

Storytelling Analysis on YouTube Account Content @NadiaOmara

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ABSTRACT

Objective: This study aims to analyze Storytelling on the content of @NadiaOmara youtube account. **Method:** This research also uses Joe Lambert's digital storytelling theory which includes seven main elements. The research method used is a qualitative approach with a descriptive nature, which is carried out through observation of YouTube content @NadiaOmara. The data analysis technique refers to the model developed by Miles and Huberman, which includes three main stages, namely data reduction, data presentation, and conclusion drawing or verification process. **Results:** The results of the study show that the success of Nadia Omara's storytelling is supported by the use of seven digital storytelling elements by Joe Lambert, namely Point of View, Dramatic Question, Emotional Content, The Gift of Your Voice, the power of the soundtrack, Economy, Pacing which creates a strong story atmosphere and maintains the audience's attention until the end. The narrative techniques applied not only build tension, but also strengthen the emotional connection with the audience. **Novelty:** By understanding this strategy, this research can be a reference for other content creators who want to develop more effective storytelling on digital platforms.

INTRODUCTION

Mass media platforms such as YouTube have become popular for delivering content that contains entertainment, video clips, and Vlogs (Video Blogs) [1]. YouTube as one of the most popular platforms today, has evolved into a space for a wide variety of content [2]. This phenomenon has given birth to many content creators who are able to attract the attention of a wide audience through various strategies, one of which is the use of storytelling.

In today's digital era, storytelling is in great demand from various circles. Therefore, social media platforms like YouTube are improving their features that allow users to express themselves through videos that contain storytelling. The benefit of storytelling on YouTube is to make the resulting story content more interesting to the audience and can increase interaction [3]. This will be more effective if a storyteller has a unique storytelling style.

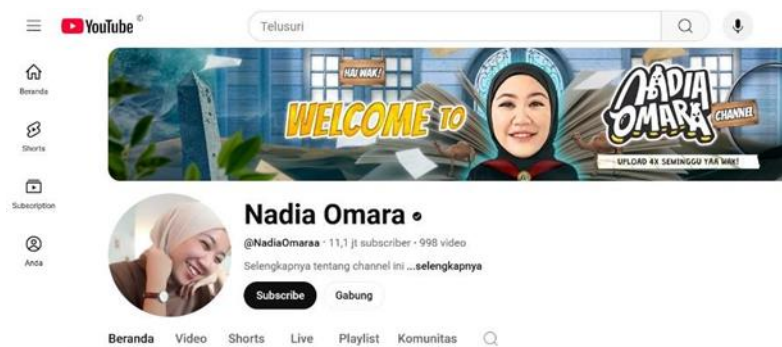


Figure 1. Cover photo.

One of the creators who has succeeded in utilizing storytelling in her content is Nadia Omara. His YouTube account, which has 11.1 million subscribers, attracts the attention of many followers with his unique and entertaining storytelling style.

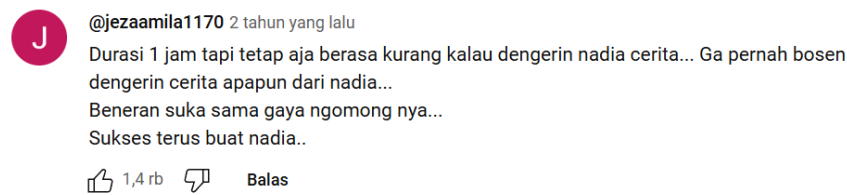


Figure 2. Comment.

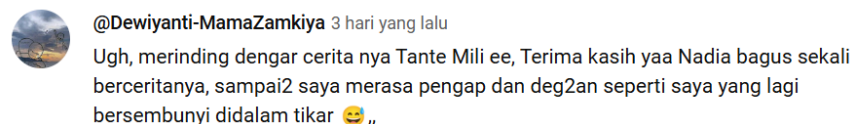


Figure 3. Comment.

