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Integrating STP and Marketing Mix (4P) for Effective Storytelling Content Development for the Avoskin's Brand on Instagram

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Abstract: Technological developments demand a more personalized marketing approach for Generation Z. Creating Storytelling Content on Instagram is an effective strategy for building emotional bonds, but its success depends heavily on the alignment of Segmenting, Targeting, Positioning (STP) and Marketing Mix (4P) strategies with audience preferences to prevent message gaps. Therefore, this study aims to determine the relationship between STP and Marketing Mix on the creation of Storytelling Content on Avoskin's's Instagram social media. This study uses a quantitative approach with a data collection method through the distribution of online questionnaires to 105 respondents who are Avoskin's's Instagram followers. Sampling was carried out using a purposive sampling technique. The collected data were then analyzed using descriptive statistical analysis methods and multiple linear regression with the help of IBM SPSS software tools. The results of the study prove that the STP and Marketing Mix variables partially and simultaneously have a positive and significant relationship on the creation of Storytelling Content. Together, the two independent variables contribute 86.7% to Storytelling Content. In conclusion, the integration of targeted STP mapping as a narrative foundation and the implementation of the right Marketing Mix has proven to be crucial in creating digital marketing content that is adaptive, interactive, and relevant to the target market.

Keywords: Segmenting, Targeting, Positioning, Marketing Mix, Storytelling Content, Digital Marketing, Instagram, Avoskin's.

INTRODUCTION

The rapid development of technology in the digital era, including gadgets, has brought about significant changes in human lifestyles. Initially, gadgets were used only by a few people who truly needed them. However, with the development of technology, almost every aspect of human life is now inseparable from the use of gadgets. Before the current digital era, communication took a long time, such as exchanging messages through letters or landlines, which were the primary means of communication and took a considerable amount of time to reach their destination. However, everything has changed with the development of technology in this era, communication feels easier and faster, allowing us to communicate anywhere without time constraints. This phenomenon proves the historical development of communication, from conventional to contemporary (Aris, 2021 in Kasingku & Sanger, 2023).

Furthermore, in the modern era like today, technology is not only used for communication but also for accessing social media, which is used in everyday life to obtain information, seek entertainment, channel interests, and function as a business and digital marketing platform (Manik & Wibowo, 2024).

According to Rahmah & Wibowo (2020), current technological developments are closely related to the world of marketing for both products and services, where digitalization has transformed conventional marketing strategies into new strategies that are more flexible, interactive, and data-based. This means that it is very important for business actors to use digital technology to support the development of their businesses. Fatkhurrahman & Wibowo, (2023) with effective digital marketing, messages will be conveyed interactively and segmented in real-time through various social media platforms such as Facebook, Instagram, Tiktok, and X (Sularno, 2025).

A survey conducted by the Internet Service Providers Association shows that the number of internet users in Indonesia will increase by more than 79.5% compared to 2023, a percentage increase of 1.4% (APJII, 2025). This phenomenon has triggered an increase in the popularity of social media, especially Instagram, because it is considered not only a place to share personal experiences, but has transformed into an effective business tool, thus opening up broad opportunities for business actors to introduce their products more deeply to the target market segment. This is reinforced by the theory of Islahwati & Wibowo (2020), which states that Instagram has become one of the most popular social media platforms in Indonesia.

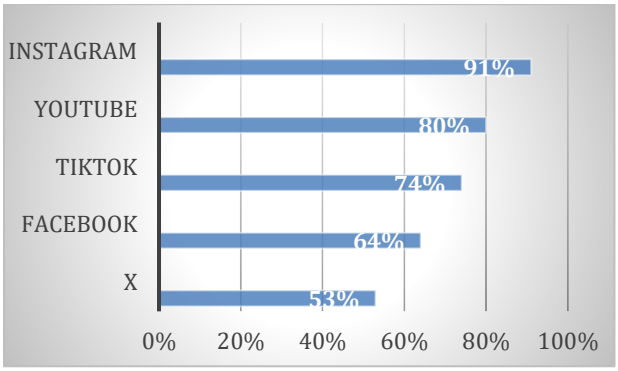

Figure 1. Social Media Popularity
Source: Data processed, 2026 (SurV by Lokadata 2025)

A Lokadata survey in August 2025 of 1,403 respondents stated that visual and video-oriented platforms predominantly reach Generation Z, making them an effective means of reaching a wide audience with a percentage of 91%.

