

## Storytelling as a Strategic Communication Method in Business Presentation

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### Abstract

In an increasingly competitive and digitally connected business environment, companies no longer compete solely through product quality and pricing but also through their ability to communicate messages persuasively and emotionally. Modern business presentations require communication approaches that can build emotional connections with audiences. Storytelling has emerged as a strategic communication method considered effective because it makes messages easier to understand, remember, and emotionally internalize, especially in service industries that heavily rely on trust, such as Umrah and Hajj travel services. This study examines storytelling as a strategic communication method in modern business presentations, using a case study of PT Almira Berkah Abadi. A qualitative approach with a case study design was employed. Data were collected through interviews, field observations, and literature reviews. The findings reveal that storytelling enhances promotional effectiveness, builds emotional closeness, and strengthens public image and trust in the company. Inspirational stories, packaged relevantly and delivered through both live presentations and digital media, have proven effective in expanding message reach and encouraging consumer decisions to use the company's services. This article provides theoretical and practical contributions for business professionals seeking to optimize storytelling as an impactful communication and marketing tool.

**Keywords:** storytelling; storytelling; communication, presentation, business

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### Introduction

In today's highly competitive and digitally connected business environment, communication has become a strategic factor influencing organizational success (Yashan, 2024). Companies are no longer competing solely through product quality or pricing strategies, but also through their ability to communicate messages effectively, emotionally, and persuasively to audiences. The rapid development of digital technology, social media, and interactive communication platforms has transformed business presentations from formal data-delivery activities into persuasive narrative performances capable of building trust, emotional engagement, and brand loyalty among consumers (Liu et al., 2024; Pratiwi et al., 2023; Zhao & Wang, 2023).

Business presentations currently require not only informative content but also the ability to create meaningful emotional connections with audiences (Kozlova, 2025). Audiences tend to respond more positively to messages delivered through engaging narratives rather than conventional presentations dominated by statistical explanations and technical information. Morgan & Dennehy (1997) explain that narrative-based communication increases audience attention and participation because stories are easier to understand, remember, and emotionally internalize compared to factual information presented in rigid formats. This condition encourages companies and communication professionals to adopt storytelling approaches in business communication activities.

Storytelling refers to the process of conveying messages through structured narratives that combine emotional and logical elements to create audience engagement (Farouk & Nakhil, 2019). In business contexts, storytelling is widely used to strengthen

corporate branding, explain organizational visions, support marketing campaigns, and improve presentation effectiveness (Suryana, 2024). Denning (2005) states that storytelling enables organizations to communicate complex ideas more effectively because narratives are more memorable than conventional numerical or technical explanations. Furthermore, storytelling has become an essential component in leadership communication and modern promotional strategies because it allows audiences to establish personal and emotional relationships with organizations or brands.

Several previous studies have highlighted the importance of storytelling in communication and marketing practices. Susianti & others (2022) emphasized that storytelling functions as an artistic communication method capable of delivering both factual and fictional experiences persuasively. Putri & others (2024) found that emotional advertising and narrative communication significantly influence consumer purchasing decisions because emotional engagement encourages trust and positive word-of-mouth communication. In addition, Hazriyanto & others (2025) explained that storytelling integrated with digital content marketing can strengthen audience engagement and customer loyalty in modern marketing environments.

Although previous studies have discussed storytelling from communication and marketing perspectives, most studies still focus on general promotional activities, emotional advertising, or digital marketing strategies. Limited research specifically examines storytelling as a strategic communication method in business presentations within religious service industries such as Umrah and Hajj travel services. In practice, many organizations still face difficulties in implementing storytelling effectively because narrative delivery often lacks emotional relevance, authenticity, and strategic communication planning. This condition indicates a gap between theoretical understanding and practical implementation of storytelling in business presentations.

The urgency of this study lies in the increasing importance of persuasive and emotionally driven communication strategies in building public trust, particularly in service-based industries that strongly depend on credibility and emotional attachment. In the Umrah and Hajj travel industry, trust is a crucial factor influencing consumer decisions because prospective pilgrims seek not only administrative services but also emotional assurance, spiritual comfort, and organizational integrity. Therefore, storytelling becomes an important strategic tool for strengthening communication effectiveness and building sustainable customer trust.

