Digitalization Through Creative Writing on social media

Eddy Soeryanto Soegoto[1], Mulyanto[2]*, Sri Yuliawati[3], Adhea Vinora Putri[4]
[1] Departemen Manajemen, Universitas Komputer Indonesia, Indonesia
[2,3,4] Departemen Ilmu Komunikasi, Universitas Komputer Indonesia, Indonesia

Email: *mulyanto.41818252@mahasiswa.unikom.ac.id

Abstract. The purpose of this study is to determine the extent of the role of social media on consumer interest in using the services of a copywriter. Because social media can be used as a promotional medium by using captions and also good visuals, which can be written according to the wishes of the businessman in attracting the attention of consumers. Consumers also don't need to come directly to the place or office of the copywriter, they just need to use Instagram social media for sources of information related to working days and hours, arrange meeting schedules, and so on. This study uses a qualitative descriptive research method by conducting a literature study on various studies. The results of this study are expected to build brand awareness so that it can increase interest in services sold with digital marketing techniques carried out by service owners. In addition, using Instagram social media can also make it easier for business owners and consumers. This of course can increase sales revenue.

Keywords: Digital Marketing, Social Media, Copywriter, Digital Age

1. Introduction

Entering industry 4.0 where technological developments in Indonesia are increasingly advanced. According to field data from the Ministry of Communications and Informatics in Indonesia, there are more than 100 million people and the fourth largest active users in the world after China, India and America, which makes this most of the people take advantage of the opportunities that exist by making money, one of which is selling the art of selling messages or other things, better known as copywriting [1]. The art or technique of conveying messages using writing is commonly known as copywriting. As one of the important elements of promotion, writing from copywriting called copy can be used in various media such as advertisements, articles, blogs, taglines as well as for naming a brand or product. In this regard, the copy used in promotional media has the aim of making consumers make purchases, make phone calls to seek information, to subscribe to streaming services or follow social media accounts belonging to well-known brands [2]. Therefore, copywriters are needed in this digital era.

The reserach findings show that most of the informants are interested in reading the contents of the advertisement because of the unique title and the use of bold and contrasting font colors (Persuasion and the Online Consumers: Investigating Copywriting Strategies in Native Advertisements by Hani Zulaikha Zulkifly and Norsham Firdaus) [3]. Great copywriting has the ability to deliver a valuable message to the right people at the right time. An effective message will motivate the reader to respond with thoughts, words, or action. (The Art Of Copywriting by Eleazar Hernández) [5]. That creative copywriting in addition to having a brand name, the use of slogans with creative copywriting is also able to attract the attention of consumers. Success in copywriting is determined by the choice of words in detail with a clear purpose. These words are written to cause feelings, thoughts, or actions. The six object cases above have unusual word choices. (by Made Vairagya Yogantari, I Gst Bagus Bayu Baruna Ariesta) [2]. Creative content creation must have visual elements and copywriting, in this case, copywriting is important in providing information to the target market. (by Jesslyn Glorya) [5]. Copywriting is the use of creativity in words or ideas with a focus on selling products through brand creation. For copywriting to be effective, one must make it original and attractive in order to influence consumer buying decisions. (by Dandeswar Bisoyi, Dr Utpal Barua, Esha Guha) [6]. The conclusion of the 5 journals said that the role of a copywriter is needed to raise a brand, with creative copywriting it can attract the attention of consumers. The difference in our copywriting is that we have a unique style of language that includes a rhyme or aphorisms, and our copywriting is not only in the form of words but also in visual forms such as infographics so that consumers are more interested.

The purpose of this study was to determine the extent of the role of social media on consumer interest in using the services of a copywriter. Considering that copywriting is very useful for business people, especially in the digital era like today, so that the products or services they sell can attract customers to buy these products and services. So that with this it can increase the sales results of business actors. By using a qualitative descriptive method, literature studies on various studies.

2. Method

The research method used is descriptive qualitative, namely research that examines and examines a phenomenon without giving any treatment. In this study, we will discuss the phenomenon of copywriting as a marketing strategy. Copywriting services can be found on various platforms including social media. Social media is expected to be a means of building brand awareness of the services of copywriters. The data collection technique used is literature study. Literature search assisted with Google Scholar and focus on literature relevant to the purpose of this study.

3. Results and Discussion

3.1. Essential Elements in Copywriting

A good copy is certainly able to attract more potential customers. Therefore, there are several elements that must be considered so that a copy can be said to be good for achieving its goals [6]:

1. Headlines. This section is a big title that the public tends to see first. Therefore, the writing must be interesting but still short. The use of dark font colors on a light background can be an option to highlight this section [3].
2. Sub-headlines. Serves to clarify the headline by adding more specific information. The size

is smaller than the headline but still larger than the main information content.

