

The Influence of Storytelling Effectiveness in @Gromorestudioseries YouTube Content on Viewer Appeal

Naia Novitasari & Maharani Imran

Universitas Bina Sarana Informatika Kalimalang, Jakarta Timur, Indonesia

naianovita832@gmail.com; maharani.mnn@bsi.ac.id

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Abstract

The growth of YouTube as a digital media platform has encouraged content creators to develop strategies that attract viewers' attention and sustain interest. Storytelling offers a narrative approach to strengthening content appeal through engaging presentation and emotional connections with audiences. This study examines the relationship between storytelling effectiveness in the YouTube content of @GromoreStudioSeries and viewer appeal. A quantitative approach grounded in the positivist paradigm was employed, using survey data to assess the hypothesized relationship. The sample comprised 100 respondents selected through purposive sampling. Data were collected using Likert-scale questionnaires, supplemented by documentation and a literature review. The analysis employed simple linear regression, a t-test, and the coefficient of determination to assess the direction, statistical significance, and explanatory contribution of storytelling effectiveness. The results revealed a positive and statistically significant relationship between storytelling effectiveness and viewer appeal, with the t-test yielding a significance value below .05. The regression model accounted for 66.4% of the observed variation in viewer appeal ($R^2 = .664$), while 33.6% remained unexplained by the model. These findings indicate that storytelling effectiveness was closely associated with respondents' assessments of content appeal within the studied context. The study contributes to understanding narrative communication on digital platforms by quantifying this relationship in a specific YouTube channel. For content creators, the findings support considering storytelling as an element of content planning and audience evaluation. The study concludes that effective storytelling represents a

potentially valuable strategy for enhancing YouTube content appeal. Further research incorporating additional predictors, broader audience samples, and multiple channels would help assess the generalizability of the findings and clarify other influences on viewer appeal.

Keywords: Storytelling; YouTube; Viewer Appeal; Digital Content; Content Strategy

INTRODUCTION

Information and communication technology has transformed the ways in which cultural heritage, particularly folklore, is preserved and disseminated. In the past, folktales were transmitted orally from one generation to the next (Podara et al., 2021). Today, these stories are adapted into audiovisual formats to remain relevant and engaging to contemporary audiences, particularly younger generations. YouTube has become one of the most widely used platforms for disseminating stories through animated content (Herutomo et al., 2023). This transformation not only helps preserve folktales as an integral part of cultural identity but also facilitates audiences' understanding of the values and moral messages embedded within them (Piliang & Andriyani, 2024).

According to platform statistics, @GromoreStudioSeries ranks 32,979th globally, 560th in Indonesia, and 25th in the Show category in Indonesia. These rankings indicate that the channel has demonstrated promising performance and considerable potential to reach and attract a broad audience. However, the success of digital content depends not only on the quality of its animation and visual presentation but also on its storytelling techniques, which play a crucial role in sustaining viewers' engagement, attention, and emotional involvement throughout the narrative. When storytelling fails to generate sufficient engagement, the objectives of educating audiences and preserving cultural heritage through digital media may be difficult to achieve effectively. This phenomenon highlights the importance of investigating the extent to which storytelling in the YouTube channel @GromoreStudioSeries influences audience attraction. This study is expected to provide empirical evidence regarding the effectiveness of digital communication in revitalizing folktales as an essential component of Indonesia's cultural heritage.

Research examining the relationship between Narrative Transportation Theory and Attraction Theory in the context of digital folklore content remains relatively limited.

Therefore, this study seeks to address this research gap by examining the YouTube channel @GromoreStudioSeries. It employs Narrative Transportation Theory, as proposed by (Van Laer et al., 2014), to explain how identifiable characters, an imaginable plot, and verisimilitude can transport viewers into the narrative world and thereby enhance their engagement with the story. Furthermore, this study draws on Attraction Theory developed by (McCroskey & McCain, 1974), which conceptualizes attraction in terms of physical attraction, social attraction, and task attraction. Accordingly, this study aims to examine and empirically test the effect of storytelling effectiveness in the YouTube content of @GromoreStudioSeries on audience attraction.

METHODS

This study employed a quantitative approach using a survey method. The positivist paradigm was adopted because the study aimed to empirically examine the effect of storytelling on audience attraction based on measurable data analyzed statistically. A causal research design was applied to explain the cause-and-effect relationship between the independent variable, storytelling, and the dependent variable, audience attraction.

The study population consisted of all subscribers of the YouTube channel @GromoreStudioSeries, totaling approximately 1,800,000 subscribers. The sample size was determined using Slovin's formula, while respondents were selected through purposive sampling, resulting in 100 respondents who met the following criteria: they were at least 17 years old, had watched folklore content on the channel, and were familiar with using the YouTube platform. Primary data were collected through an online questionnaire using a five-point Likert scale, while secondary data were obtained from scientific journals, previous studies, and documentation of YouTube content.