This study offers novelty by examining storytelling practices specifically within the context of business presentations and promotional communication conducted by PT Almira Berkah Abadi, an Indonesian Umrah and Hajj travel company. Unlike previous studies focusing primarily on digital storytelling and general marketing communication, this research explores how authentic narratives, emotional experiences, and inspirational stories are strategically utilized to build trust, strengthen corporate image, and influence consumer decisions in religious travel services.

Accordingly, this study aims to analyze storytelling as a strategic communication method in business presentations at PT Almira Berkah Abadi. The study also seeks to

identify how storytelling contributes to promotional effectiveness, emotional engagement, and customer trust formation. The findings are expected to provide theoretical contributions to business communication studies and practical implications for communication professionals, marketers, and organizations seeking to improve persuasive presentation strategies in the digital era.

## **Method**

This study employed a qualitative approach with a case study method to examine storytelling as a strategic communication method in business presentations at PT Almira Berkah Abadi (Creswell & Creswell, 2023). The qualitative approach was selected for its appropriateness in obtaining valid and reliable data related to the aspects studied. This approach enabled in-depth observation of the research object, producing accurate information aligned with the actual context (Marlina, 2016).

The term "case study" refers to an intensive, in-depth, and detailed scientific investigation of a program, event, or activity. The object of study may be an individual, group, institution, or organization, aiming to achieve a comprehensive understanding of the case under investigation. Typically, selected cases are real, ongoing events rather than past occurrences (Mudjia, 2017). Data collection techniques included interviews, direct field observation, and literature studies. This article is expected to provide both theoretical and practical contributions for academics, business practitioners, and communication professionals in improving the quality of impactful business presentations.

## **Results and Discussion**

True or fictional stories, whether personal experiences or those of others, and regardless of emotional tone, serve as powerful tools in client presentations. Without a treasury of varied stories, even the presentation of an important and expensive product will not be perfect. This is where storytelling skills become essential.

Storytelling, derived from the English words "story" and "telling," can be simply defined as the activity of conveying a story to an audience. This process can occur through various media, including words, images, photos, or sounds. According to Allie Decker, storytelling is the process of utilizing facts and narratives to convey messages effectively (Muhammad, 2022). Storytelling is also the art of wordplay, evoking expressions and touching the reader's heart. A carefully designed title may capture consumer attention, but the power of narrative within the content leaves a lasting impression and drives long-term customer loyalty. This skill is particularly useful in the professional world, especially for content writers and copywriters (Musman, 2023). Storytelling also serves as an effective content marketing strategy to build emotional connections with audiences (Butsianto, 2025).

Hyang (2020) explains that storytelling techniques are essential for effective presentations. Stories help overcome shortcomings and create added value by reaching audience emotions. Doug Stevenson, a U.S. presentation coach, states that practicing

storytelling skills is equivalent to honing general communication abilities, useful even for those not pursuing professional speaking.

PT Almira Berkah Abadi, a company engaged in Umrah and Hajj travel, has adopted storytelling as a promotional strategy. Their marketing team freely shares company stories to prospective pilgrims. These stories encompass hope, optimism, happiness, sadness, and even failures, processed in an engaging manner to attract pilgrims to use the company's services.

### **Profile of PT Almira Berkah Abadi**

PT Almira Berkah Abadi, known as Almira Travel, is a Hajj and Umrah travel service company established in 2019. The company is committed to helping Indonesian Muslims perform worship safely, comfortably, and meaningfully. The head office is located in South Jakarta, with branch offices in major Indonesian cities including Bandung, Serang, Semarang, Surabaya, Yogyakarta, Makassar, Medan, Riau, Lombok, and Aceh.

The company's vision is to become a superior organizer of special Hajj and Umrah based on Qur'anic and Sunnah guidance. Its mission includes providing innovative, creative, and progressive services while encouraging the implementation of shahihah Sunnah with comfort. PT Almira Berkah Abadi upholds worship, tarbiyah, and da'wah values in all services.

The company holds official permits as an Umrah Pilgrimage Travel Organizer (PPIU No. 521/2023) and Special Hajj Organizer (PIHK No. 413/2021) from the Indonesian Ministry of Religion. It achieved A accreditation from PT Ekualindo Artha Sinergi on September 18, 2023, and was recognized as the number one Hajj travel company in Indonesia with the highest number of Hajj plus registrants in 2024. With ten official branch offices, the company provides accessible and professional services. The Hajj plus program offers shorter waiting periods with comprehensive facilities, including comfortable lodging, exclusive transportation, quality food, medical services, and travel insurance ([www.almiratravel.id](http://www.almiratravel.id)).