Generation Z (born 1997-2012) is known as the first social generation directly connected to the internet and digital technology (Sudewo, 2024). In the current era of social media, consumer behavior is heavily influenced by visual factors, the speed of information, and the trust built by online communities. Consumers are no longer merely objects of communication but also producers and distributors of information through sharing, reviewing, and user-generated content (Sularno, 2025).

A personalized and relevant marketing approach is becoming increasingly important given that Generation Z is highly connected to technology and values authentic digital interactions. This marketing strategy influences consumer preferences, which favor more intense and personalized experiences. Personalized marketing strategies can increase revenue by up to 40% compared to conventional approaches (McKinsey 2021, in Mursyidah et al. 2025). Personalization has been shown to build long-term loyalty and repeat engagement, and

brands can collect more data to make customer experiences more relevant through ongoing interactions.

Table 1. The Impact of Personalization

Stage	Description	Percentage
Purchase	Consumers are more likely to buy brands that personalize	76%
Repurchase	Consumers are more likely to make repeat purchases from companies that personalize	78%
Recommend	Consumers are more likely to recommend to friends or family a company that personalizes	78%

Source: Data processed, 2026 (McKinsey, 2021)

The results show that implementing the right consumer experience can increase purchasing interest by 76%, strengthen loyalty by 78%, and encourage sustainable WOM promotion by 78%.

The business world is not a static place, therefore companies must always be ready to meet customer preferences that can change over time. To address this, a company's digital marketing strategy must be tailored to their needs and goals (Mursyidah et al., 2025). Some digital marketing activities include Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, and Content Marketing (Sularno, 2025). One widely used approach is Content Marketing, which focuses on creating and distributing high-quality content through storytelling by conveying brand messages in a unique, meaningful way that attracts and engages audiences until they ultimately become customers. However, consistency in message delivery is often a crucial aspect of storytelling, especially amidst the increasingly fierce competition in the local beauty industry in Indonesia. Various beauty product brands are now competing to capture the attention of audiences, especially Generation Z, by utilizing strong visual narratives on Instagram. Avoskin’s is one local skincare brand that actively and consistently integrates a storytelling approach in its digital campaigns.

Avoskin’s was founded by Anugrah Pekerti and two of his friends, Ahmad Ramadhan and Aris Nurul Huda on October 10, 2014 under the auspices of PT AVO Innovation Technology, as a skincare brand Avoskin’s carries the concept of Green and Clean Beauty with the aim of building an image that is in line with the values of sustainability and authenticity (Meylinda & Septyanto, 2024). Through Storytelling Content, Avoskin’s does not only introduce products but also conveys the messages, values, and philosophy of the brand that it wants to convey to the audience. In order for the storytelling to be built to run effectively, it is necessary

Targeted planning through the implementation of Segmenting, Targeting, Positioning (STP) and Marketing Mix. In order to identify the right target audience and determine the brand's position in the market through Segmenting, Targeting, Positioning (STP), meanwhile, Marketing Mix serves as a reference in designing products, prices, distribution channels, and promotions that are consistent with the brand narrative. Companies must conduct marketing that is in accordance with consumer desires and perceptions so that the company has the opportunity to influence purchasing decisions that have an impact on increasing sales and customer loyalty. Although Avoskin’s has been actively developing storytelling-based content on Instagram, its effectiveness is largely determined by the extent to which the Segmenting, Targeting, Positioning (STP) and Marketing Mix strategies align with audience preferences. In its implementation, there is often a gap between the promotional messages created by the brand and the perceptions formed in the minds of consumers. Therefore, it is important to evaluate reviews from Avoskin’s's Instagram followers to measure whether the current implementation of Segmenting, Targeting, Positioning (STP) and Marketing Mix is appropriate to its market

segment. Thus, this study attempts to fill this gap by examining the relationship between Segmenting, Targeting, Positioning (STP), and the Marketing Mix in creating social media storytelling content. The results of this study are expected to provide an overview of "How Segmenting, Targeting, Positioning (STP), and the Marketing Mix Work in Creating Social Media Storytelling Content."