From the two screenshots, it can be seen that the audience's response to the content presented is very positive and enthusiastic. Many comments show that the horror story presented by Nadia Omara makes the audience feel tense, curious, and even goosebumps. The comments given by the audience to the content presented by Nadia Omara also appreciated the way Nadia Omara conveyed the story which was considered very expressive and easy to understand, so that the audience felt as if they were experiencing the events told. This proves that the storytelling used by Nadia Omara is indeed effective in building emotional engagement and making the audience feel at home for a long time on her YouTube channel.

Nadia Omara is famous for horror-themed storytelling that makes audiences tense and curious. The stories he shares often have elements of surprise and a gripping atmosphere that keep the audience following the video to completion. With this way of storytelling, Nadia is able to create a strong horror atmosphere, so that the audience feels like they are participating in the terrifying experience that is being told. This makes his videos often get a lot of comments and likes from his followers.

According to Green & Brock's research in transportation narrative theory, audiences who engage in the story emotionally will more easily connect with the narrative being told. This is in Nadia Omara's videos which often present elements of surprise, unexpected plots, and a gripping atmosphere that keeps the audience engaged until the end.

In addition, the storytelling strategy used by Nadia Omara is in line with the principle of dual coding theory from Paivio, which states that information conveyed verbally and visually is easier for the audience to remember. In her videos, Nadia often combines narration with sound effects and supporting visuals to strengthen the horror feel, thereby increasing the appeal and engagement of the audience.

The storytelling used by Nadia Omara is classified as Macro Storytelling, which is a storytelling technique that features long and complex storylines with a clear narrative structure. In each of her videos, Nadia develops a story with character recognition,

setting, conflict, and resolution designed to build tension and emotional engagement for the audience. In addition, a strong horror atmosphere is created through the use of sound effects, expressions, and elements of surprise that make the audience feel as if they are in the story. With an alluring storytelling style and mature narrative techniques, Nadia Omara creates an immersive viewing experience and keeps audiences coming back to enjoy her content [4].

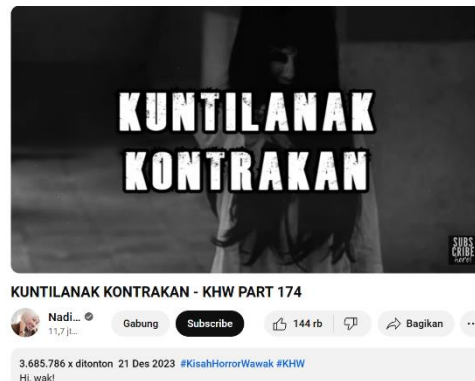


Figure 4. Cover photo.

In this study, the researcher chose Nadia Omara's storytelling content with the most viewers, namely 3.6 million viewers entitled "Kuntilanak Kontrakan". The storytelling told by Nadia Omara is a personal story of Nadia Omara. The storytelling is seen by many audiences because of the way it is told as if we are in a horror situation told by Nadia Omara.

This research applies Joe Lambert's digital storytelling analysis technique in the data analysis process. Joe Lambert defines digital storytelling as a blend of traditional storytelling art with digital technology, which allows individuals to convey experiences, ideas, or messages through various mediums such as text, images, audio, and video [5]. Lambert identifies seven main elements in digital storytelling, namely point of view which serves to provide a clear and personal perspective of the storyteller, so that the audience can understand the context of the story more deeply. Second, dramatic questions are elements that arouse curiosity and encourage the audience to continue following the storyline until the end. Third, emotional content plays a role in creating an emotional connection between the story and the audience, making the narrative more touching and meaningful. Fourth, the gift of your voice adds a personal nuance and authenticity in the delivery of the story. Fifth, the power of the soundtrack is used to build the atmosphere and amplify the emotions in the story. Sixth, economy emphasizes the importance of conveying messages in a short but concise and meaningful way, without long-winded information. Finally, pacing (speed and rhythm) sets the plot and tempo of the story to keep it dynamic and able to maintain the audience's attention throughout the story [6].

