

JNE's Cross-Media Communication Strategy to Strengthen the "Connecting Happiness" Brand Narrative

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Abstract

This study examines JNE's cross-media communication strategy in delivering the "Connecting Happiness" brand narrative across digital and conventional platforms. The research is motivated by increasing competition in Indonesia's logistics industry and the need for logistics companies to build emotional customer connections beyond transactional relationships. The purpose is to analyze how JNE integrates the brand narrative across multiple channels, adapts messages to each platform's unique characteristics, and maintains consistency in communication practices. Employing a qualitative case study method, data were collected through in-depth interviews with JNE's Media Communication Head and content observation across Instagram, TikTok, YouTube, X, the official website, and internal publications. The analysis focused on identifying patterns of narrative integration, message adaptation, and consistency of the "Connecting Happiness" theme across channels. The findings reveal that JNE applies transmedia storytelling practices, where the narrative is developed into complementary stories across each platform rather than repeating identical content. Social media serves for emotional engagement, the website for credibility, conventional media for legitimacy, and offline activities for community interaction. The "Joni" mascot reinforces the brand's human-centric identity across all channels. The results demonstrate that JNE has successfully positioned itself not merely as a logistics provider but as a brand carrying emotional value in people's lives. This research contributes theoretical insights to digital communication literature on cross-media practices in logistics, while offering practical guidance for building emotional brand connections through integrated media strategies. Future research is recommended to explore transmedia storytelling's long-term impact on customer loyalty and brand equity.

INTRODUCTION

Nowadays, human life is inseparable from the activity of sending goods. Shipping has become a necessity for every individual, serving as an alternative when one is unable to deliver something to family, relatives, or colleagues directly. However, even though distance and time may pose obstacles, each individual remains able to send what they wish through delivery services. It is difficult to imagine modern life without delivery services. In an era of rapid digital transformation, the activity of sending goods is no longer an option but has become an essential need. Virtually all aspects of human life ranging from business, education, and social activities involve the sending of packages or documents. This development is accompanied by economic

growth and shifts in public behavior, as people grow accustomed to all online services. Especially after the Covid-19 pandemic, when human mobility was restricted, delivery services played a pivotal role in providing convenience for various needs. Supported by the rapid advancement of digital technology (Brennen & Kreiss, 2019; Nambisan et al., 2019) and the increasing trend of online shopping (Gao et al., 2020; Sheth, 2020), delivery services have ultimately become a vital part of the convenience enjoyed in daily life (Vakulenko et al., 2021).

The emergence of intense competition is also profoundly felt by logistics or delivery service companies. This is driven by the rising public interest in using delivery services. Seizing this opportunity, many entrepreneurs are competing to create and establish similar companies in the logistics and delivery sector. The presence of logistics companies essentially helps goods-producing companies serve their customers who are geographically distant, thereby achieving convenience and customer satisfaction. In the context of today's busy and highly routine lifestyles, there is a demand to follow developments where everything is expected to run quickly, especially concerning goods delivery. The primary benefit of the existence of shipping companies is that they facilitate the public in reaching distant locations, ensuring that goods sent by the sender are well received by the recipient.

With the emergence of numerous delivery companies and the necessity for each to maintain its market presence, delivery companies must continually innovate and develop their capabilities, skills, and knowledge to meet the needs of an increasingly diverse consumer base. Numerous delivery service companies offer value and satisfaction through quality services at competitive prices. Providing satisfaction to consumers is an essential factor, as consumers are becoming more critical in selecting the delivery company they will use (Nur Halim et al., 2022).

JNE is one of the companies engaged in delivery services, headquartered in the capital city of Jakarta. JNE is the result of the work of the nation's children who are the best delivery service company in Indonesia (Kompasiana). JNE is a logistics service provider company that is quite well-known and often used by the Indonesian people, and has an extensive network in various corners of the country. With the various types of services owned by JNE, it is quite taken into account by its competitors who are engaged in the same field. JNE services include delivery in the form of packages, documents, food, vehicles, etc.

