

## ANALYSIS OF STORYTELLING ELEMENTS IN DOVE ADVERTISEMENT #MYBEAUTYMY SAY ON YOUTUBE

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**Abstract :** *This study examines the use of storytelling elements in Dove's #MyBeautyMySay advertising campaign published on Dove's official YouTube channel. The purpose of this study is to analyze how storytelling elements such as characters, setting, conflict, plot, theme, resolution, and tone are used to convey Dove's main message about redefining beauty standards and empowering women to speak out against stereotypes. Using a descriptive qualitative method, this study analyzes visual and verbal cues in the advertisements to identify how these storytelling elements are used to build an emotional connection with the audience. The results of the study of six Dove #MyBeautyMySay advertisements show that Dove successfully utilizes strong character representation, emotional tone, and a clear conflict resolution structure to convey a powerful and convincing message. The Dove ad conveys its message honestly and touchingly, fostering an emotional connection with the audience. Ultimately, Dove #MyBeautyMySay serves not only as a promotional campaign but also as a powerful communication tool that upholds and voices important values about women's identity, voice, and confidence in the face of modern beauty standards.*

**Keywords:** *storytelling, advertisement, dove, Message, #MyBeautyMySay*

### INTRODUCTION

Advertising plays a crucial role in modern product marketing, functioning as a strategic communication tool to raise awareness, influence consumer behavior, and build brand loyalty in competitive markets. Among various advertising strategies, storytelling has emerged as an effective

approach to engage audiences emotionally and shape consumer perceptions. In marketing, storytelling involves crafting narratives—either real or fictional—that are relatable to a brand or product, often incorporating elements such as narrative structure, character development, and emotional resonance.

Different forms of storytelling, such as anecdotes, testimonies, success stories, myths, and allegories, can serve to inspire, inform, or build cultural connections. This method not only attracts attention but also fosters deeper consumer attachment, resulting in long-term engagement and loyalty.

Dove, a beauty and personal care brand under Unilever, exemplifies the use of storytelling in advertising through campaigns addressing social issues like body image, self-esteem, and women's representation. The "My Beauty My Say" campaign on YouTube employs storytelling elements—character, setting, theme, tone, resolution, conflict, and plot—to resonate with its target market. By integrating emotional appeal with brand messaging, Dove demonstrates how storytelling can function as both a marketing strategy and a medium for social impact.

This study analyzes the storytelling techniques used in Dove's "My Beauty My Say" YouTube campaign, identifying the essential narrative elements and tools that contribute to its effectiveness in reaching and influencing its intended audience.

## **REVIEW OF RELATED LITERATURE**

### **Related Theory**

#### **Content Analysis of Storytelling Elements and Brand Archetype of LinkedIn ad Campaign**

Maatota, Lapian, and Tielung (2019) states this research purpose to understand how it integrates its ad campaign and develops its storytelling. The result shows that LinkedIn use storytelling to communicate messages that reflect on the company core values. Maatota, Lapian, and Tielung (2019) explain that that LinkedIn uses storytelling as a means to convey messages that reflect the core values of the company. In their advertising campaigns, LinkedIn presents life experiences and conflicts of individuals who are members and are striving to build their careers and passions. LinkedIn is able to build an emotional connection with the audience. This approach helped create deeper engagement and allowed the company's messages to be more easily received and understood by the platform's users.

#### **The Content Analysis of Visual Storytelling Elements for Social Media Education Tools**

According to Baharuddin and Rosli (2022), there are several elements of Storytelling that significant in creating educational content for social media such as Storytelling, infographic, motion and animation, colour, and sound. Based on these elements, educators can create influential educational visual storytelling content for social media and improve influencing student interest and engagement.

#### **Analisis Gaya Storytelling dalam Konten Animasi “Vernalta”**

Amorta, Nugroho, Lokananta, and Sabri (2022). indicate that this animation follows a three-act structure (beginning, middle, and end) with a linear progression. Characters Martin and Tutu serve as the main attraction, and the theme of the story tends to be humorous and unique. The conveyed message relates to everyday life issues.

