

## **ABSTRACT**

*Partnership is one way for ride-hailing startups like Gojek to support the development of the company. Online transportation at the beginning of its appearance did lead to many pros and cons. The community that has not been educated about online transportation and the partnership system adopted by a ride-hailing company is a separate task, especially for Gojek. One way to introduce this and attract public interest is through a series of advertisements on the YouTube channel. This ad-series airs the life of a Gojek partner after resigning from his old job and a career with Gojek. This narrative video aims to promote the Gojek partnership. This study aims to see how the storyline in the #CeritaGOJEK ad series. The theory used in this study is the principle of persuasive communication, pentadic drama and narrative analysis. The use of the principle of persuasive communication is a determining factor in the success of communicators in establishing or changing attitudes or beliefs and in inviting listeners to do something. Pentad is used to see the element of dramaticism in advertising. Narrative analysis theory is used to see the storyline in video advertisements and also as a method. This qualitative research uses data collection techniques through a series of advertisements uploaded on the official Gojek channel on YouTube. The results of this study indicate that #CeritaGOJEK has a chronological storyline. The narration conveyed has a chronological storyline. In addition, the narrative is also persuasive because it displays progressive changes in the lives of partners. The #CeritaGOJEK ad series uses the principle of persuasive communication of the magnitude of change because Gojek wants to change people's views of online transportation and also introduce a partnership system.*

*Keywords: Narrative, Gojek Partnerships, Pentad*