Interestingly, JNE is known as a delivery company, they carry a value with a very big meaning, namely "Connecting Happiness", if you look at the various platforms owned by JNE, the tagline or hashtag Connecting Happiness always appears and becomes the core narrative of every social media upload. In an article by the International Association of Business Communications Indonesia, JNE's SVP Marketing Group Head said that the way they get closer to consumers, is not only to ensure goods arrive on time, but with the tagline "Connecting Happiness", JNE connects happiness between senders and receivers, JNE is not only a logistics company, but also provides deep meaning for its service users. With the existence of a tagline as one of the communication processes and creativity in relating to the target audience, an attractive and strong tagline will become the company's philosophy in behavior, as a foundation in work, which becomes the values and culture of the company (IABC Indonesia). This emotional value differentiates JNE from competitors that predominantly rely on service speed and efficiency alone.

In Indonesian CSR, it is stated that the maximum performance carried out by JNE as an Indonesian company is always carried out with the spirit of "Connecting Happiness". This

commitment continues to be carried out so that the quality of service to consumers and concern for the community can be felt. Moreover, JNE was established with the main goal of providing benefits for many people, both internal and external to the company, according to their values, namely sharing, giving, and supporting. This philosophy has been recognized through various awards, including the Happiness Award 2025 from Rumah Zakat Indonesia and the Best Chief Marketing Officer (CMO) Award 2025 from Warta Ekonomi.

The development of the digital media era has brought major changes in the way we interact and consume information with media content (Dwivedi et al., 2021; Lim, 2023). The rapid advancement of digital technology is the increase in easy internet access (Nguyen et al., 2022; Chatterjee et al., 2021) and the increase in more sophisticated mobile devices (Vargo et al., 2021). This shift eventually triggered cultural convergence, where the boundaries between various media platforms were increasingly blurred (Jenkins, H. 2006). With this convergence, users today have the ability to access and share information through various channels and devices, resulting in a closer connection between content creators and audiences (Pratiwi, 2024).

Personal engagement and interaction with audiences through social media platforms are important factors in shaping a dynamic digital content ecosystem in Indonesia, so it's no wonder that many companies are currently integrating their content across multiple platforms. The phenomenon of the practice of disseminating content and information through various different social media platforms such as Instagram, Tiktok and Twitter, Websites, etc. The phenomenon of cross-media has an influence in many industry sectors, this creates a connected experience for the audience. This encourages content creators to integrate cross-media strategies in their planning and campaigns. So that consumers not only enjoy content on one platform, but can also access, participate and interact on various media channels.

In the midst of the onslaught of worldwide cargo companies that are crowded in Indonesia, JNE of course carries out various strategies to continue to exist and continue to innovate to keep its brand so that it is always known by the public. JNE does not only rely on one channel of their communication with consumers, JNE utilizes various interconnected media platforms. In this context, JNE is quite active in conducting cross-media practices.

Furthermore, prior research has predominantly examined JNE from the perspectives of service quality, customer satisfaction, and corporate image. For instance, Halim et al. (2022) investigated marketing strategies for customer satisfaction at PT. JNE Express Pekanbaru, while Harefa (2024) analyzed service volume improvement at PT. Tiki JNE Express Gunungsitoli Branch. Other studies have focused on CSR activities and corporate image without specifically examining how the emotional brand narrative is communicated across media platforms. However, there remains a notable gap in understanding how JNE systematically operationalizes its emotional brand narrative "Connecting Happiness" across multiple media platforms using cross-media and transmedia approaches.

The urgency of this research is driven by several critical factors. First, the Indonesian logistics industry is experiencing unprecedented growth with intense competition, making differentiation through emotional branding increasingly essential for survival and market leadership. Second, the digital media landscape is rapidly evolving, requiring companies to constantly adapt their communication strategies to remain relevant across generations. Third, as consumers become more discerning in their choice of logistics services, companies must

move beyond transactional communication to build genuine emotional connections and brand loyalty. Fourth, there is a pressing need for logistics companies to understand how to effectively implement cross-media strategies that maintain narrative consistency while adapting to each platform's unique characteristics. This research provides timely insights into how a leading logistics brand navigates these challenges.

