

## ***ABSTRACT***

*The pioneer of the number one dessert box in Indonesia Bittersweet By Najla has a marketing focus by utilizing social media, especially Tiktok. The content contained in TikTok @bittersweetbynajla has a marketing strategy using storytelling techniques. Storytelling is an effective technique for distracting various aspects such as action, communication, value transmission, and knowledge. The storytelling marketing strategy used often creates interaction with followers that has the potential to increase purchase intention in @bittersweetbynajla products. Purchase intention can be interpreted as a feeling of being attracted to a product and having the potential to buy. In this research, AIDA theory becomes an indicator of purchase intention variable. This research was conducted to find out the relationship and the magnitude of the influence of storytelling marketing on the purchase intention of @bittersweetbynajla TikTok followers using a quantitative method and involving 100 respondents to @bittersweetbynajla TikTok followers. The results of the study stated that storytelling marketing had a very strong influence on the purchase intention of 99.1% where 0.9% was influenced by other factors based on the calculation of the coefficient of determination. Based on the correlation coefficient test, the significance is  $0.000 < 0.05$  so there is a positive and very strong relationship between storytelling marketing and purchase intention.*

*Keyword: storytelling marketing, purchase intention, social media, AIDA*