

Exploring Digital Storytelling Strategies through Live Streaming as an Inclusive Promotional Medium for Disability-Owned MSMEs: A Case Study of Tiara Handycraft

Lily Harlina Putri

Universitas 17 Agustus 1945, Surabaya

Email: lilyputri@untag-sby.ac.id

Abstract

Keywords:

storytelling marketing; live streaming; digital inclusion; MSMEs; social entrepreneurship

Digital transformation creates new opportunities for micro, small, and medium enterprises (MSMEs) to expand their market reach; however, it also presents challenges related to digital inclusion, particularly for businesses that serve persons with disabilities. This study aims to analyze the implementation of storytelling-based marketing through live streaming as an inclusive digital marketing strategy at Tiara Handycraft, a patchwork handicraft MSME that empowers persons with disabilities. Using a qualitative case study design, data were collected through in-depth interviews, observations of live-streaming activities, and social media documentation. The data were then analyzed using thematic analysis techniques.

The research findings indicate that storytelling that emphasizes social narratives and sustainability values is a key driver of digital promotion, effectively fostering emotional engagement among consumers. Furthermore, live streaming serves as an interactive medium that enables the active participation of persons with disabilities in marketing activities, thereby strengthening digital inclusion and enhancing the social legitimacy of MSMEs. Integrating storytelling, live streaming, and social entrepreneurship values contributes to the development of an empathetic brand image oriented toward social impact.

This research contributes theoretically by extending the body of knowledge on digital marketing and social entrepreneurship through the lens of digital inclusion. From a practical perspective, the findings provide a reference for social MSMEs in designing digital marketing strategies that prioritize not only economic gains but also empowerment and social values.

INTRODUCTION

The rapid development of digital technology has driven changes in how businesses interact with consumers. Social media has become a strategic space for fostering two-way communication and creating more personalized brand experiences (Shavkat o'g'li, 2025). One approach that is increasingly used in digital marketing is storytelling, which involves conveying messages through emotional and authentic narratives that resonate with audience values (Lundqvist *et al.*, 2017). Storytelling is considered more effective in building brand engagement and trust, as consumers in this era are increasingly fatigued by conventional advertising (Kubacki *et al.*, 2024).

For micro, small, and medium enterprises (MSMEs) in Indonesia, digitalization plays a crucial role in sustaining business operations and expanding market reach. According to

Kementerian Koperasi dan UKM (2023), over 64% of MSMEs have adopted digital media; however, many still face limitations in content creativity, algorithmic understanding, and the ability to foster emotional connections with consumers. This gap positions digital storytelling strategies as a relevant solution for strengthening brand identity and enhancing MSMEs' competitiveness in the digital landscape (Mishra *et al.*, 2023).

In addition to storytelling, the trend of live streaming commerce has shown rapid growth in Asia, including Indonesia. Platforms such as TikTok and Shopee Live provide business actors with opportunities to showcase products directly and engage in real-time interactions with potential buyers (Sun *et al.*, 2022). The integration of storytelling and live streaming offers a form of promotion that is humanized, interactive, and credible, as it incorporates genuine emotions and authentic experiences (Wang *et al.*, 2022).

Tiara Handycraft serves as a compelling example of a social MSME. The enterprise specializes in crafting products from repurposed fabric scraps, transforming them into functional items such as pouches, tablecloths, bags, hair ties, coasters, oven mitts, and various other products. As part of its social mission, Tiara Handycraft empowers workers with disabilities. Through community service initiatives conducted by Ladina and Putri (2025), the enterprise has begun leveraging storytelling strategies through live streaming to showcase its creative processes and underlying social values. The narratives developed not only highlight product quality comparable to similar items in the market but also portray the spirit of independence, empathy, and inclusivity embodied by workers with disabilities.

This phenomenon represents an intriguing subject for research, as it integrates two essential dimensions of contemporary marketing: social value-based digital marketing and social entrepreneurship. While previous studies have examined the effectiveness of live streaming on purchase decisions (Sun *et al.*, 2022; Yang *et al.*, 2024), relatively few have focused on how social MSMEs utilize digital storytelling to build inclusive brand images and consumer trust in the Indonesian context. Accordingly, this study aims to explore digital storytelling strategies through live streaming as an inclusive promotional medium at Tiara Handycraft, as well as to understand how the constructed narratives shape positive perceptions of the brand and its social values. The findings are expected to contribute theoretically to the development of the digital marketing for social inclusion literature, while also offering practical implications for MSMEs pursuing empowerment-oriented missions through humanized digital marketing approaches.