The novelty of this study lies in several aspects. First, it offers an in-depth analysis of how an emotional brand narrative is systematically operationalized across multiple media platforms in the logistics sector, an area that has received limited scholarly attention. Second, it applies cross-media and transmedia storytelling frameworks to a logistics company context, extending these theories beyond their traditional applications in entertainment and media industries. Third, it provides empirical evidence on how a brand tagline is transformed from a mere slogan into a guiding communication philosophy that influences content production across all channels. Fourth, this study examines the integration of internal organizational values with external communication strategies, demonstrating how brand narratives can be internalized by employees and translated into authentic content. Fifth, it analyzes the strategic use of mascots and symbols to reinforce emotional brand identity across diverse media platforms.

The purpose of this research is to identify and analyze the integration of the "Connecting Happiness" narrative across JNE's media channels, examine message adaptation strategies for each platform, and uncover the challenges faced in maintaining consistency in cross-media communication practices. This research contributes theoretically to the development of digital communication literature, particularly in the context of brand communication in the logistics sector. Practically, it offers strategic insights for other companies in the industry seeking to strengthen their brand narrative through integrated media practices. The findings are expected to provide a framework for understanding how brand values can be consistently communicated through diverse platforms to build emotional engagement with customers. Furthermore, this research contributes to understanding how logistics companies can evolve from transactional service providers to relationship-based brands that carry emotional meaning in people's lives.

METHOD

This research method uses a descriptive qualitative approach with a case study method, to find out in depth how a tagline "Connecting Happiness" JNE, which is a brand identity, is produced and distributed into content that is spread across all social media platforms. Data was obtained through interviews and content observation from JNE's cross-platform. Interviews were conducted with the team Strategic Business Partnership - Marketing Central JNE, with the key informant Mr. Kurnia Nugraha as the Media Communication Head. In addition, it collects observation data through JNE's social media accounts. The object of this research is the communication content of the JNE brand which represents a large narrative, namely "Connecting Happiness" on various JNE media platforms. There are several types of media used by JNE, including Website, Instagram, Youtube and Tiktok and JNE's Internal Publication Media, namely JNEWS.

RESULTS AND DISCUSSIONS

Cross-media practices exist as a result of media convergence, cross-media communication involves the use of more than one medium, with the aim of conveying

complementary messages. In addition, the goal is not only to expand reach, but to increase and strengthen audience understanding and participation in various forms and in accordance with the context of the message. Cross-media involves two or more media platforms with the concept of a multiplatform approach, namely more platforms involved in the communication process in an integrated manner (Syvertsen and Ytreberg, 2006). Cross-media is an integrated approach that designs, manages and optimizes content distribution across various media channels and platforms in order to capture a wider audience. Its use involves various media formats, be it text, images, audio and video that are made to be able to interact with each other. With the aim of creating a cohesive experience so that they can engage with content on various platforms with all forms of creativity (Pratiwi, 2024).

The concept of cross-media strategy is related to understanding audience behavior across various media platforms (Voorveld, 2019; Lou, 2022), where every content creator needs to identify important moments when audiences move from one platform to another (Krumsvik, 2020; Li & Xie, 2020). Through understanding the flow, cross-media strategies can drive appropriate content to the audience at the right time (Appel et al., 2020).

From the results of the author's interview with JNE's key informant, the content production process in JNE's brand communication strategy is the result of various stages that have been prepared and in the preparation of the material involves stakeholders and utilizes several media channels. The JNE media team understands very well that each channel has different functions, characters and communication goals. Each content created is tailored to the purpose of their respective channels. From the interview excerpt:

"Well, we usually look at the flow first, if the goals of each channel are different, yes, even though there is one umbrella with a big narrative of "Connecting Happiness", but if we look at social media now, the objective target is more engagement, for example, what is today, emotional bonding, for example. But if on the website we can't treat it like social media, the direction is more to information or credibility, for example. Well, there are also conventional media, we have radio and publications, usually for reputation, legitimacy, yes, but there are many angles that we make, so for connecting happiness as an umbrella, we still adjust."

