy is used to make it seem as if they are not selling products, but rather depicting the daily routine of a barista. Menu recommendations are also based on the baristas personal experience when serving customers, so that atmosphere feels more relaxed and can be easily understood by consumers.

Consumer Response and Interpretation of Service Experience-Based Content.

Based on interviews with consumers, product content serves as key information in purchasing decisions and forms the central narrative regarding quality, taste and trust recommendations provided by baristas as individuals who interact directly with customers are perceived as more trustworthy than formal promotional content [14].

Furthermore, content regarding service is equally important in illustrating @_temanduduk commitment to emphasizing that customers comfort is the top priority through the friendly, engaging, and professional communication and interactions of the baristas.

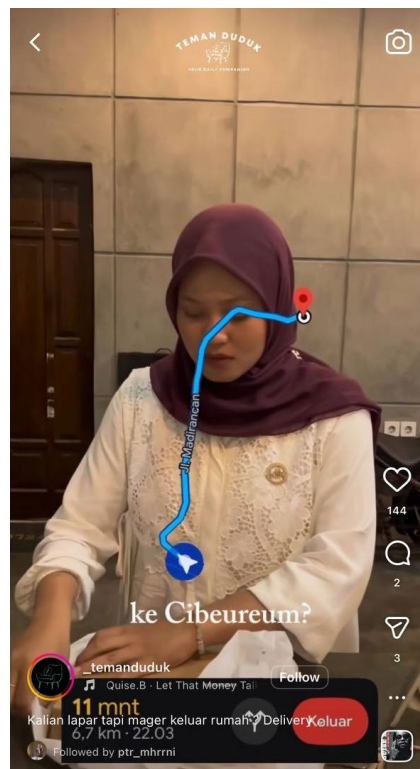


Fig. 2. Screenshot Reels Content Delivery Service
(Source: Instagram @_temanduduk)

The content above highlights a delivery service designed to demonstrate @_temanduduk commitment to flexible and responsive service, it is based on real life experiences that have been crafted into short stories for social media, featuring light-hearted, narrative visuals that consumers recognize as reflection on dedication @_temanduduk brings to its service [15].

The entertainment content showcases the fun and humor of a batistas daily life, which also reinforces @_temanduduk main narrative.

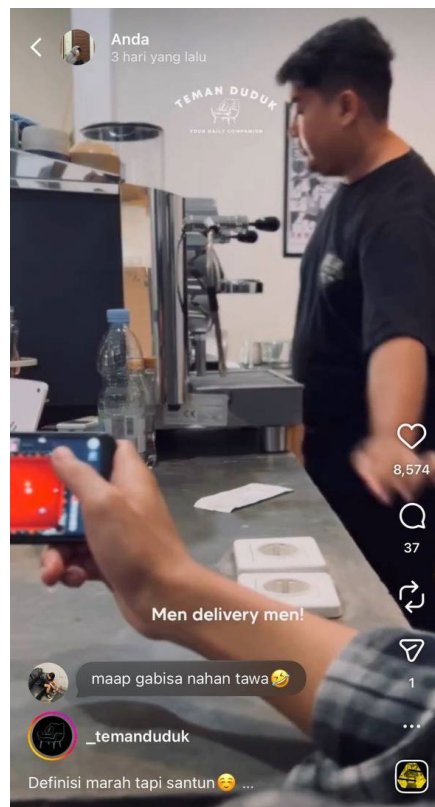


Fig. 3. Screenshot Reels Entertainment Content
(Source: Instagram @_temanduduk)

This type of content depicts the playful and lively atmosphere among baristas, which entertains and fosters a sense of connection with the audience both online and in the real world @_temanduduk, while maintaining professionalism and decorum at work. Although it is entertainment-oriented, the content still incorporates product or service elements so that the identity of @_temanduduk as a coffee shop is maintained and the emotional attachment of consumers to the coffee shop is strengthened [16].