Research Purposes

Based on the background presented, this study aims to:

1. Explore how Tiara Handycraft utilizes digital storytelling strategies through live streaming as a promotional medium for its products and social values.
2. Identify the narrative elements employed in the digital storytelling process and examine how these elements contribute to building positive consumer perceptions and trust.
3. Understand the challenges and opportunities faced by disability-inclusive MSMEs in implementing inclusive and sustainable digital promotional strategies.
4. Formulate the theoretical and practical implications of social value-based storytelling for the development of digital marketing strategies among MSMEs in Indonesia.

Literature Review

Storytelling Marketing

In modern marketing, storytelling marketing is recognized as a communication approach that uses emotional narratives to build connections between brands and their audiences (Lundqvist *et al.*, 2017). Unlike conventional advertising, which primarily focuses on products, storytelling emphasizes meaning creation—the formation of emotional meaning and value around a brand (Shavkat o'g'li, 2025). According to Mishra *et al.* (2023), storytelling is effective because it simultaneously activates consumers' cognitive and affective dimensions. Through authentic narratives, it fosters immersive brand experiences, enhances brand trust, and strengthens consumer loyalty.

Digital storytelling has evolved in the current era through the widespread use of social media and live streaming platforms, enabling consumers to experience brand narratives in interactive and participatory ways (Kubacki *et al.*, 2024). Storytelling plays a crucial role for MSMEs by helping small businesses build strong brand identities despite limited resources (Djou, 2025). In this context, narratives surrounding production processes, social values, or entrepreneurial struggles become unique selling points that differentiate MSMEs from competitors. Accordingly, storytelling marketing functions not only as a promotional tool but also as a value communication strategy that strengthens emotional connections, credibility, and brand meaning (Lundqvist *et al.*, 2017; Mishra *et al.*, 2023).

Digital inclusion,

Digital inclusion refers to the ability of individuals and community groups to access, understand, and effectively utilize digital technologies (Schejter & Tirosh, 2017). Its objective extends beyond the provision of digital infrastructure to ensuring equal opportunities for all groups, including persons with disabilities and marginalized communities, to participate in the digital economy (OECD, 2021).

In the context of MSMEs, digital inclusion encompasses the capacity of business actors to leverage digital technologies to enhance productivity, promotional activities, and market connectivity (Kementerian Koperasi dan UKM, 2023). However, groups such as persons with disabilities often face persistent barriers related to technology access, digital literacy, and social exclusion (Tsatsou, 2019). Accordingly, digital empowerment initiatives play a crucial role in fostering inclusive and equitable business ecosystems.

In marketing, digital inclusion also refers to fair representation in brand communication, where companies or MSMEs can highlight values of diversity, equity, and empathy within their digital strategies (Srivastava *et al.*, 2025). When inclusivity is integrated into marketing practices, it not only expands market reach but also enhances brands' social image and consumer trust. Thus, digital inclusion extends beyond technological aspects to encompass social and ethical dimensions that emphasize access, participation, and representation in digital spaces (Schejter & Tirosh, 2017).

Social entrepreneurship

Social entrepreneurship represents an entrepreneurial approach oriented toward creating social value alongside economic profit. A social entrepreneur identifies social problems and develops innovative, economically sustainable solutions that generate positive social impact (Dwivedi & Weerawardena, 2018). According to Littlewood & Holt (2018), the core of social entrepreneurship lies in its dual mission, whereby entrepreneurs pursue financial sustainability while fulfilling social objectives. This dual mission often manifests through community empowerment, job creation for marginalized groups, and the utilization of local resources to generate shared value.

In the context of MSMEs such as Tiara Handycraft, social entrepreneurship is manifested through production activities that employ people with disabilities and transform fabric scraps into economically valuable product inputs. These activities not only generate income but also reinforce social identity and promote environmental sustainability.

Furthermore, digital marketing acts as a catalyst for social entrepreneurship by disseminating inspirational narratives and fostering public participation. Recent studies indicate that integrating social value storytelling with digital media strengthens social legitimacy and enhances consumer engagement (Kubacki *et al.*, 2024). Accordingly, social entrepreneurship can be conceptualized as a form of digital social innovation, wherein economic and social values are interwoven through inclusive narratives delivered via digital platforms.