3. Slogans. Slogans are short sentences, focused, and aim to give the impression of a marketing strategy. Slogans must be made attractive so that it is easy for potential consumers to remember. the number of words used in the slogan ranges from 7-8 words.

4. Body copy. This section is the main part of the copy that shows the main information you want to convey. This section must still be interesting so that the reader understands the content of the message clearly without feeling bored or confused with the information in it.

5. Taglines. Similar to a slogan and aims to advertise or invite consumers to buy a product.

The components above may be modified or created creatively so as to add value to the uniqueness of the copy. Figure 1 shows the position of each element in the copy.

Figure 1. Elemen Copywriting
Source: https://www.topcontentmarketingagency.com/

The study conducted by Akhter et al. (2016) show that copywriting has a great impact on brand identification. There are several components of copy that really determine it, including the slogan, product description, packaging, and cultural impact [7]. These components tend to be seen in the main body of the copy. However, the reader will not read the detailed information if they are not interested in the big title of the copy. Hence, to attract readers to know a product by reading detailed information from the copy, large sections such as interesting headlines and sub headlines are also needed.

Another study by Yogantari and Ariesta found that attractively packaged copywriting elements can be a powerful branding strategy. This study examines 6 coffee brands that implement copywriting on their products as shown in Figures 2 to 7.

Figure 2. Implemetasi *Copywriting* di Kopi Lain Hati

Figure 3. Implemetasi *Copywriting* di Kopi Janji Jiwa

Figure 4. Implemetasi *Copywriting* di Kopi Khayal

Figure 5. Implemetasi *Copywriting* di Ngocok Es Kopi

Figure 6. Implemetasi *Copywriting* di Kene Keto Kopi

Figure 7. Implemetasi *Copywriting* di Kopi Soe

Of the 6 coffee brands, 70 respondents were asked to fill out a questionnaire. As a result, copywriting is one of the factors that determine brand identification by consumers. Copy

results with creative and unique elements tend to be more attractive by triggering certain emotions in consumers. In this study, emotion refers to laughter or confusion because of the brand names used [2]. In addition, each design there are differences that have its own characteristics. For example, in Kopi Lain Hati, there is a heart symbol from the thumb and forefinger. This pose is currently rife among young people and is also a representation for the brand itself. Meanwhile, in Kopi Janji Jiwa there is a hand with a raised little finger which is a symbol of the "pinky swear". A more cheerful impression is shown by the Kene Keto Kopi product, which chooses a bold and bold typeface compared to other brands which tend to use cursive letters similar to handwriting.

3.2. Copywriting Marketing Through Social Media

In today's digital era, social media has grown from just an interpersonal communication medium to a marketing tool. Several studies show that marketing on social media affects consumer decisions in buying goods or services. This is based on the advantages that social media has as an advertising medium compared to other conventional media, which are as follows [8]:

1. Supported by internet access, which currently has a very wide network and can be accessed easily and cheaply.

2. The form of advertising tends to be flexible starting from visual forms such as images, videos, audio additions so that the form of promotion is more attractive. Many effects can give a unique impression in the minds of consumers such as pop ups, pop unders, news feeds, and so on.

3. Social media users are increasing rapidly from time to time thus enabling a wider range of promotions. Often social media also provides the facility to select a target audience to suit promotional objectives.