Theoretical Review

Marketing

According to Hasan & Wibowo (2019), marketing plays a crucial role in a company. Therefore, an appropriate marketing strategy must be implemented consistently to avoid losses. An effective approach focuses not only on product orientation but also encompasses all aspects of marketing. This begins with understanding market desires and identifying consumer needs while considering customer service to achieve satisfaction, which will impact purchasing decisions. Marketing encompasses various interrelated activities to identify consumer needs through the creation, provision, and delivery of value. These activities include developing promotions, distribution, services, and pricing to effectively meet needs at a predetermined profit level (Maimunah & Rohman, 2024).

Marketing Management

Marketing management is an art and science related to identifying target markets and acquiring, retaining, and developing customers through creating, delivering, and communicating superior value (Kotler & Keller, 2021).Marketing management involves the process of planning and implementing concepts including pricing, promotion, and distribution aimed at creating value that meets individual or organizational goals (Rahmah & Wibowo, 2020); Fatkhurrahman M&S (2023) Marketing management is about analyzing, planning, implementing, and controlling programs to achieve organizational goals by creating, building, and maintaining profitable relationships with target markets (Nasution & Aslami, 2022) According to Rialita et al. (2023) marketing management is a strategy to introduce and offer products or services by managing product details, setting prices, creating promotional strategies, and organizing distribution to the public which includes the process of planning, implementing, monitoring, and evaluating.

Segmenting, Targeting, Positioning(STP)

According to Kotler & Keller (2016), a company that consistently implements the STP strategy will be more effective in creating value for consumers and winning competition in the market. Modern marketing requires businesses to manage market dynamics more deeply, considering that each consumer has different needs and desires. One proven effective approach is through the application of Segmenting, Targeting, Positioning (STP) to design effective and targeted marketing strategies (Sani & Aslami, 2022). Segmentation is dividing the market into homogeneous groups with the aim of facilitating the design of more focused and relevant marketing programs (Handayani et al., 2023). According to Luthfiandana et al. (2024), targeting is the process of selecting the most appropriate segment with the greatest market potential from the segmentation results to optimize responses to products, prices, promotions, and distribution. Positioning is an effort to position a product in the minds of customers as superior, because consumers tend to be loyal to high-quality products that meet various needs and expectations that other products do not (Heriyanti, 2022 in Harti, 2025).

Marketing Mix(4P)

The Marketing Mix, also known as the "Marketing Mix," is a combination of several key elements or activities within a marketing system managed by a company to influence consumer

decisions and behavior (Devina et al., 2021). According to Ulandari (2021), the marketing mix is a set of marketing tools used by companies to achieve targets in fulfilling customer needs and desires. The main functions of the marketing mix include determining target markets, product development, pricing, distribution management, and effective promotional strategies. All of this aims to build consumer demand and loyalty (Taufik, 2023). The Marketing Mix contains a set of marketing tool indicators divided into the 4Ps: Product, Price, Place, and Promotion (Sari & Randusiwi, 2024). According to Kotler & Amstrong (2022), the Marketing Mix (4P) concept emphasizes the importance of harmony between the products offered, the prices set, strategic sales locations, and targeted promotions, so that businesses can achieve their marketing goals effectively.