Conceptual Synthesis

The three concepts are strongly interconnected and mutually reinforcing. Storytelling functions as a key mechanism for conveying the social values inherent in social entrepreneurship, while digital inclusion ensures that these narratives are accessible to and resonate with diverse audiences, including vulnerable groups. In the context of this study, the integration of these concepts is manifested in the live streaming-based storytelling practices of the MSME Tiara Handycraft, which serve as an inclusive, empathetic, and socially driven promotional strategy.

Previous Research on MSMEs and Live Streaming

The advancement of digital technology has led to significant transformations in the marketing strategies of MSMEs. One of the most notable innovations in recent years is the adoption of live streaming as an interactive promotional medium that enhances consumer engagement and builds trust in products (Sun *et al.*, 2022).

1. Live Streaming as a Digital Marketing Strategy

Live streaming marketing refers to the promotion of products through interactive digital broadcasts conducted in real time, typically via platforms such as Instagram, TikTok, Shopee Live, or YouTube (Cai & Wohn, 2019). Previous studies by Cheng (2024) demonstrate that interactivity and authenticity in live streaming play crucial roles in fostering parasocial relationships between sellers and viewers. Furthermore, Sun *et al.* (2022) report that consumers exhibit significantly higher purchase intentions toward products promoted through live streaming than those advertised through static formats. This effect is driven by the integration of real-time engagement, visual demonstrations, and emotional storytelling, which collectively enhance perceptions of brand authenticity.

Additionally, research by Chan *et al.* (2025) demonstrates that the presence of authentic hosts and narratives incorporating social values significantly enhances trust and purchase intention within social commerce contexts. In other words, the effectiveness of live streaming depends not only on the products being promoted but also on how stories and values are communicated throughout the broadcast.

2. Live Streaming and MSME Empowerment

In the context of MSMEs, live streaming presents new opportunities to address limitations in promotion and market reach (Li & Liu, 2021). Platforms such as Shopee Live, TikTok Shop, and Instagram Live have increasingly become primary channels through which MSME actors can reach broader audiences at relatively low cost. A study by Nugroho and Wulandari (2020) on batik MSMEs in Yogyakarta demonstrates that the use of live streaming can increase brand awareness

and sales by up to 35% within the first three months. This improvement is attributed to consumers feeling more connected to the production processes when they are showcased in real time.

In addition to economic outcomes, live streaming also serves as a tool for social empowerment. A study by Yuliatiningtyas *et al* (2024) found that female MSME entrepreneurs in rural areas were able to build self-confidence and develop new business networks through live streaming interactions. This suggests that live streaming functions not only as a promotional medium but also as a platform for digital learning and social inclusion.

3. Live Streaming and Storytelling in Social MSMEs

The integration of storytelling and live streaming has emerged as a prominent trend in social marketing. Kubacki *et al.* (2024) refer to this phenomenon as *digital empathy marketing*, in which brands communicate values of humanity, sustainability, and empathy through authentic visual narratives. Wang and Huang (2023) found that MSMEs presenting social narratives, such as women's empowerment, the use of recycled materials, or the involvement of people with disabilities, during live streaming sessions achieve higher engagement rates compared to conventional commercial live streams.

Similar results were found by Djou *et al.* (2025), who studied MSMEs in the creative sector. Digital storytelling, as a marketing communication strategy that utilizes narratives through various digital platforms, offers an innovative solution for creating emotional connections with audiences. Digital storytelling empowers MSMEs to effectively communicate the unique value of their products or services, establish a strong brand identity, and differentiate themselves from competitors. Similarly, Kurniawan *et al.* (2025) found that emotional narratives strengthen consumer closeness with brands, and the integration of local cultural values fosters a sense of pride in domestic products. Social value-based storytelling can create emotional bonds between consumers and producers, strengthen the positive image of local brands, and build loyalty grounded in empathy. (Djou *et al.*, 2025; Kurniawan *et al.*, 2025).

Research Gap

Previous research indicates that studies on live streaming marketing for MSMEs have predominantly focused on technological aspects, such as interactivity, trust, and purchase intention (Sun *et al.*, 2022; Chan *et al.*, 2025). However, few studies have explored the integration of live streaming, storytelling, and social values (social entrepreneurship), particularly within the context of MSMEs that empower people with disabilities and adopt sustainability principles in Indonesia.

Therefore, this study aims to investigate how the implementation of storytelling in live streaming can function as a medium for digital inclusion and social promotion for Tiara Handycraft, an MSME managed by a group of people with disabilities and producing eco-friendly products from fabric scraps.