The validity test results indicated that all questionnaire items were valid, with calculated r -values exceeding the critical r -value of 0.361 and statistically significant results ($p < 0.05$). The reliability tests also demonstrated satisfactory internal consistency, with Cronbach's alpha values of 0.785 for variable X (storytelling) and 0.855 for variable Y (audience attraction). Data were analyzed using IBM SPSS Statistics version 22 through descriptive and inferential statistical analyses. The analytical procedures included validity testing, reliability testing, simple linear regression analysis, the partial t -test, and the coefficient of determination (R^2) (Sugiyono, 2023).

RESULTS

Table 1. Respondent Characteristics

Characteristics	Frequency	Percentage
Gender		
Male	77	57%
Female	53	43%
Age		
17–25 years	122	94%
26–35 years	8	6%
Total Respondents	130	100%

Source: Research Findings, 2026

The respondent characteristics indicate that the sample was predominantly male, comprising 77 respondents (57%), while female respondents accounted for 53 (43%). In terms of age, the majority of respondents were aged 17–25 years, representing 122 respondents (94%), whereas 8 respondents (6%) were aged 26–35 years. These findings indicate that the study primarily involved young respondents.

Table 2. Results of Simple Linear Regression Analysis

Variable	Regression Coefficient (B)	t-value	Sig.
Constant	10.364	4.148	0.000
Storytelling (X)	0.764	13.911	0.000

Source: Research Findings, 2026

The simple linear regression analysis revealed a constant value of 10.364 and a regression coefficient of 0.764 for the storytelling variable (X), with a significance value of 0.000 ($p < 0.05$). These findings indicate that storytelling has a positive and statistically significant effect on audience attractiveness (Y). In other words, an increase in the implementation of digital storytelling is associated with an increase in audience attractiveness. The positive regression coefficient suggests that for every one-unit increase in the storytelling score, the audience attractiveness score increases by 0.764 units, assuming the model's other conditions remain unchanged.

Table 3. Results of the Partial Hypothesis Test (t-test)

Variable	Regression Coefficient (B)	t-value	Sig.
Constant	10.364	4.148	0.000
Digital Storytelling (X)	0.764	13.911	0.000

Source: Research Findings, 2026

The partial hypothesis test (t-test) showed that the storytelling variable (X) obtained a t-value of 13.911, with a significance value of 0.000, which is below the 0.05 significance threshold ($p < 0.05$). Therefore, the null hypothesis (H_0) is rejected, and the alternative

hypothesis (H_1) is accepted. These results demonstrate that storytelling has a positive and statistically significant effect on audience attractiveness (Y). Thus, digital storytelling can be considered an important factor associated with audience attractiveness in the context of this study.

Table 4. Results of the Coefficient of Determination Test

Test Indicator	Value
Correlation Coefficient (R)	0,815
Coefficient of Determination (R Square)	0,664
Adjusted R Square a.Predictor: (Constant), Storytelling	0,660 _X

Source: Research Findings, 2026

The coefficient of determination test yielded a correlation coefficient (R) of 0.815, indicating a strong positive relationship between storytelling (X) and audience attractiveness (Y). The R Square value of 0.664 indicates that storytelling explains 66.4% of the variation in audience attractiveness, while the remaining 33.6% is attributable to other factors not included in the research model. Meanwhile, the adjusted R Square value of 0.660 indicates that the model accounts for approximately 66.0% of the variation in audience attractiveness after adjustment for the number of predictors. Overall, these findings suggest that storytelling has substantial explanatory power in relation to audience attractiveness.

DISCUSSION

The research findings indicate that the effectiveness of storytelling in the YouTube content of @GromoreStudioSeries has a positive and statistically significant effect on audience appeal. This finding is based on the results of a simple linear regression analysis, which yielded a regression coefficient of 0.764, a calculated t -value of 13.911, and a reported significance value of 0.000, or $p < 0.001$. Since the significance value is below 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. The positive regression coefficient indicates that an increase in storytelling effectiveness scores is associated with an increase in audience appeal scores. This finding confirms that storytelling is an important aspect of enhancing the appeal of digital content. However, this effect should be interpreted in light of the statistical test results and the characteristics of the respondents studied, rather than as evidence that every change in story quality directly causes a change in appeal among all viewers.