In the research conducted A. Kartini *et al* [7], the researcher analyzed how the storytelling techniques used on Instagram accounts @Rintiksedu in increasing netizens' responses. The focus of this research is on the storytelling style, character creation, and the use of relevant themes that can touch the emotions of the audience carried out by

Nadhifa Allya Tsana. The approach used in this study is qualitative with a descriptive nature. The results of this study show that Nadhifa Allya Tsana's exploration of storytelling techniques has significantly increased the involvement of netizens. His ability to create content that is relevant and emotionally resonant has earned him a loyal following, a high level of interaction, and a strong sense of community among his fans.

Meanwhile, the research presented by R. Chin, R. Arief, and D. Prakoso [8], the researcher analyzed what are the elements of digital storytelling in storytelling content on Instagram @hmns.id. The focus of this study is to examine the elements of HMNS digital storytelling in content that contains storytelling used by HMNS Instagram in conveying messages to the target audience. This study uses a qualitative method as an approach. The results of this study show, based on interviews with key informants, expert informants, and supporting informants, reveal that each element has a different point of view. As a result, readers may find it difficult to understand the message conveyed in the storytelling content.

The previous research by A. B. Amorta, D. Loveian, D. Nugroho, and H. P. Lokananta [9], the researcher analyzed the storytelling style in the animated content "Vernalta". The focus of this research is on his storytelling style that combines humor and popular themes such as horror, romance, and superheroes. In this study, the storytelling style is carried out using elements such as text, images, sounds, and videos that are funny and unique in order to attract the attention of the audience. This research uses a qualitative method. The results of the study show that the story in this animation is divided into three parts, namely the beginning, middle, and end, with a plot that runs forward. The first part provides an introduction to the story, the middle part contains the conversation and character introductions, while the last part presents a conclusion that ties the entire story together. The research also found that "Vernalta" uses four main elements in its storytelling, namely characters and characters, the setting of the place and time, the theme of the story, and visual storytelling and using the themes raised tends to be funny and unique.

Search conducted by A.M Fairuzzabad and Suranto [10], the researcher analyzed the function of media in the content of Nadia Omara's youtube channel. The focus of this study is to analyze the content shared by Nadia Omara, one of which is a horror story based on a story from a person's experience or a personal story from Nadia Omara. This study uses a qualitative method with a descriptive analysis approach. Data collection was carried out through interviews and documentation.

Findings produced by T. W. Wulandari, E. Solohatulmilah, and E. N. Mualimah [11] It was found that the use of digital storytelling media has a positive influence on improving students' listening skills. This study applies a quantitative method with a pretest-posttest design to measure the effectiveness of digital storytelling media. The results of the study revealed that the average score of students' listening ability increased from 69.56 in the pretest to 86 in the posttest.

The results of the study presented by S. S. Hanum Luthfiah, Rianingsih Putri Lassari, Sabrina Aulia Rahma [12], explained that digital storytelling can be an effective tool to preserve Indonesian culture through the learning of Social Sciences (IPS) in elementary schools. This research was conducted using a literature review method through the analysis of various relevant journals and articles. The results of the study show that digital storytelling that combines multimedia elements such as images, text, sound, and video is able to create an interesting and interactive learning atmosphere. This media is considered to be successful in increasing students' understanding of local cultural concepts, making it easier for them to understand social events, and encouraging active involvement in the learning process.

Based on previous research, there are several similarities and differences with the research conducted by the researcher. The similarity lies in the use of qualitative methods with a descriptive approach in analyzing storytelling on digital platforms. In addition, previous research has also highlighted how storytelling can increase audience engagement as well as build an emotional connection between creators and audiences. However, the difference lies in the object and focus of the research. This study specifically analyzed storytelling in @NadiaOmara YouTube content, especially on videos with the highest number of viewers, while previous research focused on storytelling on Instagram, podcasts, and animated content. In addition, some previous research focused more on digital storytelling elements or their influence in education, while this research delved deeper into how storytelling is used to create a strong story atmosphere in the horror genre.