METHODS

Research Type and Qualitative Approach

This study employs a qualitative approach with a descriptive-exploratory design. This approach was chosen because it aims to gain an in-depth understanding of the phenomenon of using storytelling and live streaming as digital marketing strategies oriented toward social values in the Tiara Handycraft MSME.

The qualitative approach enables researchers to explore the meanings, experiences, and perceptions of MSME actors in leveraging digital media for promotion, particularly within the context of disability empowerment and social inclusion. According to Creswell and Poth (2018), qualitative research emphasizes understanding the subjective meanings that individuals construct within real-life contexts. Accordingly, this study aims to describe and interpret the processes, meanings, and values embedded in Tiara Handycraft's live streaming-based storytelling practices.

Location and research subjects

This study was conducted at Tiara Handycraft MSME, located at Sidosermo Indah St. II/5, Wonocolo, Surabaya, East Java. The MSME specializes in patchwork fabric crafts and is unique in that it employs people with disabilities as its primary workforce while transforming textile waste into creative products with both economic and social value.

The research subjects were selected through purposive sampling, based on their direct relevance and involvement in storytelling and live streaming activities. The subjects comprised:

1. The owner of Tiara Handycraft,
2. Employees with disabilities involved in production and promotion processes,
3. Consumers or social media followers who have watched or interacted during live streaming sessions,
4. Supporting parties (e.g., volunteers, digital marketing trainers, or collaborating disability communities).

The number of informants was determined based on the principle of data saturation, whereby data collection continues until the information obtained becomes repetitive and no new insights emerge (Miles *et al*, 2018).

Data Collection and Analysis Techniques

Data were collected using several primary methods to ensure the depth and validity of the information, namely:

1. In-depth Interview

Semi-structured interviews were conducted with the owner of Tiara Handycraft, employees with disabilities, and other parties involved in the digital promotion process. The interview questions were designed to explore their experiences, the meanings they attribute, and the storytelling strategies employed during live streaming activities.

2. Participatory Observation

The researchers conducted direct observations of the production processes, promotional activities, and live streaming sessions. These observations encompassed interactions among participants, the messages conveyed, and audience responses during the broadcasts.

3. Documentation and Analysis of Digital Content

The researchers collected data, including live streaming recordings, social media posts, audience comments, and other promotional materials. These documents were analyzed to identify the narrative, visual, and emotional elements in the digital storytelling practices employed by Tiara Handycraft. To ensure the credibility of the data, source and method triangulation techniques were applied, comparing the results of interviews, observations, and documentation to verify the consistency of the findings (Patton, 2015).

Data Analysis Techniques

Data were analyzed inductively using the interactive analysis model proposed by Miles *et al* (2018), comprising three main stages:

1. Data Reduction

The process of selecting, focusing, and simplifying data from interviews, observations, and documentation was carried out in line with the research focus, namely the meanings of storytelling and live streaming practices in social MSMEs.

2. Data Display

Data were presented in the form of descriptive narratives, thematic matrices, or direct quotations from informants to facilitate interpretation and the identification of meaningful patterns.

3. Conclusion Drawing/Verification

The researchers interpreted the data to identify key themes concerning the implementation of digital storytelling, its impact on social inclusion, and the role of live streaming in reinforcing the social entrepreneurship values of Tiara Handycraft MSME.

The analysis process was conducted iteratively, ensuring results that are reflective and contextual.

Conceptual Framework

Digital transformation has reshaped how MSMEs engage with markets and society. However, despite the significant opportunities offered by digitalization, challenges in digital inclusion persist, particularly for entrepreneurs from marginalized groups or individuals with disabilities (Tsatsou, 2019). In this context, MSMEs function not only as economic entities but also as social agents that foster sustainability and empowerment values (Littlewood & Holt, 2018).

To address this need, digital marketing strategies emerge that focus not only on transactions but also on communicating social values and building emotional relationships with consumers. One relevant approach is storytelling marketing, a strategy for delivering brand messages through emotionally compelling narratives that create meaning (Lundqvist *et al.*, 2017; Mishra *et al.*, 2023).

Storytelling Marketing as a Social Value Communication Strategy

Storytelling in marketing serves not only to introduce products but also to cultivate brand identity and social values. When MSMEs present narratives of struggles, creative processes, or humanistic values, consumers purchase not merely the products but also the purpose and meaning behind them (Shavkat o'g'li, 2025).