Substantively, these findings suggest that storytelling plays a role in shaping an engaging viewing experience through structured narratives, recognizable characters, relevant conflicts, and resolutions that help audiences understand the story. Video content does not merely convey information through images and sound; it can also create an experience through a sequence of events that connects viewers with the messages being communicated. When a narrative is organized clearly and presented in an accessible manner, viewers are more likely to follow the development of the story and understand its underlying meaning. In the context of the @GromoreStudioSeries YouTube channel, storytelling effectiveness can be understood as the ability of content to present a narrative in a way that sustains attention, fosters emotional engagement, and provides a meaningful viewing experience. Thus, audience appeal is not determined solely by the presence of a story but also by the quality of its presentation and its relevance to the audience.

These findings are consistent with the studies by (Van Laer et al., 2019; Widiyari, 2021), which examine the influence of narrative transportation, or the extent to which audiences become immersed in a story. These studies explain that audiences' experiences of feeling as though they have entered the world of a narrative can influence their responses to messages conveyed through storytelling. Narrative transportation involves attention, imagination, and emotional responses that enable audiences to connect more closely with the experiences depicted. In the context of the present study, this theory helps explain how an engagingly presented story may increase viewers' involvement with the YouTube content they watch. Therefore, the findings from the @GromoreStudioSeries channel reinforce the understanding that narrative quality is a relevant factor in enhancing the appeal of digital content.

The relationship between storytelling and audience responses was also examined by (Dessart & Pitardi, 2019) in their study of how stories generate consumer engagement. Their research indicates that narrative elements, characters, and the connection audiences establish with a story can elicit cognitive, emotional, and behavioral responses. These findings suggest that successful storytelling depends not only on the sequence of events but also on the narrative's ability to establish a connection between the content and the audience's experiences. In relation to the @GromoreStudioSeries channel, a clearly structured storyline and easily understood characters may help viewers follow the messages being conveyed. Such engagement may strengthen viewers' perceptions of the content's appeal. Nevertheless, consumer engagement and audience appeal are distinct concepts. Accordingly, this previous

study serves as theoretical support for the present discussion rather than evidence that both studies measure identical variables.

The positive effect of storytelling on audience appeal can also be explained by the correlation and coefficient of determination values obtained in this study. The correlation coefficient (R) of approximately 0.815 indicates a strong positive relationship between storytelling effectiveness and audience appeal. Meanwhile, the coefficient of determination (R^2) of 0.664 indicates that 66.4% of the variation in audience appeal can be statistically explained by the storytelling variable in the regression model. The remaining 33.6% represents variation that is not explained by the model and may be associated with other factors beyond the scope of this study. These factors may include animation quality, sound design, thumbnail design, thematic relevance, viewing habits, and individual audience preferences. However, these factors remain potential explanations because they were not specifically examined in the present study.

The magnitude of the coefficient of determination indicates that storytelling makes a substantial contribution to explaining audience appeal within the research model. However, the figure of 66.4% does not mean that storytelling is the sole determinant of audience appeal or that improving story quality automatically increases the number of viewers by 66.4%. The coefficient of determination represents the proportion of variation in audience appeal scores that can be explained by the model based on the analyzed data. Accordingly, the appropriate interpretation is that storytelling effectiveness is a relevant variable for explaining differences in audience appeal among the respondents included in this study. This finding also highlights the need for further research examining other factors to develop a more comprehensive understanding of how the appeal of YouTube content is formed.

Studies by (Seo et al., 2018; Ratnawati et al., 2026) on narrative transportation in viral social media advertising provide additional perspectives for understanding the relationship between storytelling and audience responses. These studies discuss how audiences' involvement in narratives is associated with the dissemination of advertising messages through social media. Their findings suggest that narrative strength is an important aspect to consider when designing engaging digital communication. The relevance to the present study lies in the understanding that conveying messages through stories can encourage audiences to pay attention to and respond to the content they consume. Nevertheless, the spread of viral advertisements differs from audience appeal; therefore, the findings of (Seo et al., 2018)

cannot be directly equated with the findings concerning the @GromoreStudioSeries channel. These studies nevertheless provide a theoretical basis for explaining the importance of narrative experiences in digital media communication.

In addition to narrative strength, the appeal of audiovisual content may be associated with the alignment of storytelling, animation, characters, music, and sound (Deb et al., 2025). Appropriately coordinated visual and audio elements may help viewers understand the storyline and reinforce the intended atmosphere. Conversely, visual presentation that is inconsistent with the story may interfere with the audience's understanding of the message. In the context of the @GromoreStudioSeries channel, animation quality and audio design may be considered supporting elements that facilitate storytelling. However, because the research model examines only the effect of storytelling on audience appeal, this study cannot establish the extent to which each audiovisual element contributes to audience appeal. Therefore, discussion of visual and audio elements should be regarded as contextual explanation that can be further explored in subsequent research.