### **Promotion through Storytelling**

PT Almira Berkah Abadi employs storytelling as a promotional strategy for its Umrah and Hajj services. In an interview, the company owner, Ihsan Fauzi Rahman, openly shared personal experiences, including a bitter experience as a fraud victim causing significant material losses. This experience became a turning point that strengthened his commitment to providing trustworthy and professional services. For him, storytelling is not merely storytelling but a strategic approach to conveying honesty, responsibility, and integrity.

Ihsan emphasized that the power of storytelling lies in selecting relevant, emotion-evoking stories that create personal closeness with the audience, allowing messages to be received emotionally rather than logically. PT Almira Berkah Abadi not only relies on company narratives but also gathers inspirational stories from pilgrims. One example is

the story of an elderly pilgrim who saved for years to perform Umrah—a touching and motivating story told to inspire audiences to intend for Umrah or Hajj.

According to Ihsan, such authentic stories serve not only as communication tools but also as key components of the company's branding strategy. This approach creates a strong positive public perception, with many stories spreading organically through social media as effective promotion. People feel closer to the brand because the stories feel real and relevant.

In direct meetings with prospective pilgrims, PT Almira Berkah Abadi frequently uses storytelling as an effective promotional strategy. They share inspiring stories of miracles experienced by individuals living with honesty and sincerity. Stories are selectively chosen to match the background and emotional condition of prospective pilgrims, creating stronger closeness and connection.

Through this approach, PT Almira Berkah Abadi conveys not only technical departure information but also builds spiritual and emotional nuances in communication. Heart-touching true stories are believed to arouse sympathy, foster trust, and encourage immediate registration. Thus, storytelling serves as a bridge between pilgrims' spiritual needs and the company's worship services.

The storytelling at PT Almira Berkah Abadi extends beyond direct meetings to various digital platforms, including Instagram, YouTube, and other social media. By utilizing digital media, these inspirational stories reach a wider audience and strengthen the company's position in the competitive Umrah and Hajj travel industry. The storytelling is equipped with relevant materials, including photos, narratives, and videos that evoke emotional responses from prospective pilgrims.

Good storytelling with creative strategies enhances promotional reach. Creative strategy plays an important role in implementing promotion programs. Advertising functions as a corporate communication tool to introduce and offer products or services. Advertisements convey messages indirectly by presenting product advantages attractively, designed to create positive impressions that influence perception and encourage purchases (Ramaputra & Afifi, 2021).

### **Consumer Economics**

Advertisements that evoke consumer emotions often encourage sharing experiences with others, triggering positive word-of-mouth, one of the most effective marketing strategies. Emotionally touched (Putri & others, 2024). Ads that highlight not only sales aspects but also stories relevant to customers' lives tend to be more memorable and build strong emotional closeness. Consumers often make purchase decisions based on emotional attachment to a brand rather than functional benefits alone. Therefore, brands—including Umrah and Hajj travel companies—that present authentic, heartfelt stories are more likely to create high customer loyalty than those simply highlighting product advantages (Maula & others, 2025).

PT Almira Berkah Abadi implements this approach. Its official website (<https://www.almiratravel.id/almira-travel-haji-plus/>) features numerous video

testimonials from satisfied Umrah and Hajj pilgrims, as well as screenshots of short message testimonials. The accessible website, appealing visual display, and various video testimonials, including YouTube links, provide real evidence that the company is trustworthy and not fraudulent.

Additionally, the website displays news portal headlines featuring the company's activities, particularly in the Holy Land during Umrah and Hajj pilgrimages, with engaging titles. Examples include "Almira Travel Provides the Best Service for Special Umrah and Hajj Travel" (Poskota.co.id), "Almira Travel, Provider of Special Umrah & Hajj Packages with the Best Facilities" (DetikTravel), and "Give the Best Service for Private Umrah Trips, Can Start from 2 People" ([JawaPos.com](http://JawaPos.com)). Headlines are the first element attracting public attention, serving as the main identity reflecting overall content. Without compelling headlines, news may be overlooked (Hakim, 2021).

PT Almira Travel also focuses on content marketing published on its website, Instagram, and YouTube. Content marketing and storytelling are now main pillars of modern marketing strategies, evolving beyond traditional product-focused promotion. In the digital era, both have transformed into powerful tools for establishing emotional closeness between brands and audiences. Brands that tell engaging, relevant, and meaningful content not only attract attention but also increase engagement and build ongoing customer loyalty (Hazriyanto & others, 2025).