In the context of Tiara Handycraft MSME, storytelling highlights the narratives of employees with disabilities and emphasizes sustainability values through the utilization of fabric scraps. These narratives foster positive perceptions and strengthen brand empathy, cultivating emotional closeness between consumers and entrepreneurs (Kubacki *et al.*, 2024). Thus, storytelling functions as a medium for conveying social values (*social narrative*), enhancing the social legitimacy of social entrepreneurship practices.

Live Streaming as an Inclusive Digital Medium

The emergence of platforms such as Shopee Live, TikTok Live, and Instagram Live enables MSMEs to conduct promotions in a more interactive and cost-effective manner. Live streaming not only showcases products in real time but also facilitates two-way dialogue with audiences (Sun *et al.*, 2022).

The interactivity, spontaneity, and visual nature of live streaming make these platforms highly effective for conveying authentic narratives. When utilized by MSMEs that empower vulnerable groups, this medium also functions as a platform for digital inclusion, enabling the direct participation of people with disabilities in digital communication processes (Yuliatiningtyas, 2024). Thus, in this study, live streaming is regarded not merely as a promotional tool but as a

participatory space where the values, stories, and social identities of MSMEs can be articulated both visually and emotionally.

Integration of Concepts: Storytelling, Digital Inclusion, and Social Entrepreneurship

Based on the previous literature review, there are strong interconnections between storytelling marketing, digital inclusion, and social entrepreneurship, which can be explained as follows:

Tabel 1. The Interconnection of Storytelling Marketing, Digital Inclusion, and Social Entrepreneurship

Konsep	Fokus Utama	Peran dalam Penelitian
Storytelling Marketing	Emotional and Authentic Narratives Conveying Brand Values and Identity	Serving as a Communication Strategy to Emphasize MSMEs' Social Values and Empathy
Live Streaming (Digital Media)	Interactive and inclusive digital platforms	As the primary channel for delivering storytelling and digital participation
Digital Inclusion	Equal access and participation in digital spaces, including for people with disabilities	As a social outcome emerging from the involvement of vulnerable groups
Social Entrepreneurship	Entrepreneurial activities that create both social and economic value	As the main research context, where MSMEs function as social agents

Integrating these four concepts establishes a conceptual model of inclusive social promotion, in which storytelling disseminated through live streaming functions as a medium for fostering emotional engagement and digital social participation.

Conceptual Research Model

Conceptually, this study depicts the relationships among the four key variables, as illustrated in Figure 1 below.

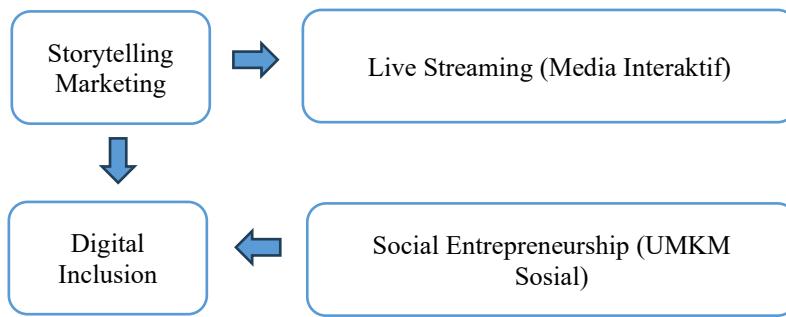


Figure 1: Conceptual Model of the Relationships among the Four Variables

Source: Personal Documentation

Explanation of the Relationships among Components:

1. Storytelling marketing serves as the primary strategy developed by Tiara Handycraft MSMEs to communicate social values and product uniqueness.
2. Live streaming functions as an interactive digital medium that facilitates real-time, participatory storytelling.
3. Through this process, digital inclusion is realized as people with disabilities actively participate as key actors in digital promotion.
4. These practices exemplify social entrepreneurship in practice, where business and social objectives are aligned through digital media.

Thus, this conceptual model demonstrates that live streaming-based storytelling impacts not only promotion and brand image but also serves as a mechanism for digital and social empowerment of people with disabilities within the MSME context.

Research Focus

Based on the conceptual model above, this study addresses three main research questions:

Research Question 1:

How does Tiara Handycraft MSME implement storytelling strategies in live streaming activities to promote its products?

Research Question 2:

How does live streaming function as an inclusive medium that engages people with disabilities in digital marketing activities?

Research Question 3:

How does the integration of storytelling, digital inclusion, and social entrepreneurship values influence the brand image and social value of Tiara Handycraft MSME?

