



***Storytelling* in Business Presentations: A Qualitative Study at PT Changshin Reksa Jayaan Organizational Communication Strategy in Businnes Presentations: A Qualitative Study at PT Changshin Reksa Jaya**

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ABSTRACT

Storytelling is a strategic approach in organizational communication that not only conveys information but also builds meaning, emotion, and collective culture. However, the use of storytelling by corporate leaders in business presentations within the manufacturing sector remains underexplored, especially in local contexts such as Garut Regency. This study aims to examine how storytelling techniques are applied by leaders of PT Changshin Reksa Jaya to deliver strategic messages both internally and externally. This research employed a qualitative descriptive method through a literature study approach, drawing upon company documentation and local academic references. The findings reveal that storytelling is utilized in three key areas: safety and motivation training (HSE), performance evaluation, and external corporate communication. Narratives are used to embed workplace safety values, foster team solidarity, and build a positive public image. The practical implication suggests that storytelling strengthens organizational culture and promotes participatory relationships with stakeholders. Theoretically, these findings reinforce the relevance of symbolic communication and narrative approaches in the context of local business communication.

Keyword: Storytelling; Organizational Communication; Business Presentations

INTRODUCTION

Storytelling is a form of communication that not only conveys information but also touches on aspects of affection and symbolic meaning. In the context of modern organizations, story-based communication strategies are becoming increasingly important for shaping identity, instilling values, and building loyalty (Ritonga et al., 2020; Saleh et al., 2025). In the business world, particularly in labor-intensive work environments such as the manufacturing industry, this approach has experienced significant development because it can bridge communication between management and employees in a more participatory format (Okuh et al., 2024).

One of companies that have apply approach communication narrative is PT Changshin Reksa Jaya is located in Leles District, Regency Garut. As company manufacturing scale big, Changshin No only produce shoe exports, but also develop system training and internal communication based on experience and stories real from workers and management. This is make practice communication in the company the as interesting phenomenon for reviewed in perspective communication organization

A number of study has discuss role *storytelling* in context education and training. Ningsih (2019) in his research about training entrepreneurship based Islamic boarding school emphasize importance approach narrative in increase understanding and motivation participants. Meanwhile that, (Maulana, 2021) studied communication strategies organization with approach narrative for create identity collective in the environment work. Although however, still seldom research that is special discuss the leader's use of storytelling corporate in context presentation business, especially in the sector manufacturing and location industry based area.

Novelty study This lies in its focus to practice deep *storytelling* presentation business conducted

by the leadership companies in the environment Work manufacturing. This study centralize attention to how structure story used in convey values, strategies, and motivation to employees and stakeholders interest external. With take studies case at PT Changshin Reksa Jaya, this article aim for identify function strategic *storytelling* in communication process corporate in nature practical and symbolic (Sumarlan et al., 2025; Taruchaín-Pozo et al., 2026; Zacky & Zacky-Eze, 2025)

Study This expected can give contribution scientific in communication strategy development organizations, especially through approach narrative. In addition this writing can made into references practical for managers communication and leadership company in convey message strategic through a more personal and meaningful format. Method used in study This is studies qualitative descriptive with technique studies library, using source main from publication scientific UIN Sunan Gunung Djati Bandung and institutions academic in the Bandung area (UIN SGD Bandung, 2022).

METHOD

This research uses a descriptive qualitative approach with a focus on narrative communication practices (storytelling) carried out by corporate leaders in the context of business presentations within the organization. This approach was chosen because it is suitable for exploring the meaning, context, and structure of symbolic communication that is participatory and reflective (A & T, 2022; Servaes & Servaes, 2021). This approach also allows researchers to understand phenomena holistically in a natural setting. This research is exploratory in nature, aiming to describe and understand narrative communication patterns applied within the organization, rather than to test quantitative hypotheses.

The subjects of this study were leaders or managers at PT Changshin Reksa Jaya, specifically those directly involved in training, performance evaluation, and the company's external communications activities. The research object was the storytelling communication technique used in business presentation activities, both to internal (employees) and external (stakeholders) audiences. This study also examined the narrative structure, delivery context, and function of the stories conveyed by leaders in official company forums (Ningsih, 2019).

The location of this research is PT Changshin Reksa Jaya, located in Leles District, Garut Regency, West Java Province. This location was chosen because the company has a labor-intensive structure and has implemented humanistic and participatory communication principles in its organizational management (Sulastri, 2017). The research took place between March and May 2025, with data collection techniques based on document and library studies from trusted local sources.

The primary instruments in this research were literature and documentation studies. Data were collected from official company reports, training and presentation materials, digital content available on the company's official social media platforms, and academic references from educational institutions in the Bandung area. Furthermore, the researcher compiled a narrative analysis matrix to identify key elements in the story, such as plot, characters, conflict, resolution, and symbolic values (Maulana, 2021).

Data collection was conducted using a purposive sampling technique, selecting data sources deemed most relevant to the research focus and objectives. The primary sources came from academic publications at UIN Sunan Gunung Djati Bandung, including theses, scientific journals, and documentation of seminars and public lectures held by the Faculty of Da'wah and Communication (UIN SGD Bandung, 2022).

The data analysis in this study employed a narrative analysis approach, emphasizing the interpretation of story structure and meaning within the context of organizational communication. The analysis involved reading the text, classifying narrative types, interpreting symbols and context, and constructing a synthetic narrative to uncover the deeper meanings embedded in the *storytelling practices*

employed by company leaders (Hidayat, 2020).