This phenomenon is interesting to analyze because the storytelling used by Nadia Omara helps build a strong relationship with the audience and makes the content more memorable. This study aims to analyze Storytelling on the content of @NadiaOmara YouTube account.

This research is important because it can provide a deeper understanding of how storytelling in YouTube content, especially in the horror genre, can build engagement and emotional connection with the audience. By analyzing the storytelling strategies used by Nadia Omara, this study helps identify the key elements that make her content so engaging and memorable for the audience. In addition, this research is also useful as a reference for content creators who want to develop their storytelling techniques to be more effective in attracting attention and retaining audiences.

RESEARCH METHOD

This study applies a qualitative method with a descriptive approach. The research was conducted through observations on the @NadiaOmara YouTube account. With this approach, this study ensures that the data used is valid, reliable, and accountable in analyzing the impact of storytelling in building an emotional relationship between creators and audiences. The reason for choosing the episode "Kuntilanak Kontrakan" presented by Nadia Omara is because the video is one of Nadia Omara's most popular works, as evidenced by the number of views that reached 3.6 million which is the highest

views among other videos. However, the reason for choosing this episode is not only based on the number of viewers. If you look at the comment column, the "Kuntilanak Kontrakan" video also received many positive responses from the audience. Many comments highlighted the way Nadia told the story that succeeded in making the audience feel the horror atmosphere that was told.

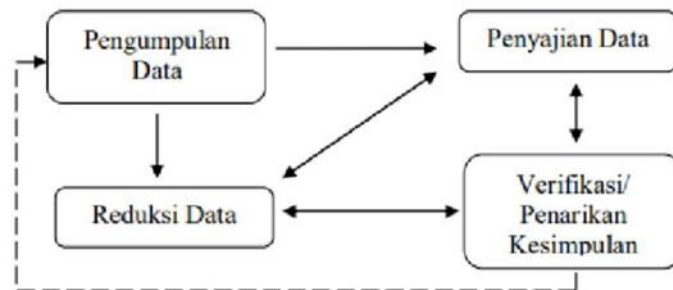


Figure 5. Flow chart.

The data analysis techniques applied followed the Milles and Huberman data analysis model. This analysis technique consists of three main steps, namely reducing data, presenting data, and drawing conclusions or verifying. In the first stage, namely data reduction, researchers have collected data from YouTube @NadiaOmara content, especially the video with the most viewers entitled "Kuntilanak Kontrakan". Relevant data in the form of narratives, storytelling elements, and audience responses will be selected, simplified, and focused to answer the research objectives. The second stage is the presentation of data. In this stage, the results of the data analysis have been compiled in the form of a narrative description that contains storytelling elements such as the way the story is told, the element of surprise, and the horror atmosphere built in the video. This data has also included audience responses, such as comments and likes that show the emotional connection between the creator and his audience. The final stage is the drawing of conclusions or verification. Conclusions are drawn based on patterns and themes found during the analysis process [13]. In this study, the focus is on understanding how the storytelling used by Nadia Omara can create a strong story atmosphere, increase audience engagement, and build deep emotional connections.

The validity of the data in this study is guaranteed through the application of the triangulation technique method. Triangulation techniques were applied using a variety of data collection methods, including observation of @NadiaOmara YouTube content, analysis of audience comment documentation, and the Miles and Huberman model approach to qualitative data analysis.

RESULTS AND DISCUSSION



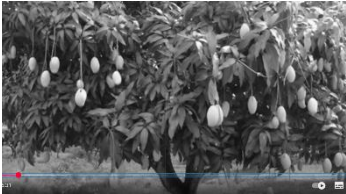
Results

In this study, the analysis of the video "Kuntilanak Kontrakan" was carried out using the digital storytelling theory developed by Joe Lambert. Each storytelling element in this video is examined to understand how Nadia Omara builds a strong horror

atmosphere as well as the emotional engagement of her audience. Through a combination of narrative, visual expression, and sound elements, the storytelling applied is able to create an immersive viewing experience.