Digital Marketing

According to Sutarto & Hwihanus (2025), digital marketing is a promotional activity that uses digital technology and the internet to introduce products and services. One of the most effective digital marketing methods is internet marketing, also known as e-marketing. What differentiates digital marketing from other marketing methods is the tools used. Furthermore, digital marketing has the advantage of having a broader market reach, allowing it to easily target the right consumers. Digital marketing is a general term that refers to the digital marketing of products or services, which is targeted, measurable, and involves interaction through digital technology (Wati et al., 2020). Digital marketing can reach a wide audience at any time, through various channels, and anywhere (Nusopa & Wibowo, 2024).According to Susila (2026), digital marketing requires a systematic strategy to ensure that activity planning aligns with market characteristics, business objectives, and available resource capabilities.

***Storytelling Content* Social media**

According to Christon & Setyanto (2022), it is undeniable that storytelling is essentially created to build a stronger emotional bond between brands and consumers. Through this bond, brands hope to convert their followers to purchase the products and services offered. Meanwhile, according to Thamrin & Santoso (2025), in the current era of digital marketing, content creators and storytelling skills play a crucial role in shaping and maintaining a brand's image. Their role is not limited to creating visually appealing content, but also serves as storytellers who are able to explain the brand's values, messages, and character to the audience. According to Aripradono (2020), in the increasingly rapid digital era, storytelling in social media content has become an effective strategy. Beyond simply conveying information, storytelling also functions to attract attention, build strong emotional bonds, and spark inspiration that can influence the audience's mindset and behavior.

METHODS

This study uses a quantitative research type with a descriptive and inferential analysis approach to examine the relationship between Segmenting, Targeting, Positioning (STP) and Marketing Mix (4P) to storytelling content. The study was conducted online through Instagram in the period October–November 2025, with data analysis in December 2025. The study population was all Avoskin’s Instagram followers who are an infinite population, while a sample of 105 respondents was determined using the Cochran formula with a non-probability sampling technique of purposive sampling, namely consumers aged 18–25 years who actively follow Avoskin’s content. The research instrument was a questionnaire with a Likert scale interval of 1–5 which was compiled based on the variable indicators of STP, Marketing Mix, and storytelling content. Data collection techniques were carried out through online questionnaire distribution. Data analysis techniques included descriptive and inferential

analysis, validity and reliability tests, classical assumption tests, and multiple linear regression analysis equipped with hypothesis tests (t-test and F-test) and coefficient of determination (R^2).

RESULTS AND DISCUSSION

Descriptive Analysis

Respondent Characteristics

In accordance with research on the Relationship between Segmenting, Targeting, Positioning (STP) and the Marketing Mix for the creation of Storytelling Content, it has been determined that the selected respondents are as follows:

By Gender

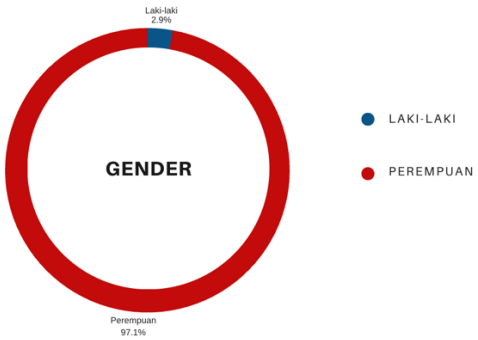

Figure 2. Gender

Based on data from 105 respondents depicted in the pie chart, the majority of respondents in this study were female, namely 102 (97.1%) respondents and the remaining 3 (2.9%) respondents were male.

By Age

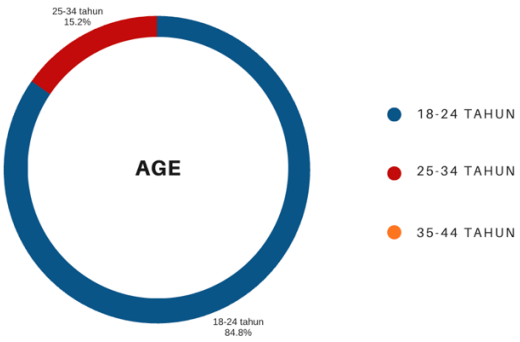

Figure 3. Age

Based on data from 105 respondents shown in the pie chart, 89 respondents (84.8%) are in the 18-24 age group, while the remaining 16 respondents (15.2%) are aged 25-34 years.