#### **Definition of Storytelling**

According to Atin (2018), storytelling is a technique or ability to tell a story, arrange scenes, events, and dialogues. Storytelling uses the presenter's ability to convey a story with style, intonation, and tools that attract the audience's interest. Meanwhile according to Oliver (2008),

storytelling is an art that describes real or fictional events and can be conveyed using images or sound. According to Asfandiyar (2007), storytelling is an art of telling stories that can be used as a means to instill values in children without lecturing them.

#### **The elements of Storytelling**

According Craiker (2022), there are seven basic elements of a story, and they all work together including the first one is Character, every story needs characters. Your protagonist is your main character, and they are the main character that the plot and conflict interact with setting. The second is Conflict, the issue that drives the plot forward. The third is Plot, the plot is the series of events that occur in a story. The fourth is Theme, you can think of the theme as the “why” behind the story. The fifth is Setting, is where and when the story takes place, the physical location, and the time period. The sixth is Point of View, this determines whether we see things from the narrator's point of view or from the character's point of view. The last is tone, is the overall feeling of your story. and storytelling tools needed to reach the target market.

According to Greenawald

(2021) there are seven elements that are used in storytelling. Characters, the characters are who is involved in your story or who the plot is happening to. Setting, the setting is where your story is happening, the world it is in. Conflict, is something that happens in your story that gets in the way of your main character. Plot is what happens in a story. Plot is the sequence of events as you have designed them for the reader. Theme is what makes your story bigger and more universal than just the series of events. Resolution, if you want to make sure your story also has a resolution, also sometimes called a denouement. A story without a resolution is just frustrating and unsatisfying. Tone, Older says the best way to start to improve your craft is to read your story out loud.

### **The Role of Storytelling in Campaign**

According to Kurniawan (2021), one of the roles of storytelling is to help the speaker or audience to increase their motivation. The story told by the speaker will influence those who hear it, for example increasing the spirit to achieve success. Meanwhile, according to Al-aqab (2017), Storytelling effectively humanizes

brands by giving them a personality and a soul. Instead of just focusing on features and benefits, brands can share their values, their mission, and the stories of the people behind them. Madiyant (2020), The role of storytelling in marketing campaigns are a key asset to differentiate yourself from competitors and make an impression.

### **Definition of Advertising**

According to Baratas (2015), advertising is the process of creating and distributing mass and paid media messages that aim to encourage consumers to make purchases or change their behaviour. In addition, an advertisement is a message that is directed or intended to influence someone to buy a product. This message is delivered through various media and addressed to the public.

### **Component Advertising**

Kumparan (2021) says, creating attractive and creative promotional media based on these advertising components, the goods or services you offer can be increasingly considered to be purchased by consumers in the future. Meanwhile, According to Candrawardhani (2024) the purpose of advertising is to attract the attention of

the wider community. But by paying attention to the advertising components contained in it.

### **Social Media Advertising on Youtube**

According to Aprilia (2020), there are currently many businesses that use YouTube Ads because of the various advantages offered. For one, you can specifically target your audience based on their location or interest in the product.

### **Storytelling Advertising value of Dove ad in Campaign #MyBeautyMySay**

According to Vyshnavi (2023), by introducing campaigns and projects, the company has a chance to make a range of powerful videos and images based on research projects with the aim of making women feel good about themselves. All brands should have a story to tell or convey values in their branding which can be attributed to real life.

### **Dove Brand Value**

According to dove's website (2023) Dove has several values that are part of their brand identity, especially through the "My Beauty My Say" campaign: Confidence as a source of beauty, Real Beauty, Women Empowerment.