The results of the analysis are presented in the following table, which summarizes the visual findings based on the storytelling elements used in the video to support the atmosphere and storytelling.

Table 1. Result of the analysis.

Yes	Element	Findings	Information
1	Point of View This element emphasizes the perspective or point of view of the storyteller in telling the story.	 <p>Figure 6. Cover photo.</p>	The Point of View in this video can be seen when Nadia Omara retells the story experienced by Rosa. The narrative is in the form of the words "I always feel as if someone is watching", which shows that the story is told from a first-person perspective.
2	Dramatic Question is an element that arouses curiosity and encourages the audience to continue following the storyline until the end.	 <p>Figure 7. Cover photo.</p>  <p>Figure 8. Cover photo.</p>	In Figure at the beginning of this video, an element is given in the form of a picture that shows a haunted house that is large enough to attract the attention of the audience to ask what is wrong with the haunted house. In Figure, a picture of a mango tree is presented that makes the audience curious about what is wrong with the tree. After watching the video until the end, Nadia Omara explained that the tree was a tree inhabited by kuntilanak. With the images presented, the audience becomes curious so that the audience watches the video until the end to answer their curiosity.
3	Emotional Content is an emotional element that is presented in a story to make the		The emotional content in this video is shown with image elements when Nadia Omara imitates kuntilanak's expressions and movements.

audience connect emotionally.



KUNTILANAK KONTRAKAN - KHW PART 174

Figure 9. Cover photo.



Figure 10. Cover photo.

- The Gift of Your Voice Refers to the characteristics and uniqueness of the narrator's voice that can strengthen the delivery of the story.



KUNTILANAK KONTRAKAN - KHW PART 174

Figure 11. Cover photo.



KUNTILANAK KONTRAKAN - KHW PART 174

Figure 12. Cover photo.

- The Power of the Soundtrack is the use of background music and sound effects to build the atmosphere of the story.



KUNTILANAK KONTRAKAN - KHW PART 174

Figure 13. Cover photo.

The image is shown in the video with the aim of creating a gripping atmosphere so that the audience can get carried away and enjoy the story. The image element also aims to surprise the audience and make the audience goosebumps.

In picture Nadia Omara demonstrates a crying expression according to the story she conveyed, namely there is a small child who cries in fear because she is disturbed by the figure of kuntilanak.

In picture Nadia Omara demonstrates the movement of a kuntilanak who is bending according to the story being told.

The demonstration of the two images makes the story interesting and makes the audience get carried away and get goosebumps.

In picture 3.8 in the video at minute 9.13, there is a kuntilanak voice to support the story so that the story conveyed creates a more gripping horror atmosphere.

In picture 3.9 in the video at 14.01 minutes, there is a dragged table sound element. The element tells about a table that is dragged by kuntilanak to disturb the rental owner.

In picture 3.10 in the 9.09 minute video, there is a sound



Figure 14. Cover photo.



Figure 15. Cover photo.

6 Economy (Economy in Delivery) is the ability to tell stories effectively, briefly, and without long-windedness.



Figure 16. Cover photo.

7 Pacing (Speed and Rhythm) setting the tempo and rhythm of the story to keep the audience engaged from start to finish.



Figure 17. Cover photo.

effect element that depicts a kuntilanak floating in front of the sister and her child Rosa.

In the 19.27 minute video, Nadia Omara narrates the incident a few days later without long-winded so that the audience is not bored to hear until the end.

At 15.15 minutes, Nadia Omara interacted with the audience to invite them to imagine the incident that was told.

The results of this study show that the storytelling applied by Nadia Omara in her YouTube content is very effective in building emotional engagement with the audience. Analysis of the video "Kuntilanak Kontrakan", which has the largest number of viewers, shows that the storytelling elements used are in line with Joe Lambert's digital storytelling theory.