Based on Length of Instagram Use per Day

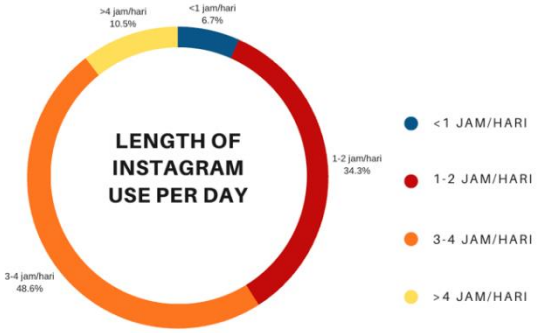

Figure 4. Length of Instagram Use

Based on pie chart data from 105 respondents, Instagram usage is dominated by 3-4 hours/day by 51 respondents (48.6%), followed by 1-2 hours/day by 36 respondents (34.3%), more than 4 hours/day by 11 respondents (10.5%), while the remaining less than 1 hour/day by 7 respondents (6.7%).

Based on Reading Instagram Storytelling Content

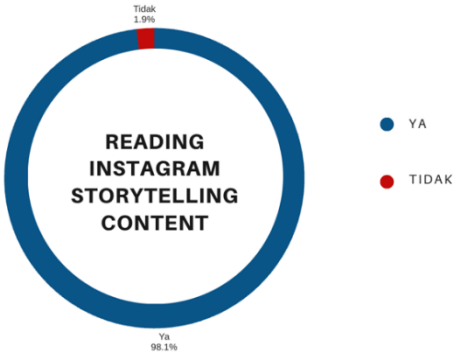

Figure 5.Reading Instagram Storytelling Content

Based on the pie chart obtained from 105 respondents, 103 respondents (98.1%) agreed to read Avoskin's story content on Instagram, while the remaining 2 respondents (1.9%) disagreed.

Based on the Frequency of Reading Instagram Storytelling Content

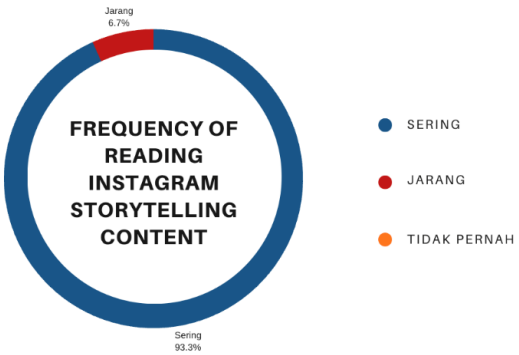

Figure 6.Frequency of Reading Instagram Storytelling Content

Based on the data in the graph above, which includes 105 respondents, 98 respondents (93.3%) often read Avoskin's storytelling content on Instagram, while the remaining 7 respondents (6.7%) chose the rarely option.

Descriptive Analysis

Segmenting, Targeting, Positioning Analysis (X1)

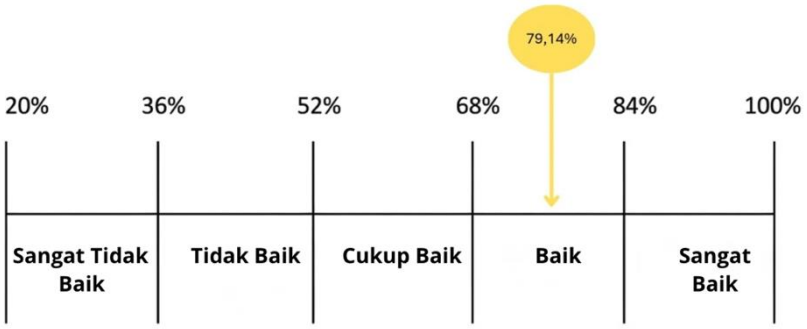

Figure 7. STP Continuum Line Image
Source:Data processed by researchers, 2026

The calculation results for the Segmenting, Targeting, and Positioning (X1) variables show an average percentage of 79.14%. Based on the assessment scale, this percentage falls into the "good" category. These results indicate that the majority of respondents responded positively to each statement indicator related to the STP variable in the context of creating storytelling content. These results demonstrate that the STP concept serves as the primary foundation for developing targeted marketing strategies, while also supporting the creation of more personalized and relevant promotions (Armawan et al., 2025).