## **METHODOLOGY OF STUDY**

### **Research Design**

This research uses a qualitative research approach with content analysis methodology. Qualitative content analysis method aims to express the meaning in text and images and illustrate the characteristics of the message content contained.

### **Location, Time, and Object of the Study**

This study analysed the YouTube campaign published on Dove US, the official account of Dove.

This research analyzes six Dove advertisements featuring the #MyBeautyMySay campaign uploaded to Dove US YouTube in 2016. The #MyBeautyMySay campaign provides inspiration for women by presenting a series of short videos that tell the stories of women who challenge and overcome others' judgments of their appearance. Seven of the videos feature women with insecurity, including leading advocate and women's issues volunteer Marcia: and boxing champion Heather Hardy. This study provides a detailed understanding of how the storytelling element of the Dove #MyBeautyMySay ad works.

### **Research Instrument**

The observation checklist was used to answer the first research question. According to Ismail (2020), observation can be interpreted as a data collection technique that is more specific than other techniques. In addition to collecting data, observation is carried out with the aim of making a conclusion about the observed object. The purpose of observation is also to describe the object and everything related to the object of research. This research used observation Checklist to assist to collecting the data relevant to the research objectives. Research Observation or Checklist is one of the instruments used to collect data when making observations.

#### **Data Collection Technique**

A qualitative method was used in this research to obtain rich, descriptive data through observation. Observation was used as a data collection technique to gain a deeper understanding of the subject being studied.

#### **Data Analysis Technique**

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation by organizing data into

categories, breaking it down into units, synthesizing, compiling into patterns, choosing which ones are important and which will be studied, and making conclusions so that they are easily understood by oneself and others. This study used Checklist observation, useful in evaluation studies where observation of specific behaviours, events, or conditions is required to assess the effectiveness of a program or intervention.

### **RESULT AND DISCUSSION**

This research aims to analyze the elements of Storytelling found in Dove advertisements with #MyBeautyMySay, by emphasizing the elements in Storytelling such as (character, setting, conflict, plot, theme, resolution, tone) then the ad can look more influential on the audience. Therefore, the elements of Storytelling can help a story or narrative that can help in branding a product, especially in Dove advertisements with #MyBeautyMySay.

#### **Elements of Storytelling Dove #MyBeautyMySay ads**

##### **Character**

The main characters in this advertisement consist of women from diverse backgrounds, such as a model

(Rain), a female boxer (Heather), a fashion blogger (Jessica), a burlesque dancer (Grace), a young lawyer (Marcia), and a street photographer (Hannah). These characters demonstrate that beauty is not limited to a specific physical standard, but is defined by an individual's uniqueness, strength, and authenticity.

### **Setting**

The settings in Dove's #MyBeautyMySay adverts are realistic and relevant to each character's life, reinforcing the meaning of each story. Each location reflects the real world where these women face challenges and stereotypes. All of these settings reinforce the campaign's message that true beauty is not just about physical appearance, but about courage and authenticity in each woman's environment and role.

### **Conflict**

Conflict in Dove's #MyBeautyMySay advertising storytelling plays an important role in conveying the campaign's message in an emotional and touching way. The conflict depicted is very realistic and touching, as it stems from the real experiences of women who have faced discrimination, stereotypes, and unfair

judgments based solely on their physical appearance. All the conflicts faced by each character are not only relevant to beauty issues but also highlight how women are often judged and constrained by societal expectations. These conflicts drive each character's narrative arc to rise up, speak out, and reclaim their own definition of beauty. This reinforces the narrative that beauty is not defined by others, but by oneself.

### **Plot**

The plot in Dove's #MyBeautyMySay advertising storytelling is clearly and interestingly structured, despite its short duration. The narrative arc of each character follows a systematic structure, beginning with an introduction to the character's background, the emergence of conflicts or challenges related to physical appearance, and culminating in the moment when they realize their self-worth and choose to speak out and challenge stereotypes.

The plot effectively supports the campaign's message of advocating for a diverse and authentic definition of beauty.