Some of the main elements that play a role in the success of Nadia Omara's storytelling include *points of view* that make the story more personal, *dramatic questions* that build curiosity, and *emotional content* that strengthens the audience's emotional engagement. The use of distinctive sound (*the gift of your voice*) and sound effects (*the power of the soundtrack*) further strengthen the horror atmosphere in the story. In addition, the efficient story structure (*economy*) and dynamic rhythm (*pacing*) keep the storyline interesting and not long-winded.

By optimizing these seven elements of digital storytelling, Nadia Omara has succeeded in creating an immersive, interesting, and memorable viewing experience for the audience. The delivery techniques used not only reinforce the horror atmosphere, but also increase interaction and engagement, making the content stronger in building an emotional connection with the audience.

Based on these findings, it can be concluded that the success of Nadia Omara's storytelling in building an emotional connection with the audience depends not only on the storyline, but also on effective delivery techniques and the use of digital storytelling elements that support the atmosphere of the story. This shows how strong storytelling can increase audience engagement and create a more immersive viewing experience.

Discussion

Nadia Omara is a content creator known for her ability to build a strong horror atmosphere in every story she tells. His social life, especially his interaction with the audience, is one of the main factors that shape his identity as a digital storyteller. With a large number of followers on YouTube, Nadia manages to create an active and engaged community in every story she presents. The strong response of the audience, as seen from the many comments and likes, shows that the storytelling he applies is able to build a deep emotional connection.

The storytelling approach used by Nadia Omara can be analyzed through the storytelling theory of Joe Lambert. Nadia's success in building relationships with audiences is in line with Lambert's stated principle, which is that storytelling is not only about telling stories, but also about how the story can evoke emotions and create a memorable experience for the audience. By utilizing supporting visual and sound elements, Nadia not only tells a story, but also brings the audience into the world she has created. This makes the storytelling in the content more interesting and impressive.

Joe Lambert, the founder of the Center for Digital Storytelling (CDS), developed a storytelling theory that emphasizes how personal experiences can be packaged into meaningful and impactful stories. He sees storytelling as a tool to empower individuals to convey their voices authentically. In his approach, Lambert prioritizes emotional connection, where stories must be able to touch the audience by presenting a relatable and evocative experience. In addition, he emphasized honesty in telling stories, not only conveying facts, but also showing vulnerability and personal reflection. This theory also underscores the importance of a self-centered storytelling process, which means a storyteller must discover and explore the meaning of his or her personal experience before conveying it to others. Lambert believes that storytelling is not just about constructing a narrative, but also a journey of self-exploration that involves a deep understanding of life experiences, identities, and how to convey messages that create an emotional connection with the audience.

The storytelling theory by Joe Lambert has 7 elements. The following are the supporting theories of the 7 elements.

1. Point of View

The supporting theory of Point of View is the Narrative Paradigm Theory by Walter Fisher. Walter Fisher argues that humans understand the world through narrative, not just through formal logic [14]. This approach emphasizes that any story that has a clear point of view will be easier to understand and relate to the audience's experience. The point of view in the video "Kuntilanak Kontrakan" by Nadia Omara is located at the 5.44th minute when Nadia Omara retells the story experienced by Rosa. The narrative is in the form of the words "I always feel as if someone is watching".

2. Dramatic Question

The supporting theory of the Dramatic Question is the Theory of Suspense by Gustav Freytag. Gustav Freytag introduced a model of narrative structure known as "Freytag's Pyramid," which includes stages of exposition, rising action, climax, falling action, and resolution [15]. In storytelling, dramatic questions create tension that keeps the audience interested until the story reaches its resolution. The Dramatic Question in the video "Kuntilanak Kontrakan" by Nadia Omara is shown with an image of a haunted house that is large enough to make the audience ask questions about the haunted house with the aim of making the audience curious and watching the video until the end to get the answer from the curiosity.