The owner explained that trending content is used as a strategy to reach a wider audience, while still staying true to the identity of @_temanduduk.



Fig. 4. Screenshot Reels Trending Content
 (Source: Instagram @_temanduduk)

Trending content serves as a bridge in conveying @_temanduduk core narrative through emerging trends such as gaming, jokes popular audio, and visuals. Content is adapted to these trends to ensure it remains relevant to the audience's media consumption habits, particularly those of Instagram users. All trend-based content remains aligned with the core character of @_temanduduk friendly, laid back, warm, and customer experience oriented [17].

3.2 Discussion

Based on Henry Jenkins' definition of transmedia storytelling as the process of creating narratives disseminated across various media, @_temanduduk is one of the coffee shops that employs this concept, integrated with interactive marketing communication [9]. @_temanduduk regularly creates content across various social media and print media platforms; however, this study focuses solely on the Instagram platform because, as stated by the owner, Instagram serves as @_temanduduk's primary platform and generates significantly more audience engagement compared to other media.

This study links its findings to key concepts of transmedia storytelling, such as spreadability, continuity, immersion, worldbuilding, and performance. It also examines three outcomes of the process canon, apocrypha, and fanon because Instagram can expand the story's world and create space for audiences to participate [10].

Through the four pillars of Instagram content product content, service content, entertainment content, and trend following content the storytelling developed by @_temanduduk is not created as direct promotional content but rather as promotional content woven into the everyday atmosphere between the batista as the main actor and the costumer, making the content easily relatable to the audience.

This strategy was developed based on research findings indicating that indirect promotional content is more effective in generating audience interest in engaging in digital spaces and visiting the coffee shop in person [18]. Additionally, @_temanduduk does not focus on in-store sales but aims to provide the highest quality products and service experience.

Therefore, from a Transmedia Storytelling perspective, product content is portrayed as a principle of worldbuilding and canon, as the product plays a crucial role in shaping @_temanduduk's narrative world as a coffee shop that prioritizes taste quality, comfort, and emotional connection, and serves as the core narrative identity of the coffee shop across all content formats created [19]. The fact that product consistently appears in every content format also implicitly signifies that the product content embodies the principle of continuity.

Content about service is also a key focus in creating a service experience for @_temanduduk customers. This content demonstrates the principle of continuity, as the values and practices of service align with real-world experiences and consistently appear in Instagram posts; audiences can always recognize the same patterns in every post, and this consistency plays a crucial role in building trust between customers and the coffee shop [20]. Baristas serve as key figures who provide hospitality, ease of ordering, and create a comfortable atmosphere; this content illustrates that @_temanduduk views service as a central part of the @_temanduduk coffee shop's identity.

Service content helps expand @_temanduduk's narrative by emphasizing that service is not merely a general operational function, but a core brand identity. Theoretically, service content remains within the canon, but with a more flexible character. The content is created so that viewers can feel as though they are in that service situation and can develop positive expectations and trust to come and interact directly at the @_temanduduk coffee shop [15].

Another type of content that receives a positive response from the audience is entertainment content, such as jokes, casual conversations, and humorous situations. The combination of products and service activities results in entertainment content that cannot stand on its own. The elements of humor and casual interaction displayed are able to create a familiar atmosphere and reduce the psychological distance between the brand and the audience. In the framework of Transmedia Storytelling, this content is closely related to the principle of performance, as it encourages the audience to participate through comments, reactions, and various forms of interaction on social media [16].

The Transmedia Storytelling framework in this practice can be understood as the use of apocrypha, which are additional narratives that are not central to the story, but enrich the story world that has been built [10]. Entertainment content serves to add an emotional layer of meaning to the story world @_temanduduk without shifting the main canon of products and services, while building audience affective attachment through social media content [21]. Thus, entertainment becomes a means to broaden the audience's experience of the world of stories through a lighthearted and easy-to-understand approach.