RESULTS AND DISCUSSION

Storytelling as an Internal Communication Strategy in Context Training and Discipline Work

In organization congested work such as PT Changshin Reksa Jaya, training No only aim form competence technical, but also cultural productive work. Based on studies literature, storytelling is used in training for implant values safety and discipline work. Narrative about experience real workers in the past become a delivery medium values the approach This strengthen principle that effective communication in training No only nature informative, but rather transformative (Saleh et al., 2025; Taeger & Yanchar, 2019)

Storytelling in context training proven effective for facilitate learning based experience, because help participant construct meaning in a way independent through reflection to the story being told (Maulana, 2021). The story is not only convey What should done, but why and how something mark implemented in situation Work real. This narrative form understanding collective to practice work and risk, so that more easy internalized compared to delivery procedural conventional.

This strategy in harmony with idea communication symbolic in organization, namely that message delivered No only through formal structures, but also through symbols, stories, and rituals that have meaning culture (Levine & Markowitz, 2024; Littlejohn et al., 2017; Utari & Pramana, 2025). Stories become representation living and dynamic values, not just regulation Work written

Storytelling in Performance Evaluation and Team Consolidation

In activity evaluation routine performance, *storytelling* used by the leadership For convey achievements and challenges experienced team production (Snyder et al., 2017). Instead presenting data in form graphs and numbers solely, leadership company said story How team facing a high target in the middle lack of human resources and constraints technical. Stories This create context emotional and enhancing involvement participant in the evaluation forum.

According to Ningsih (2019), the practice kind of This strengthen connection interstructure in organization and foster a sense of ownership to achievement collective. Stories allow audience understand dimensions humanity in achievement performance, such as Work hard work, initiative, and solidarity between members team

In framework theory communication organization, this strategy can understood as effort building organizational sense-making, where stories become a collective media for understand and interpret dynamics organization (Whittle et al., 2023). On the other hand, *storytelling is* also used For refine criticism or reflection to lack team with the way that is not cause resistance or excessive guilt.

With thus, *storytelling* No only convey “ what happened, ” but form “ how We see it ” and “ what can We learn.” Function this is very important in create room healthy and participatory learning in organization.

Storytelling as a Reputation and External Branding Tool

Literature study show that *storytelling* used by PT Changshin Reksa Jaya as tool communication external, especially in form reputation company in front community and stakeholders interests. In social media, websites, or public forums, companies convey story about contribution social, such as training for family employee, story success worker local, and work The same with institution education

Stories become a medium that bridges between company as institutions economy with public as community value. Like proposed by Maulana (2021), stories This become form constructive moral

narrative perception positive and creative identity social a caring and inclusive company.

Application of narrative strategy in communication external this also shows that reputation No solely results from imaging, but results from narrative authentically believed public (UIN SGD Bandung, 2022). In theory communication strategic, narrative strong public functioning as “*strategic framing*”, namely compile reality social company in meaningful way for audience external (Hallahan et al., 2007; Zerfass et al., 2018)

With share a story that describes struggle and success employees, companies create connectedness emotionally distant more in than information corporate usual. *Storytelling* here act as instrument relational and symbolic at a time.

Synthesis and Interpretation of Theory

Based on three the above context, can concluded that deep *storytelling* organization No only method communication, but is device culture that reflects values, identity, and aspirations collective (Fotaki et al., 2020). Findings from studies literature This confirm that in context organization industry such as PT Changshin, narrative play a role important in build relationships, meaning, and trust both at the internal and external levels external.

With use framework communication symbolic and theoretical narrative organization, practice *storytelling* can read as mechanism representation values organization. The narrative does not only explain reality, but also forms method view collective to experience work. So, the *storytelling strategy* worthy developed as approach communication main in training, management performance and communication public organization based mark.

Storytelling has identified as approach strategic in communication organization. Study results literature show that company such as PT Changshin Reksa Jaya uses narrative in three context main: training and safety work, evaluation performance, as well as communication external. The narrative No only convey information, but also build proximity emotional, meaning symbolic, and cohesion team.

Table 1. Application of Storytelling in an Organizational Context

Context	Story Form	Objective
HSE Training	Workplace accident stories and prevention	Internalization of safety values
Performance Evaluation	Team achievement stories in production challenges	Increase collective motivation and pride
External Communication	Employee success stories and social programs	Building company image and reputation

Source: Results of literature study

CONCLUSION

Study This aim for study use technique deep *storytelling* presentation business by leadership corporate, especially in the context of organization manufacturing such as PT Changshin Reksa Jaya. Based on results studies literature. found *storytelling* play role strategic in three dimensions main : training and safety *Health, Safety, and Environment (HSE)*, evaluation performance and consolidation team, and communication external and reputation company. The story is used No only as a delivery medium information but also as symbols and representations binding values structure organization in a way emotional and cultural. Use of narrative in context training employee allows delivery mark safety and discipline Work in a way more reflective and humanist. In evaluation performance, *storytelling* create room for leadership fot build meaning together on achievement collective, strengthening Spirit team, and instill mark work. Meanwhile that, in communication external, story used as tool imaging For

build positive relationships between companies and communities external. Third form implementation This show that *storytelling* No just technique communication, but device culture organizations that can arranged in a way strategic. The results of studies This own potential implementation wide in area management source Power human, training, relationship community and development culture organization. Companies can integrate *storytelling* in structure formal and informal communication as part from internalization strategy value, increase loyalty employees and management reputation. On the other hand, the approach this can also developed as part from curriculum training leadership, communication corporate and entrepreneurship social in institutions education tall.

Study This nature exploratory and based studies literature, so that Still there is room development in form studies field or approach quantitative For measure impact *storytelling* in a way more empirical to indicator organization like motivation work, productivity, or loyalty. Therefore that, research advanced recommended For study implementation of storytelling in various sector industry, including sector education, services public and business micro, in order to find out relevance and effectiveness narrative in more context wide.

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