Storytelling has become a strategic communication method widely used in modern business presentations. This technique not only conveys information but also builds emotional connections between companies and audiences. By crafting messages as touching, relevant, and authentic stories, companies make their messages more memorable, evocative, and convincing. Many businesses have adopted this approach because it significantly increases customer trust and loyalty.

### **Trust as an Adhesive**

Trust is a fundamental element in establishing relationships, both in business and personal life. It functions as an adhesive strengthening bonds in families, organizations, and national life. Research by Stephen M. R. Covey Jr. (2006) shows that trust significantly influences business process speed and cost efficiency. Low trust slows business processes and increases costs, while high trust accelerates processes and reduces operational costs (Kasali, 2016).

PT Almira Berkah Abadi implements storytelling strategies in its promotional activities. Through inspirational true stories illustrating spiritual values, honesty, and hope, the company aims to touch pilgrims' hearts. The use of storytelling has received positive public responses, creating strong emotional experiences and building trust in services offered, as evidenced by video testimonials on the company's website. This approach strengthens the company's image as a trustworthy and professional worship service provider.

Presentations, promotions, or advertisements—whether oral, video, or narrative—are effective only when delivered by professionals who master the stage, possess strong

public speaking skills, and command relevant stories suited to audience characteristics. Public speaking refers to direct face-to-face speaking but has evolved to include various communication forms, including pre-recorded speeches delivered remotely. Public speaking serves multiple purposes, including teaching, persuading, or entertaining, each requiring different approaches (Subhan et al., 2023). This is what PT Almira Berkah Abadi practices.

The author argues that storytelling materials should come from honest, inspiring stories that arouse audience spirit and interest in using promoted services. Honest stories yield positive results (Hojanto, 2016; Ikhwan, 2022; Rahardjo, 2017).

Equally important, storytelling must be attractive, tactical, and effective. Steve Jobs demonstrated this in 2001 when introducing the iPod. He opened his presentation with a few sentences, then unexpectedly reached into his jeans pocket and pulled out a small object. The audience immediately applauded—a spontaneous reaction showing admiration for the iPod's small size. Calmly, Jobs said, "I've always wondered what the function of jeans pockets is. Now that question has been answered. Weighing only 0.1 kg, the iPod can be put in a pocket."

At that time, the iPod was an advanced, expensive product with 5 GB storage. Instead of elaborating technical figures, Jobs chose a different approach. Had he merely mentioned data such as weight, capacity, and function, the audience would have responded flatly. Jobs knew how to build an impression. He showed the iPod's small size by pulling it from his jeans pocket, reinforcing that the iPod was designed for everyday lifestyle. This approach helped the iPod outperform cheaper, larger-capacity products. Jobs' storytelling-style presentation shaped the iPod's image as a hit global product. He became the main character dramatically describing the excitement of using the iPod in daily life, making the product seem innovative and market-leading.

Steve Jobs was an expert in storytelling. Even when delivering sales data, he crafted interesting narratives. If 4 million iPhones sold, he would say, "That means an average of 20,000 units sold every day." This style helped audiences imagine the product's impact. Jobs also inserted iconic moments, reinforcing that every product has a story. It is no exaggeration to call Steve Jobs the king of storytelling presentations (Hyang, 2020; Soleh, 2021). Whether viral, stunning storytelling directly correlates with increased revenue and product sales in Indonesia requires further research. However, based on Steve Jobs' example, good storytelling in front of audiences appears effective.

## **Conclusion**

This study demonstrates that storytelling is a highly effective strategic communication method in modern business presentations, particularly for building emotional connections between companies and audiences. In the context of PT Almira Berkah Abadi, storytelling not only conveys business messages but also strengthens the company's spiritual values, integrity, and honesty in the eyes of prospective Umrah and Hajj pilgrims. Inspirational stories shared in person or through digital platforms—

websites and social media have successfully generated customer sympathy, trust, and ongoing loyalty.

The use of storytelling as a promotional strategy is reinforced by planned, creative, and consistent content marketing across multiple channels, including the company's official website. By combining visual power, emotional narrative, and digital content distribution, PT Almira Berkah Abadi reaches a wider audience and builds a positive image as a trustworthy and professional worship service organizer. This approach confirms that authentic narratives are more effective in influencing consumer behavior than conventional promotions based solely on data and product features.

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