JNE classifies or clusters media channels based on communication objectives, such as social media that shows more dynamic, flexible characters and can explore diverse emotional narratives. Meanwhile, the Website is an information center and increases the company's credibility. In addition, the role of conventional media such as print media and radio that JNE continues to do as their communication channels, according to key informants, the content presented is more static and contextual. From the clustering carried out by JNE, it shows that integration as a form of communication that is carried out not with the same content, but with the adjustment of the function and role of each channel, this can be said to be a form of transmedia, it can be seen that from the initial process of the content that will be produced and distributed to various channels is not a repetitive content, but is content that is adjusted to the character of each channel. The concept of transmedia was initiated by Jenkins (2006), saying that transmedia is related to the expansion of content, every story is spread across various media platforms which means the story is expanded, the story develops and the story has new elements, new information, new content and not repetition, so it can be said that transmedia is not a concept of content repetition, but an expansion of content, so that there is new content that is relevant and presented to various media platforms.

Connecting Happiness as the Main Narrative In this context, the main narrative becomes a strategic role as a liaison and related to various communication activities across media. For JNE, the main narrative carried out is "Connecting Happiness" is a concept that places the existence of logistics services not only as a provider of freight forwarding services, but also providing experiences in the aspects of emotions, expectations and happiness for its consumers. The narrative represents a value that every package sent through JNE has a deeper meaning, not just an item. There are stories about life, family, small businesses and social relationships. So that the function of this logistics service is constructed into an emotional experience, which then becomes the basis for communication that develops from a JNE brand through various channels. In an article, it was said that "Connecting Happiness" is JNE's spirit in taking steps to deliver happiness to its consumers and customers, and JNE always strives to provide the greatest benefits by sharing, giving and supporting the Indonesian people who need help.

From the results of the interview, the informant explained that the tagline "Connecting Happiness" has a function as the main common thread of JNE's entire communication strategy. According to the informant, the narrative is not only understood as a slogan, but as a communication philosophy that is integrated into various media channels, both digital, conventional and offline activities. In the perspective of cross-media practice, Connecting happiness shows that one main narrative is able to transform into various channels without having to lose its identity of meaning. What we know is that each media has a different communication role, just as television can build emotions, then digital media can sharpen meaning and social media can involve audience participation, besides that offline activities can provide direct message reactions, in this case JNE seeks to contribute to MSMEs with trainings.

In practice, JNE Informants said that they implemented a cross-media strategy by utilizing almost all communication channels owned.

"We integrate all our media channel assets, Integrated Marketing Communication, maybe we call it that. So the common thread is still Connecting Happiness, we communicate on all social media, there is Instagram, on X too, Tiktok, on Youtube, then our website also exists, we also use conventional media such as radio, and we also use offline channels as well, which is in the form of events or education. We integrate all these channels so that the message conveyed remains one and consistent".

"On social media, we have regular content that promotes connecting happiness. We also collaborate a lot with brand owners and digital platforms, for example using our digital communication assets, they give us space to introduce the brand, and sometimes we acquire or buy the products for JNE's giveaway program which is nuanced with the nuances of happiness".

Based on the findings of the interview, it shows that JNE's communication strategy applies transmedia practices, where the narrative "Connecting Happiness" created and distributed through various media platforms. Interestingly, the collaboration with brand owner and digital platforms show the dimensions of Transmedia which is participatory and collaborative, this also has the goal that the JNE brand is expanded through partner media networks.

Then, Mr. Kurnia also explained that JNE continues to strive to stay relevant to people's lives today, as is the case with Gen Z, according to him, if you look at the communication of a fire, Gen Z is very suitable for something closely related to emotions, the choice of communication media is a reference in building a communication strategy fire JNE that is

relevant to current market conditions. Mr. Kurnia also emphasized the importance of utilizing media platforms that are popular and in accordance with their context, and have emotional closeness so that messages are more acceptable.

