

Setia Farm's Creative Strategy Through a Storytelling Approach

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of
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Stating that the article with the title "Setia Farm's Creative Strategy Through a Storytelling Approach" contains no work that has ever been submitted for a bachelor's degree at a university, and to the best of my knowledge, there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions have been written or published by other people, then I am willing that the work is canceled.

Yogyakarta, 26 October 2022



Qoyyum Fauzianin

PREFACE

Bismillahirrahmannirahim

Praise and gratitude, I pray to Allah SWT for His mercy and grace that I was able to complete this final project as a condition for obtaining a Bachelor's degree (S-1) in the Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support of various parties, therefore on this occasion the author would also like to say many thanks to:

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2. Sylection who held the conference.
3. My parents, Alm. Mr Azis Munandar and Mrs Kurniatin Sustami Edwihesty have raised, supported, and educated me patiently and lovingly.
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9. All my friends in PW IPM DIY who always give me inspiration and until this final project is declared complete.
10. Thanks and congrats for me

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Qoyyum Fauzianin

PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Setia Farm's Creative Strategy Through a Storytelling Approach can be completed. This thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public about Setia Farm's Creative Strategy Through a Storytelling Approach.

In addition, the author also wants to convey that in Indonesia, many business fields use social media as a source of information for their audience, one of which is Setya Hermawan's cattle business which uses Youtube and Instagram as information media to be addressed to the public. His subscribers and followers. The completion of this thesis could not be separated from the guidance and support of various parties therefore on this occasion, the author would also like to thank as much as possible to:

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In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, critics, suggestions, and further research development.

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