Entertainment content contributes to this because it can create variety in the style of delivery and diverse interpretations of the same narrative by the audience. The narrative can be more vivid because the barista's humorous banter allows the audience to interpret the story based on their own experiences, while also encouraging audience engagement through comments and emotional reactions [22].

The final pillar of @_temanduduk's content production is trend based content, which involves the ability to align storytelling with the dynamic of digital culture. This is done to reach new audiences and remain relevant, without compromising @_temanduduk's core identity, which focuses on baristas, service, and product. The principle of spreadability in Transmedia Storytelling is reflected in the trend based content pillar because narrative delivery uses formats that are evolving and sustainable [17].

The direct connection to the principle of spreadability in the use of trends is reflected in audience participation that helps disseminate a story [9]. Trend based content can increase the chances of a story spreading to news users because content produced by @_temanduduk is more likely to appear amidst the rapid flow of social media. This dissemination process remains balanced with the principle of sustainability, which is at the core of the barista, service, and product narratives.

Trending content on the pillar type accounts managed by @_temanduduk has the potential to create space for fanon develop narrative meanings through audience interpretation, responses, and digital interactions [10]. The role of fanon in this context is reflected in the content created by customers as they share personal experiences, the atmosphere of the venue, and the values of the coffee shop. The content created can enrich the meaning of @_temanduduk as an alternative narrative. The process of creating and disseminating content through social media serves as active customer engagement to shape the coffee shop's image and its role in digital lifestyle [23].

The storytelling built by @_temanduduk demonstrates that the marketing communication strategy is based on service experiences. The formation of a narrative structure encompassed within four content pillars produk, service, entertainment, and trends all work together to build a consistent story. This proves that loyalty is not merely transactional but also relational.

4 Conclusion

The Transmedia Storytelling employed by @_temanduduk is evident in its Instagram content production, which serves as a strategy to build emotional connections with

customers and foster loyalty. In this context, the baristas play the leading role in shaping the narrative of the service experience, ensuring that the storytelling reflects the authentic life of a coffee shop. Baristas do not present narrative in the form of direct promotions, but rather through the digital identity of @_temanduduk across its four content pillars product, services, entertainment, and trends which stem from daily service experiences. The content produced by @_temanduduk successfully fosters emotional engagement with customers because it is built on real experiences and is perceived as more authentic by customers. The relevance of these findings to the field of digital marketing communication is demonstrated by the real life experiences that form the basis of engagement between the brand and customers, which are deemed effective to the long term. The results of this study can practically serve as a reference for the F&B industry, particularly coffee shops, as a digital communication strategy by maximizing the role of baristas as communicators. This study has limitations in that it focuses on a single scope, namely coffee shops and social media platforms. Therefore, further research is recommended to involve diverse subjects and platforms to obtain a comprehensive picture of customer loyalty implemented through Transmedia Storytelling. This study concludes that the use of transmedia storytelling through Instagram content @_temanduduk is able to build emotional closeness and increase customer loyalty. This can be seen from the role of baristas as the main actors in shaping the narrative of service experiences, so that the storytelling feels authentic and represents the daily life of a coffee shop. The narrative is not presented in the form of direct promotion, but rather stems from daily service experiences that are consistently packaged through four content pillars, namely product, service, entertainment, and trends, which complement each other in shaping the identity of @_temanduduk in the digital space. In addition, service experience-based content is interpreted positively by consumers because it is considered more honest, relevant to real experiences, and capable of fostering trust and emotional attachment to the coffee shop. These findings are relevant to digital marketing communication studies because they show that storytelling based on real experiences is more effective in building long-term relationships between brands and customers. Practically, the results of this study can be a reference for coffee shop businesses and the F&B industry to maximize the role of baristas as communicators in digital communication strategies. The limitation of this study lies in its focus, which only covers one coffee shop and one social media platform. Therefore, further research is recommended to involve more diverse objects and platforms in order to obtain a broader picture of the application of transmedia storytelling in building customer loyalty.

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