According to Mr. Kurnia, at the beginning of the company's journey, JNE used business-based communication, where the emphasis on communication was aimed at functional aspects. The company's business such as shipping speed, extensive network and wide selection of shipping speed services. The model is only focused on delivering one-way information related to the company's core services. However, there were changes that occurred in 2018, with changes Tagline and communication strategies for JNE. Now, JNE is not only interpreted as an intermediary for goods shipments, but as a firm that provides value and trust to customers. The existence of these changes shows that there are transmedia practices carried out by JNE, this shows that firms are not just about the service, more than that firms build meaning through various experiences and emotional narratives on each JNE platform.

If we look at today, so many companies are maximizing the use of various media to introduce firms they are in the form of narrative storytelling for their audience. According to Yulizar (2022), this can be interpreted into two aspects, namely the business aspect and the creative aspect. Transmedia storytelling is not just about meeting promotional needs for a company, but so that the audience can be more visually depicted about the firm of course, each of them has its own way of communicating to introduce and build the story.

In the context of transmedia carried out by JNE, JNE reconstructs its identity not only as a transactional business entity, but as a firm with relational properties that are present in people's lives. With Narrative "Connecting Happiness" as a common thread and umbrella story which is further translated with various different stories on each JNE media channel. In this case, JNE continues to strive to consistently develop this narrative on the Website, Social Media (Instagram, X, Tiktok, Youtube) and JNE also has the My JNE application as another form of communication with customers, an application that contains a feature to check the status of shipments and also shipping price info.

The next stage of JNE's content production flow is to conduct brainstorming with stakeholders from various departments, gathering ideas and preparing strategic editorial plans. This preparation is carried out and prepared by considering several things, namely the annual major theme that is the reference for JNE content creation, then looking for certain momentum that is relevant to the main narrative of JNE, and aligning with activation programs related to stakeholders. From the information obtained, this content creation is of course inseparable from the results of the previous content performance evaluation based on audience response, so that the media team can rearrange content that is relevant to the audience. After the process of content preparation and production, what the media team does is ask for approval until the publication and evaluation process.

In the context of the object of this research, where the tagline "Connecting happiness" As an umbrella of JNE's grand narrative, the author took one example from JNE's Instagram content. Based on the results of the author's observation from JNE's official Instagram account, the author found about the consistency of the kindness content presented every Friday, the existence of this consistency shows that JNE really makes maximum use of social media, making it a communication space that has value and as part of the formation of meaning for a firm, social media is not only used as a promotional channel. As the content uploaded on September

26, 2025, there were 1,072 reactions, and 81 comments, which showed a fairly positive level of audience engagement. This number indicates that the message that arrived was not just seen, but also emotionally responded to by followers of the JNE Instagram account. The content is given the initial title of the video "Amanah A Package" reinforced with the caption Amanah is a trust that must not be betrayed. Caring for it wholeheartedly will bring blessings and be a proof of obedience to Him. The message symbolically describes JNE's core activities as a delivery service company, namely maintaining customer trust in delivering packages and being relevant to the narrative connecting happiness, that JNE plays a role as a liaison to customer happiness. The sender and receiver of the goods will feel happy when the package arrives safely, this content is packaged very attractively, fusing moral and religious values that are close to the values and culture of the Indonesian people into a story.

Figure 1. JNE's Instagram Content Upload



Source: Official Instagram of JNE Express (@jne_id), observed by the author, 2025.