This finding aligns with a study by Lathifah & Wibowo (2024), which emphasized that selecting an appropriate target market is crucial because it impacts the overall effectiveness of a marketing strategy. This previous research is further developed in the current study, specifically through content creation that leverages product segment characteristics, believed to be key factors in the success of the Segmenting, Targeting, Positioning (STP) and Marketing Mix relationships for creating Social Media Storytelling Content.

Marketing Mix Analysis (X2)

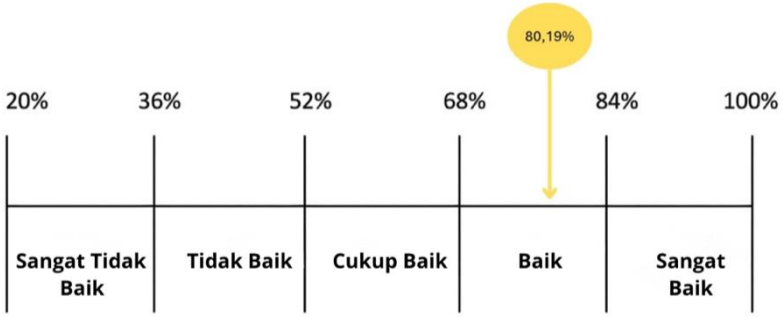

Figure 8. Marketing Mix Continuum Line Diagram
Source:Data by researchers, 2026

The results of respondents' calculations related to the Marketing Mix variable (X2) in creating storytelling content are 80.19%, where based on the continuum line the score is classified as "good". This shows a correlation between the Marketing Mix (4P) and the creation of storytelling content. This opinion is supported by (Kotler & Keller in Windasari et al. (2025)

which states that each element of the Marketing Mix plays a role in shaping consumer perceptions of the brand and increasing the effectiveness of marketing communications.

These findings align with research by Hasdiana (in Sitio, 2024), which emphasizes that Marketing Mix (4P) analysis enables companies to formulate and implement integrated and effective marketing strategies. By implementing these four elements, companies can maximize sales, meet consumer needs, and strengthen their competitiveness in the market. This model is also flexible enough to adapt to market dynamics while supporting adaptation to changes and consumer demands.

***Storytelling Content*(Y)**

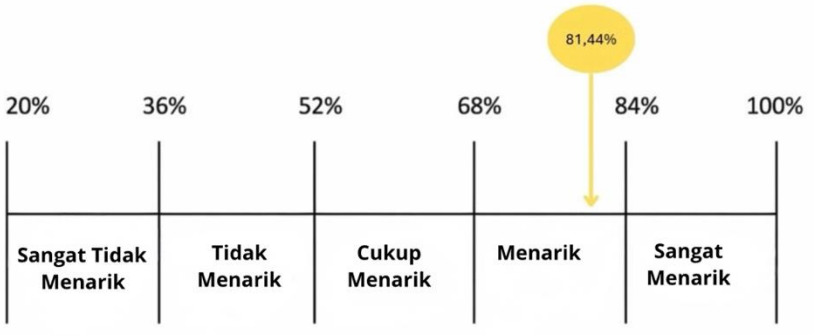

Figure 9. Storytelling Content Continuum Line
Source: : Data by researchers, 2026

Based on the results presented in the table above, the average response rate for the storytelling content variable was 81.44%. According to the assessment scale, this score falls into the "interesting" category, indicating that the majority of respondents responded positively to the storytelling content indicators. This finding demonstrates that Avoskin's's marketing strategy through storytelling content is comprehensive and adaptive, encompassing Segmenting, Targeting, Positioning (STP) aspects and the implementation of the Marketing Mix.