RESULTS AND DISCUSSION

This study finds that Tiara Handycraft MSME's storytelling-based digital promotion practices affect not only marketing outcomes but also generate social value and promote digital

inclusion for people with disabilities. Based on qualitative analysis of in-depth interviews and observations of live streaming activities, three main themes emerged:

Social Stories as the Main Marketing Attraction

The findings indicate that social narratives serve as a central element in Tiara Handycraft's promotional strategy. In each live streaming session, the business owner and promotional team not only showcase handicraft products made from fabric waste but also convey the stories behind the production process, including the struggles of employees with disabilities who contribute behind the scenes. Such narratives foster an emotional connection between consumers and the brand. As Lundqvist *et al.* (2017) note, storytelling effectively creates emotional experiences that strengthen customer attachment to the brand.

Additionally, narratives emphasizing humanitarian and sustainability values make consumers feel part of a broader social mission. This reinforces the notion of purpose-driven marketing, where purchasing a product also represents support for social values.

"We want people to know that our products are not merely crafts, but the creations of our friends with disabilities, who possess extraordinary spirit—they are capable of producing high-quality items that rival products available in the market. This is the story we share in every live session."

(Owner of Tiara Handycraft, Interview, 2025)

These findings demonstrate that storytelling serves not only as a brand communication strategy but also as a means of social representation, emphasizing values of empathy and empowerment. This is consistent with Shavkat o'g'li (2025), who argue that contemporary consumers are increasingly drawn to brands that convey authentic social narratives in their communication.

Live Streaming as a Space for Digital Inclusion

The second theme demonstrates that Tiara Handycraft's live streaming activities function as a participatory and inclusive platform for people with disabilities. Several employees with disabilities are actively involved in the broadcasting process, serving as product presenters, content creators, or narrators sharing their personal experiences.

"Usually, I demonstrate how to make bags from fabric scraps during the live streaming sessions. I am glad to share this with many people and to showcase the work created by the team here."

(Employee with Disabilities, Interview, 2025)

This involvement reinforces the concept of digital inclusion (Tsatsou, 2019), representing the active participation of groups that have traditionally been marginalized within the digital ecosystem. Through such live streaming activities, the boundaries between business actors and consumers become fluid, as communication occurs interactively and in real time. Furthermore, the presence of people with disabilities in live streaming fosters positive social representation. Audiences not only observe the products but also gain insight into the effort, creativity, and perseverance behind them. Consequently, digital media functions not merely as a promotional channel but also as a platform for social empowerment and visual advocacy.

This phenomenon corroborates the findings of Sun *et al.* (2022), which show that live streaming enhances consumer trust and purchase intention through authentic interactions. In the context of Tiara Handycraft, these interactions also represent digital social justice, offering an equitable platform for all individuals to participate and contribute.

Storytelling as a Means of Building Empathy and Social Legitimacy

The third theme underscores the role of storytelling in fostering social legitimacy for Tiara Handycraft MSME. By consistently sharing narratives through social media and live streaming, the enterprise cultivates public trust and is acknowledged as a social entrepreneurship actor committed to empowerment.

"Initially, we just wanted to sell. But after frequently showcasing the production process carried out by our disabled colleagues, we received considerable support, and some even placed orders to support them."

(Tiara Handycraft Marketing Manager, Interview, 2025)

These findings suggest that social narratives enhance the organization's brand image and social legitimacy, aligning with Littlewood & Holt (2018), who argue that social entrepreneurs attain legitimacy through the transparency of values and the communication of tangible social impact.

Thus, storytelling functions not only as a tool for marketing products but also as a means of shaping the social and moral identity of MSMEs. Narratives emphasizing struggle, sustainability, and empathy constitute the foundation of legitimacy, distinguishing Tiara Handycraft from conventional commercial enterprises.

DISCUSSION

Synthesis and Conceptual Implications

Based on the three themes, it can be concluded that storytelling through live streaming functions as a hybrid strategy integrating marketing, digital inclusion, and social entrepreneurship

dimensions. This integration generates a communication model that not only promotes products but also conveys values and fosters broader social participation in digital spaces.

Conceptually, the findings of this study reinforce the following conceptual framework:

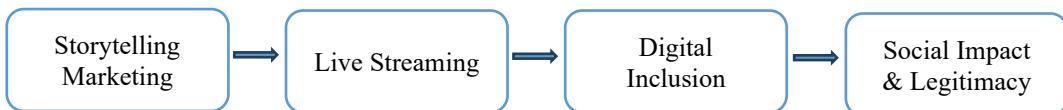


Figure 2. Theoretical Implications

Source: Personal Documentation

The theoretical implication of this study is that storytelling can function as a strategic tool in digital-based social entrepreneurship practices. From a practical perspective, the findings demonstrate that live streaming marketing can be leveraged by other MSMEs to enhance the social value of their brand while simultaneously broadening digital inclusion opportunities for marginalized communities.