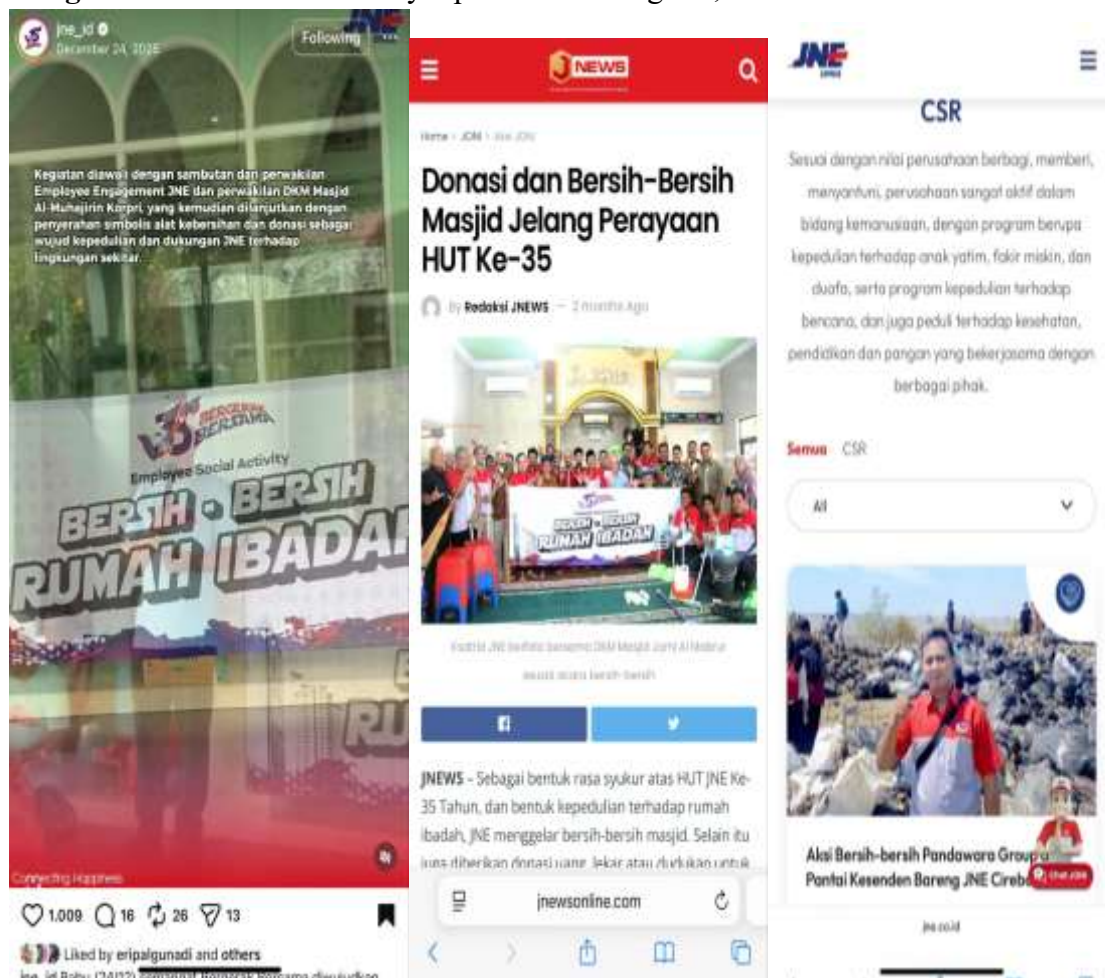
As stated by the informant, stakeholders are also involved in discussions on the production of content, one example is the Department of Human Capital, where they have an engagement program:

"Not long ago, the Department of Human Capital had an employee empowerment program, the activity was to clean houses of worship. Actually, the form of the activity is very technical, yes and social as well, but in terms of communication, we see it as an activity that can be communicated to the public. Then the task of the Media team is to translate these activities into a communication message that is relevant to the company's identity. In addition to the Human Capital Department, there are also several collaborations with the Partnership team, for example collaborations with other brands and also several humanitarian institutions, such as Rumah Zakat, Rumah Harapan Melanie, etc."