Digital marketing facilitates personalized, responsive, and continuous two-way communication, where consumers actively shape brand perceptions through direct interactions. In this regard, storytelling content in digital marketing has proven effective, as supported by the analysis of STP and Marketing Mix on consumer survey results. This phenomenon aligns with the opinion of Wiryawan et al. (2025) who stated that the implementation of STP and Marketing Mix strategies not only increases business competitiveness but also serves as a foundation for more organized and targeted digital marketing efforts.

Data Analysis and Interpretation

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to identify the influence of the independent variables, namely Segmenting, Targeting, Positioning (X1), and Marketing Mix (X2), on the dependent variable, namely Storytelling Content (Y). The results of the multiple linear regression analysis can be seen in the following table:

Table 2.Multiple Linear Regression Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	,354	1,109		,319	,750
1	X1	,208	,059	,279	3,520	,001
	X2	,382	,045	,674	8,505	,000

a. Dependent Variable: Y

Source:Data processed by researchers, 2026

The results of multiple linear regression analysis show that the Segmenting, Targeting, Positioning (X1) variables have a positive and significant influence on Storytelling Content, with a coefficient value of B = 0.208 and a Sig. level (p = 0.001) < 0.05. This means that every one unit increase in STP will increase storytelling content by 0.208 units. Meanwhile, the Beta coefficient of 0.279 indicates a strong influence of this variable.

In addition, the Marketing Mix variable (X2) also has a positive and statistically significant influence on Storytelling Content, with a B value of 0.382 and (p = 0.000) < 0.05. Thus, a one-unit increase in the Marketing Mix will cause a 0.382-unit increase in storytelling content. The Beta coefficient value of 0.674 indicates that the influence of this variable is more dominant than the influence of Segmenting, Targeting, Positioning (STP).

Hypothesis Testing

Partial Hypothesis Test Results (T-Test)

In this study, a T-test was conducted to examine the influence of each independent variable, namely Segmenting, Targeting, Positioning (X1) and Marketing Mix (X2) on the dependent variable, namely Storytelling Content (Y). The hypothesis was tested using the t-test statistical method, with a Sig. level < 0.05 and rejection if the calculated t value > t table.

The t-test results show that the STP variable (X1) produces a calculated t-value of 3.520 with a significance level of 0.001, which is lower than 0.05 (0.001 < 0.05). This indicates a significant influence of STP on storytelling content.

Meanwhile, the Marketing Mix variable (X2) shows a t-value of 8.505 with a Sig. level of 0.000. Considering that this value is far below 0.05 (0.000 < 0.05), this variable is proven to have a positive and significant influence on Storytelling Content. This finding is in line with the theory put forward by Sekaran C Bougie (2016), which states that a variable is considered to have a significant influence if the probability value (Sig.) is smaller than the specified significance level ($\boldsymbol{\alpha} = \mathbf{0,05}$).

F Test Results

Table 3. F Test Results

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	1984,287	2	992,143	332,933	,000b
1	Residual	303,961	102	2,980		
	Total	2288,248	104			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

This study uses the F test to determine whether the variables Segmenting, Targeting, Positioning (X1) and Marketing Mix (X2) simultaneously influence Storytelling Content (Y). This test is based on the level of significance of statistical analysis, where the level of

significance of the F test <0.05, then **H0** is rejected and **H1** is accepted. Based on these provisions, the results obtained are as follows.

The test results show a calculated F value of 332.933 with a significance level of 0.000 < 0.05. This finding confirms that STP and Marketing Mix together have a significant influence on Storytelling Content. This is in line with Sekaran & Bougie's theory (2016) which explains that the F test is used to test the overall level of significance of the independent variable against the dependent variable.