Research by (Dessart, 2018; Martínez-Navarro & Bigné, 2025) on story-based advertising suggests that narrative effectiveness may also be influenced by audience identification with characters and the types of characters presented. These findings indicate that storytelling does not necessarily produce the same responses among all audiences, as reactions to characters and narratives may vary. In relation to the present study, developing recognizable characters with clearly defined roles may be a consideration for the managers of the @GromoreStudioSeries channel when seeking to improve content presentation. Engaging stories should be developed by considering relationships among characters, narrative continuity, and the alignment of messages with the intended audience. Thus, storytelling strategies should focus not only on delivering a story but also on how audiences understand and respond to the characters and events presented.

Practically, these findings have implications for the management of the @GromoreStudioSeries YouTube channel, suggesting that storytelling effectiveness should be considered a key factor in content production. Developing a well-structured storyline, engaging characters, relevant conflicts, and clear resolutions may help create a better viewing experience. In addition, channel managers could evaluate audience responses through comments, watch time, and video completion rates to obtain further insights into audience reception. These indicators were not analyzed in the present study; therefore, their use

represents a practical recommendation rather than a finding established through statistical testing. Regular evaluation may help channel managers identify story formats that suit audience characteristics and develop content strategies based on viewer responses.

Although the findings reveal a positive and statistically significant relationship, several limitations should be considered when interpreting the results. The use of purposive sampling requires caution when generalizing the findings because respondents were selected according to specific criteria and may not represent all viewers of the @GromoreStudioSeries channel. Furthermore, simple linear regression examines the relationship between only one independent variable and one dependent variable, and therefore cannot fully explain the roles of other factors in shaping audience appeal. Future research could expand the range of respondent characteristics, examine additional variables such as audiovisual quality, narrative relevance, and emotional engagement, and employ interviews or content analysis to gain a deeper understanding of audience responses. These approaches are expected to provide a more comprehensive account of the mechanisms linking storytelling effectiveness to the appeal of digital content.

Overall, the findings confirm that storytelling effectiveness has a positive and statistically significant effect on the appeal of YouTube content produced by @GromoreStudioSeries. The regression coefficient of 0.764 indicates a positive relationship, while the coefficient of determination of 0.664 demonstrates that storytelling explains 66.4% of the variation in audience appeal within the research model. These findings are consistent with previous studies emphasizing the roles of narrative, emotional engagement, and character identification in shaping audience experiences with digital content. Accordingly, storytelling can be regarded as an important communication strategy for developing YouTube content. Nevertheless, audience appeal should still be understood as an outcome that may be associated with multiple factors. Content development strategies should therefore strengthen narrative quality while also evaluating other relevant aspects.

CONCLUSION

This study concludes that storytelling effectiveness in the YouTube content of @GromoreStudioSeries has a positive and statistically significant effect on audience appeal. This finding is supported by the simple linear regression results, which yielded a regression coefficient of 0.764, a calculated t -value of 13.911, and a significance level of $p < 0.001$,

leading to the acceptance of the research hypothesis. The coefficient of determination (R^2) of 0.664 indicates that storytelling explains 66.4% of the variation in audience appeal, while the remaining 33.6% is associated with factors outside the research model. These findings suggest that presenting stories in a structured, engaging, and easily understandable manner is an important aspect of enhancing the appeal of digital content. Therefore, storytelling effectiveness can serve as a relevant communication strategy for increasing the appeal of YouTube content, although the findings should be interpreted in accordance with the characteristics of the respondents and the scope of the research model.

This study contributes to digital communication research, particularly to the understanding of the effect of storytelling effectiveness on audience appeal on the YouTube platform. Theoretically, it provides additional empirical evidence of the relevance of storytelling in capturing audience attention and fostering engagement with digital content. Practically, the findings may serve as a reference for the managers of the @GromoreStudioSeries channel and other content creators when designing storylines, developing characters, constructing conflicts, and delivering messages that align with audience characteristics. The coefficient of determination of 66.4% also indicates that storytelling has substantial explanatory power within the research model. These findings can be used as a basis for evaluating content production strategies while encouraging the development of digital narratives that are more engaging, communicative, and relevant to audience needs.

Future research is recommended to develop the research model by incorporating other variables that may influence audience appeal, such as audiovisual quality, character appeal, thematic relevance, emotional engagement, and audience interactivity. Researchers could also expand the sample size and include a broader range of respondent characteristics, while considering more representative sampling techniques to improve the generalizability of the findings. In addition to quantitative approaches, future studies could employ qualitative methods, including in-depth interviews or video content analysis, to identify the storytelling elements that are most appealing to viewers. Experimental approaches could also be used to compare audience responses to variations in storylines, characters, and narrative delivery techniques. Accordingly, future research is expected to provide a more comprehensive understanding of the factors shaping audience appeal and generate more measurable recommendations for the development of YouTube content.

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