Furthermore, take an example of content related to the program from across JNE departments, in this context which was previously said by the informant about the existence of a house of worship cleaning program. The content was uploaded on December 24, 2025, has quite high engagement with 1,009 reactions, the Houses of Worship Cleaning activity initiated by the JNE Employee Engagement Department and is one of the programs ahead of the celebration of JNE's 35th Anniversary, this is a form of implementing the identity of the slogan Connecting Happiness in corporate social activities. From these activities, happiness is not only

interpreted as a message in the form of a symbol but is manifested in the actions of JNE's internal team, the values that become the company's identity have been internalized for JNE employees as well. These activities have the potential to be communicated to the public through various JNE media channels. From the results of the author's search, this activity was also reported on an internal publication channel, namely JNEWS. On social media, narratively and visually, the participation of JNE employees is presented in the form of emotional storytelling content, in addition to internal media or JNEWS is published to strengthen the company's message that these activities are part of JNE's long-term commitment. Then it was also found on the JNE Website related to other activities, namely "Beach Clean-Up Action" which is part of the company's CSR program, in this case JNE further provides a broader message that this activity is a goal that is the company's social values. JNE consistently brings its core message to its various channels, but done with a different approach, this transmedia practice provides various perspectives and depth of meaning for customers, so that the big narrative of Connecting Happiness can be understood with a variety of different narrative experiences.

Figure 2. JNE Social Activity Uploads on Instagram, Internal Media and Website



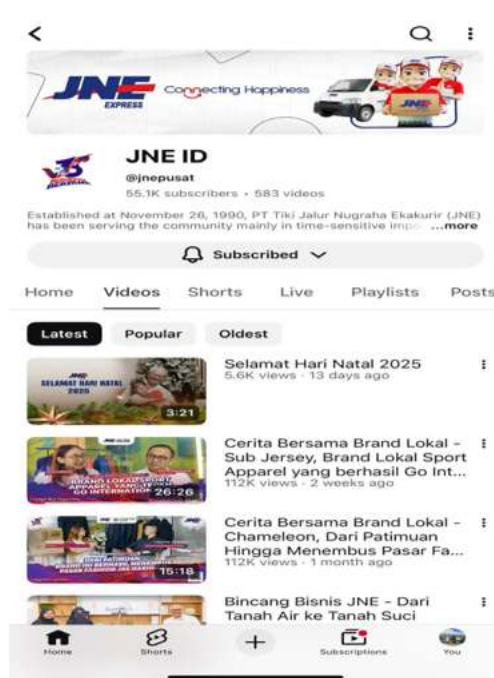
Source: Official Instagram of JNE Express (@jne_id), JNEWS Internal Publication, and Official Website of JNE Express (<https://www.jne.co.id>), compiled by the author, 2025.

A search of other social media channels, namely Tiktok and Twitter or JNE's X, found the form of content that is disseminated the same as the content on Instagram, this shows that

JNE uses various social media channels as a space for communication and promotion of the company, as the results of a study say that Twitter will still be a new source of news as well as a promotional medium (Eddyono, 2013). So that currently account X is still relevant as a promotional medium by JNE.

Collaboration with MSME actors is also a strategy carried out by JNE, they hold offline activities such as trainings related to improving the skills of business actors and training to increase brand sales for MSMEs. Through providing an introduction space for brand owners, JNE has created a routine program in the form of a Podcast entitled "Stories with Local Brands", this podcast airs on JNE's official Youtube. The purpose of this program is to be a storytelling forum for MSME actors to share their business travel experiences. We can see on this Youtube platform, the activity presented is to share inspirational messages from local brands to reach even more widely. From the author's review through JNE's official Youtube account, each show of this program has an average of more than 100,000 viewers. JNE not only positions itself as a logistics service provider, but also as a partner that provides support for local business actors. As a company that carries the value of Connecting Happiness, this podcast program is one of JNE's efforts to build an emotional connection between brands, MSMEs and audiences. That way, this strategy is not only a strengthening of JNE's image, but also makes JNE's role as a supporter of sustainable MSME growth.

Figure 3. JNE Social Activity Uploads on Youtube, Internal Media and Website



Source: Official YouTube Channel of JNE Express, JNEWS Internal Publication, and Official Website of JNE Express (<https://www.jne.co.id>), compiled by the author, 2025.