Theoretical Implications

This study provides several significant contributions to the development of academic scholarship. First, it enriches the digital marketing literature by positioning storytelling not merely as a persuasive tool but as a mechanism for generating social value and organizational legitimacy. These findings complement prior studies that primarily focused on the impact of storytelling on purchase intention, by adding social and inclusive dimensions.

Second, the study expands the concept of digital inclusion by demonstrating that it involves not only access to technology but also representation, participation, and active engagement of people with disabilities in digital communication processes. Consequently, it contributes to a more contextualized and humanistic perspective on digital inclusion.

Third, within the context of social entrepreneurship, this research shows that digital marketing practices can function as strategic instruments for creating and communicating social impact. This reinforces the notion that social entrepreneurship is not separate from modern business practices but is integrated into communication and marketing strategies.

Practical Implications for Inclusive MSMEs

The findings of this study provide several practical implications for social MSMEs and creative economy actors. For social MSMEs, the results indicate that authentic and consistent storytelling can serve as a competitive advantage, distinguishing their products in the digital marketplace. MSMEs do not require extensive resources, but it is crucial to present social narratives in an honest, humanized manner that is meaningful and relevant to their target audience.

Additionally, live streaming can serve as a low-cost yet high-impact promotional medium, particularly due to its interactive and real-time nature. Engaging disabled workers or assisted community members in live streaming not only enhances the credibility of the narrative but also reinforces the business's inclusive and empathetic image.

For MSME mentors and community development practitioners, these findings offer a best-practice model for designing digitally based empowerment programs. Digital marketing training should focus not only on technical skills but also on the ability to craft socially meaningful narratives that resonate with target audiences.

CONCLUSION

This research aims to explore how Tiara Handycraft MSME leverages storytelling marketing through live streaming as an inclusive digital marketing strategy oriented toward social values. Based on the qualitative analysis, the study draws several key conclusions. First, storytelling has proven to be a pivotal element in fostering emotional engagement and imbuing the brand with social meaning. Narratives that highlight the experiences of disabled workers, creative processes using fabric waste, and sustainability values not only enhance product appeal but also reinforce the MSME's social identity as a social entrepreneurship actor. These findings indicate that story-based marketing can shift consumer orientation from mere transactional behavior toward value-driven engagement.

Second, live streaming acts as a participatory and inclusive promotional medium. It facilitates the direct involvement of people with disabilities in digital marketing activities, thereby extending the concept of digital inclusion from mere technological access to active participation within the digital economy. In this way, live streaming functions not only as a communication channel but also as a platform for social empowerment.

Third, the integration of storytelling, live streaming, and social entrepreneurship values establishes social legitimacy for MSMEs. The consistent delivery of authentic social narratives reinforces public trust and a positive business image, while demonstrating that digital marketing strategies can operate in harmony with social missions.

Overall, this study confirms that live streaming-based storytelling constitutes a digital marketing strategy that is both effective and socially meaningful, especially for MSMEs committed to empowering marginalized groups.

Limitations and Recommendations for Future Research

This study has several limitations. First, it adopts a single-case study design, which limits the generalizability of the findings to other contexts or MSMEs. Second, the study does not

provide quantitative measurements of the effects of storytelling on sales performance, customer loyalty, or other tangible marketing outcomes. Therefore, future research is recommended to:

1. Adopt a mixed-methods approach to more comprehensively assess the social and economic impacts of storytelling-based digital marketing.
2. Compare multiple social MSMEs across different sectors to enhance the generalizability of the findings.
3. Investigate the role of live streaming platform algorithms in either enhancing or constraining the visibility of social MSMEs and their storytelling content.

REFERENCE

Cai, J., & Wohn, D. Y. (2019). Live streaming commerce: Uses and gratifications approach to understanding consumers. *Journal of Broadcasting & Electronic Media*, 63(3), 464-480.