3. Emotional Content

The supporting theory of Emotional Content is the Emotional Contagion Theory by Elaine Hatfield. Elaine Hatfield developed a theory about how emotions can spread from one individual to another through facial expressions, tone of voice, and body language [16]. In storytelling, strong emotional content allows audiences to connect more with the story personally and emotionally. The emotional content in the video "Kuntilanak Kontrakan" by Nadia Omara is shown by presenting horror images to create a tense atmosphere so that the audience is carried away by the atmosphere and enjoys the story presented.

4. The Gift of Your Voice

The supporting theory of The Gift of Your Voice is the Personal Construct Theory by George Kelly (1955). George Kelly states that each individual understands the world through a unique personal construction [17]. In storytelling, the narrator's distinctive voice provides an authentic perspective that strengthens the audience's connection to the story. The Gift of Your Voice in the video "Kuntilanak Kontrakan" by Nadia Omara is shown when Nadia Omara demonstrates her expression according to the story presented. For example, when Nadia Omara told about the kuntilanak who bowed, Nadia Omara demonstrated it according to the story presented. In addition, when Nadia Omara told about the child who was crying, Nadia Omara also showed that she was crying.

5. The Power of Soundtrack

The supporting theory of The Power of Soundtrack is the Multimodal Theory of Communication by Gunther Kress & Theo Van Leeuwen. Kress and Van Leeuwen emphasize that communication depends not only on text, but also on visual and auditory elements [18]. In storytelling, music and sound effects help create an atmosphere that

reinforces the audience's experience. The Power of Soundtrack in the video "Kuntilanak Kontrakan" by Nadia Omara is located at the 9.13 minute which shows the sound of kuntilanak and at the 14.01 minute there is the sound of a table being dragged by the kuntilanak. The sound is an element that aims to make the atmosphere gripping and give the audience goosebumps.

6. Economy (Efficiency in Storytelling)

The supporting theory of Economy is Cognitive Load Theory by John Sweller. John Sweller explained that human cognitive capacity has certain limitations in processing information [19]. Therefore, efficient storytelling can optimize audience understanding by presenting dense and relevant information. The economy in the video "Kuntilanak Kontrakan" by Nadia Omara is located at the 19.27 minute which shows that Nadia Omara is not long-winded in presenting the story by directly telling the incident a few days later.

7. Pacing (Story Speed and Rhythm)

The supporting theory of Pacing is Aesthetic Principles in Narratives by David Bordwell. David Bordwell (2008) discusses how rhythm and tempo in film and narrative can affect audience perception and engagement [20]. Good pacing in storytelling keeps the balance between action, reflection, and character development interesting. The pacing in the video "Kuntilanak Kontrakan" by Nadia Omara is located at 15.15 minutes which shows Nadia Omara interacting with the audience to invite them to imagine the events told.

CONCLUSION

Fundamental Finding : Based on the results of the research, the storytelling used by Nadia Omara in the video "Kuntilanak Kontrakan" was able to build emotional engagement of the audience. Applying Joe Lambert's digital storytelling theory, the video combines elements such as a clear point of view, dramatic questions that build curiosity, and strong emotional content. In addition, the use of distinctive sounds, sound effects that support the horror atmosphere, and the dynamic rhythm of delivery also strengthen the viewing experience. **Implication :** The results of the study show that the success of Nadia Omara's storytelling does not only come from an interesting storyline, but also from immersive delivery techniques and the use of supportive visual and auditory elements. This demonstrates that effective storytelling strategies can be an essential approach for content creators who aim to enhance engagement and interaction with audiences. **Limitation :** While the research highlights the effectiveness of Nadia Omara's storytelling in this particular video, it does not provide insights into how these techniques may vary across different genres or platforms. The focus on one video limits the generalizability of the findings to a broader range of digital storytelling contexts. **Future Research :** With this strategy, his content is able to increase interaction with the audience and create strong emotional connections, making storytelling a major factor in the success of his YouTube channel. Future research could further examine how storytelling

strategies, including the integration of visual and auditory elements, influence audience engagement across diverse content genres and digital platforms.

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