### **Theme**

The main theme in Dove's #MyBeautyMySay advertising

storytelling is the redefinition of beauty and women's empowerment. This campaign raises a relevant social issue; namely how conventional beauty standards often pressure women to appear in accordance with society's expectations. This theme is very much in line with the core message of the Dove campaign, which rejects stereotypes and promotes diversity and authenticity.

### **Resolution**

The resolution in Dove's #MyBeautyMySay advertising storytelling shows a positive and inspiring resolution to the conflicts faced by the characters. Each woman in this campaign shows how they have successfully overcome social pressure, stereotypes, and negative judgments about their appearance. They not only accept themselves as they are, but also choose to speak up and express their own definition of beauty.

### **Tone**

The tone of Dove's #MyBeautyMySay advertising storytelling is conveyed in a consistent, assertive, yet emotional and inspiring style. The atmosphere created from the beginning to the end of the advertisement supports the main theme

of the campaign, which is women's empowerment and the redefinition of beauty. The tone used is not overly dramatic, but rather natural and authentic, which makes the social messages in this campaign feel close and touching. The way the story is told through the authentic voices of the characters strengthens the personal connection, showing that this is a real story reflecting women's experiences in facing beauty stereotypes. Additionally, the choice of soft yet uplifting background music further reinforces the positive and inspiring vibe.

### **The values and message conveyed in Dove #MyBeautyMySay ads.**

#### **Confidence as a source of beauty**

In terms of confidence as a source of beauty, figures such as Rain, Heather, Jessica, Grace, Marcia, and Hannah exude high self-confidence despite not conforming to conventional beauty standards.

They present themselves authentically, unaffected by negative views or comments from others, and instead embrace their differences as a source of strength and beauty.

#### **Real beauty**

The aspect of real beauty is reflected in the selection of figures who



are not professional models, but women with diverse backgrounds and appearances. Dove showcases authentic and natural beauty without excessive embellishment, such as Rain with her masculine appearance, Heather as a boxer, Jessica with her unique fashion style, Grace with a body and face that do not conform to industry standards, Marcia with a youthful face as a lawyer, and Hannah as a street photographer. Their appearances demonstrate that beauty does not have to be uniform but can be found in diversity and authenticity.

### **Women Empowerment**

This campaign also highlights the value of women's empowerment. Each figure demonstrates strength and courage in defining their own beauty. They do not allow others to dictate who they should be, but instead choose to share their stories and principles of life. Whether through their professions, self-expression, or the courage to confront discrimination and harassment, they prove that women have control over their bodies, voices, and identities. This campaign encourages the audience to see beauty as more than just appearance as a form of courage, authenticity, and inner strength.

## **CONCLUSSION AND SUGGESTION**

This analysis revealed that, Dove's #MyBeautyMySay advertisement utilizes storytelling elements such as characters, setting, plot, theme, conflict, resolution, and tone to construct a powerful, emotional, and meaningful narrative. These elements work together to convey the main message about women's courage in challenging narrow beauty standards and asserting their own definitions of beauty.

The storytelling in this campaign successfully reflects Dove's core values, including Confidence as a Source of Beauty, Real Beauty, and Women Empowerment. By presenting real stories and authentic voices of women who face social pressure regarding appearance, the ad conveys its message honestly and touchingly, fostering emotional connection with the audience. Ultimately, Dove #MyBeautyMySay serves not only as a promotional campaign, but also as a powerful communication tool that upholds and voices important values about women's identity, voice, and confidence in the face of modern beauty standards.

### **Suggestion**

1. For future research can examine the elements of storytelling more deeply and focus on how the influence of the use of storytelling in conveying values and messages contained in advertisements and compare with advertisements that use other storytelling.
2. For readers, to understand that an advertisement does not only aim to sell products, but can also be a medium to convey strong social messages. The storytelling in this ad shows how storytelling works.

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