Chan, Y. L., Jen, Y. J., Hsu, S. M., & Liao, M. H. (2025). Exploring impact of live-stream host charisma on consumer perceived value and continued usage intention. *International Conference on Innovative Mobile and Internet Services in Ubiquitous Computing* (pp. 376-381) https://doi.org/10.1007/978-3-031-96093-2_37

Cheng, Z. (2024). The Influence of Interactivity in E-commerce Live Streaming on Consumers' Online Purchase Intention. *Frontiers in Business, Economics and Management*, 16(2), 34-37. <https://doi.org/10.54097/mzekmr02>

Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (4th ed.). Sage Publications.

Dwivedi, A., & Weerawardena, J. (2018). Conceptualizing and operationalizing the social entrepreneurship construct. *Journal of Business Research*, 86, 32-40. <https://doi.org/10.1016/j.jbusres.2018.01.053>

Kementerian Koperasi dan UKM RI. (2023). *Laporan Transformasi Digital UMKM Indonesia 2023*. Jakarta: Kemenkop UKM.

Kubacki, K., Parker, L., Domegan, C., & Brennan, L. (Eds.). (2024). *The Routledge companion to marketing and society*. London: Routledge.

Kurniawan, M. R., Harmi, S., Lubis, K. C., Nurbaiti. (2025). Strategi Storytelling di Media Sosial dan Implikasinya pada Loyalitas Konsumen Produk Lokal. *Jurnal Riset dan Penalaran Mahasiswa*. 3(1), 195-204

Ladina, P., Putri, L. H. (2025). Optimalisasi Market Share dalam Peningkatan Penjualan pada Sociopreneur Tiara Handicraft Hadirkan Peluang Bagi Disabilitas. *Jurnal Pustaka Dianmas*. 5(1) DOI: <https://doi.org/10.32509/dianmas.v5i1.5816>

Littlewood, D., & Holt, D. (2018). Social Entrepreneurship in South Africa: Exploring the Influence of Environment. *Business & Society*, 57(3), 525-561.
<https://doi.org/10.1177/0007650315613293>

Lundqvist, A., Liljander, V., Gummerus, J., & Van Riel, A. (2013). The impact of storytelling on the consumer brand experience: The case of a firm-originated story. *Journal of Brand Management*, 20, 283–297 <https://doi.org/10.1057/bm.2012.15>

Miles, M. B., Huberman, A. M., & Saldana, J. (2018). *Qualitative Data Analysis: A Methods Sourcebook (3rd ed.)*. Sage Publications.

Mishra, A., Patnaik, S., & Dash, G. (2023). Storytelling in social media marketing: An integrated framework and research agenda. *Journal of Business Research*, 159, 113816

OECD. (2021). *Bridging the Digital Divide: Strengthening Digital Inclusion for All*. OECD Publishing

Patton, M. Q. (2015). *Qualitative Research & Evaluation Methods (4th ed.)*. Sage Publications.

Schejter, A., & Tirosh, N. (2017). *Digital Inclusion: The Vision of Communicative Justice*. Routledge.

Shavkat o'g'li, S. Z. (2025). The Persuasive Power of Storytelling in Advertising Discourse. *American Journal of Education and Learning*, 3(5), 654-658.

Srivastava J, Malik N, Sethi D, Tripathi SN (2025), "Impact of inclusive marketing communication on brand love and brand attitude". *Corporate Communications: An International Journal*, Vol. 30 No. 5 pp. 795–816, doi: <https://doi.org/10.1108/CCIJ-02-2024-0021>

Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic commerce research and applications*, 37, 100886. <https://doi.org/10.1016/j.elerap.2019.100886>

Tsatsou, P. (2019). Digital inclusion of people with disabilities: a qualitative study of intra-disability diversity in the digital realm. *Behaviour & Information Technology*. 39(5), 1-16
<https://doi.org/10.1080/0144929X.2019.1636136>

Yang, Gu., Wornchanok Chaiyasoonthorn, Singha Chaveesuk. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector. *Acta Psychologica* 249 (2024) 104415
<https://doi.org/10.1016/j.actpsy.2024.104415>

Yuliatiningyas, S., Putrian, S. A., Ramadiansyah, T. A. 2024. Empowerment of Digital Marketing and Women's Role in Rural Economic Development: A Case Study in Nglinggi Village, Klaten, Central Java. *Golden Ratio of Marketing and Applied Psychology of Business*, 4(2)
<https://doi.org/10.52970/grmapb.v4i2.432>

Wang, Y., Liu, J., & Fang, Y. (2022). The sales impact of storytelling in live streaming e-commerce. In *Proceedings of the International Conference on Information Systems (ICIS 2022)*. Association for Information Systems.

https://aisel.aisnet.org/icis2022/digital_commerce/digital_commerce/7/