Coefficient of Determination

According to Sekaran & Bougie (2016) the coefficient of determination shows the percentage of variation in the dependent variable that can be explained by the independent variable as a whole. In the context of this study, the coefficient of determination value from the analysis results in the table above, which is 0.867 (86.7%) indicates that the variables Segmenting, Targeting, Positioning (X1) and Marketing Mix (X2) together contribute 86.7% to the Storytelling Content (Y) variable, while the remaining 13.3% is influenced by other relevant factors.

According to Arwin & Yuliana (2026) marketing strategy does not only depend on the elements of Segmenting, Targeting, Positioning (STP) and Marketing Mix (4P), but is also influenced by improving the quality of management and the application of other formal business analysis instruments, such as SWOT Analysis to identify strengths, weaknesses, opportunities, and threats that serve as an important foundation for strategic decision making. This view is supported by the theory of Sekaran & Bougie (2016) who emphasized that in social research, external variables often appear that are difficult to measure but have a significant impact on the dependent variable.

Discussion and Evaluation

The findings of this study provide limited support for the proposed hypothesis. Based on the analysis conducted, it can be concluded that Segmenting, Targeting, Positioning (X1) have a significant influence on Storytelling Content (Y) on Avoskin’s's Instagram social media. Proper market targeting is very important because it affects the effectiveness of the established marketing strategy (Lathifah & Wibowo, 2024). This is supported by the results of statistical tests, where the calculated t value is 3.520 with a significance level of 0.001 which is smaller than 0.05 (Sig. 0.001> 0.05), thus proving that the implementation of the STP promotion strategy significantly influences the creation of Instagram Social Media Storytelling Content.

In addition, Marketing Mix (X2) also shows positive and statistically significant results related to Storytelling Content. This indication is reflected in the statistical test with a calculated t value of 8.505 and a significance level below 0.05, making Marketing Mix a key element in the formation of Storytelling Content. Each component of the Marketing Mix plays a role in forming a brand image in the minds of consumers and strengthening the effectiveness of marketing communications (Kotler & Keller in Windasari et al. (2025). In the context of skincare product marketing content, this finding further confirms the influence of marketing strategy analysis on the development of Storytelling Content.

Overall, the STP (X1) and Marketing Mix (X2) variables contribute 86.7% to Storytelling Content, while the remaining 13.3% is influenced by other formal business analysis instruments such as SWOT analysis, which includes optimal management, product diversification, improving product and service quality, and developing targeted promotional strategies. The theory by Wahyuningtyas & Kurniawan (2025) reinforces this, stating that SWOT analysis is used to identify internal and external factors, which are then used as a basis for developing an effective digital marketing strategy for the company.

Essentially, the results of this study confirm the alternative hypothesis (**H1**) that STP and Marketing Mix simultaneously influence the creation of Storytelling Content. Practically, this study shows that Avoskin's has designed Storytelling Content that aligns with the evaluated marketing strategy.

CONCLUSION

This study concludes that Segmenting, Targeting, Positioning (STP) (X1) and Marketing Mix (X2) have a significant influence on Storytelling Content (Y) on Avoskin's's Instagram social media. The STP variable is proven to have a significant influence with a significance value of 0.001 (Sig. <0.05) and a positive regression coefficient of 0.208, which indicates that the implementation of segmentation, targeting, and proper brand positioning can support the development of more personal and contextual storytelling content. Meanwhile, Marketing Mix also shows a stronger influence with a significance value of 0.000 (Sig. <0.05) and a regression coefficient of 0.382, which confirms its role in shaping consumer perceptions and strengthening the effectiveness of marketing communications. Simultaneously, the two variables contribute 86.7% to Storytelling Content, while the remaining 13.3% is influenced by other factors such as SWOT analysis.

More broadly, the research results show that the implementation of STP and Marketing Mix complement each other in creating an effective, adaptive, and audience-based storytelling strategy, especially in the Gen Z segment. STP helps in understanding consumer characteristics and preferences so that content becomes more relevant, while Marketing Mix strengthens message delivery through the right combination of product, price, distribution, and promotion. Thus, the integration of these two approaches can optimize digital marketing strategies, especially in creating storytelling content that is interesting, interactive, and impactful for consumers.

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