Another interesting thing that JNE does is the existence of a mascot or character that defines JNE in terms of physical appearance, this mascot is called "Joni", namely JNE Ontime Integrator. Yulizar (2022) in his research revealed that characters in a brand can involve a brand logo that can represent products or services offered by the company in three ways, namely

mascots, text, and icons. Physically, Joni uses a JNE courier uniform with a humble, trustworthy, reliable and of course dexterous personality. Joni's character can change his appearance according to the region in Indonesia, such as when in Bali Joni uses a JNE courier uniform by wearing a distinctive addition on the head, namely udeng (an attribute on the head for men in Balinese culture), if in Jogja then Joni uses blangkon, this shows that JNE's character is very close to the local culture. In addition to appearing offline, Joni's physical character also appears in various JNE digital promotional media, this character is consistently present on various platforms ranging from social media, promotional materials, websites, visual content that is adjusted to context and appears on the MyJNE application display. From the author's findings, there is also an archive of Joni's comics, but it has not been consistently run until now. Joni can be said to be a symbol of connection between the receiver and the sender, not only as a courier but more than that a representation of the value of JNE's philosophy of "Connecting Happiness". JNE presents the figure of Joni as a symbolic asset to build a brand image that is relevant to the community.

Figure 4. Display of JNE Mascot "Joni" on various Platforms



Source: Official Instagram of JNE Express (@jne_id), Official Website of JNE Express (<https://www.jne.co.id>), MyJNE Application, and Official Promotional Materials of JNE Express, compiled by the author, 2025.

CONCLUSION

This research reveals that the cross-media communication strategy implemented by JNE adopts a transmedia approach, wherein the company integrates all available communication channels to convey its corporate values, with "Connecting Happiness" serving as the unifying thread in building the JNE brand. Through this cross-media strategy, JNE implements content adjustments tailored to each media platform's unique characteristics without losing the integrity of the main narrative. The narrative of "connecting happiness" is not conveyed as a complete story within a single medium but is developed through complementary story fragments across

various platforms. This is evident in kindness-themed content on social media, podcast content featuring MSME actors' stories on YouTube, inspirational collaboration videos, internal publications, and the delivery experience itself, which together foster customers' emotional relationship with JNE and deepen their understanding of the meaning of “connecting happiness”. JNE strives consistently to become a human-centric logistics brand, maintaining closeness with customers despite various technological disruption challenges, by continuously adapting and innovating in accordance with current developments and effectively reaching across generations through diverse content creation strategies across multiple media channels.

The main findings demonstrate the remarkable consistency of the "Connecting Happiness" value conveyed by JNE across all media channels and corporate communication activities. This consistency is observable in the alignment of messages, symbols, and narratives generated through digital content, conventional media, and offline programs. "Connecting Happiness" functions not merely as a slogan but is translated through stories, visuals, and experiences that illustrate JNE's role as a connector between people. Philosophically, the derivative meanings of “Connecting Happiness” sharing, giving, and supporting have become fundamental values applied in JNE's internal daily culture. For instance, at every corporate event, large or small, JNE consistently invites orphans to receive compensation, demonstrating that this is not merely a value or slogan to be promoted but a lived experience that benefits the community. The scientific novelty of this research lies in its significant contribution to digital communication literature, particularly in the logistics sector, by providing an in-depth analysis of brand narrative optimization across digital platforms. Cross-media and transmedia practices represent a visual communication approach in logistics companies that prioritizes emotional and relational value rather than mere transactional relationships. The meaning of connecting happiness serves not only as a slogan but as a guiding narrative that directs JNE's communication strategy implementation. This study demonstrates that through JNE's visual communication efforts, emotional closeness with the audience has been successfully achieved. Supported by the spirit of connecting happiness and the application of storytelling alongside social contribution, JNE has built strong emotional relationships with customers, ultimately strengthening its image as a caring company oriented toward community happiness.

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