In general, a service purchase is made to satisfy two main consumer needs, including problem solving and increasing pleasure from using the service [9]. Therefore, marketing copywriter services in social media must also pay attention to these needs. Copywriting aims to shape consumer buying behavior and provide satisfaction, especially to copywriter service users because their products have succeeded in attracting consumers. A study conducted by Yogantari and Widyaswari (2018) shows that Instagram is considered a new means of advertising in the digital era. One of the strategies used is copywriting [10]. This condition makes the demand for copywriter services also increase so that many people use it to market copywriter services on Instagram. Here are some accounts that market copywriter services.
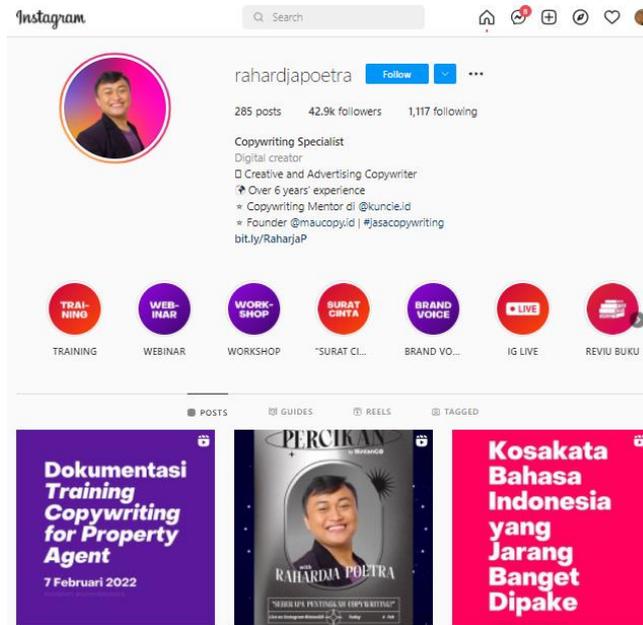
Figure 8. Copywriter Account @rahardjapoetra
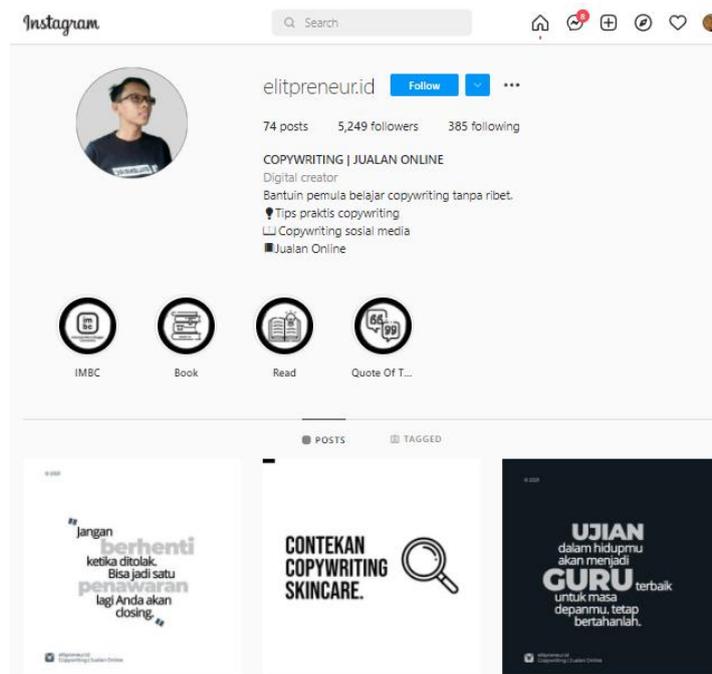
**Figure 9.** Copywriter Account @elitpreneur.id
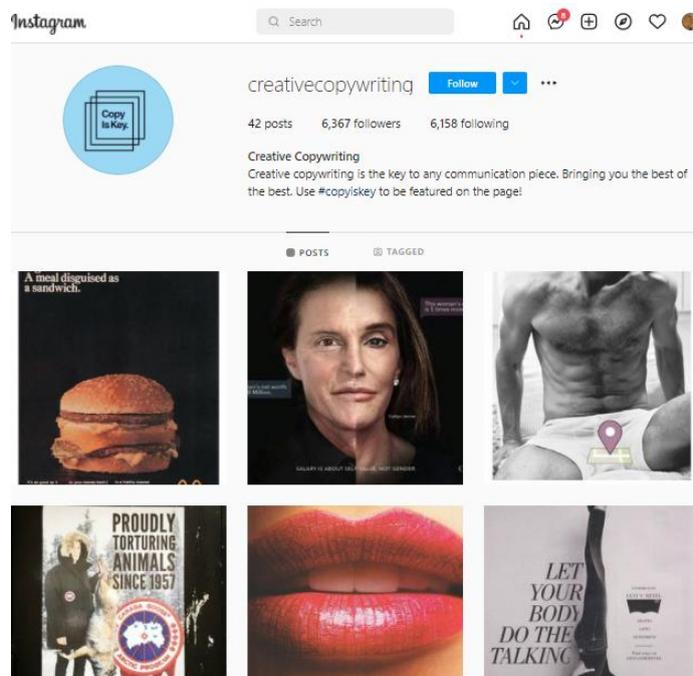
Figure 10. Copywriter Account @creativecopywriting

Based on Figure 1, Figure 2, and Figure 3 above, there are similarities that can be seen, namely displaying the results of their respective works or portfolios. This aims to make an initial impression to prospective service users whether the design made is in accordance with the expected design. Prospective service users can contact the account owner directly to find out the details of using their services. In addition, all of the above accounts also do not use the private account feature. The goal is for accounts to be found easily when searching. The existence of the promotion of copywriter services on Instagram is in line with research conducted by Al-Azzam and Al-Mizeed (2021). Instagram is a social media that allows users to upload videos or photos. In business, this is used to increase consumer brand awareness of a product [11]. This feature is suitable for copywriters to upload their work so that consumers are interested and buy the service.

The three accounts above also have their own differences. However, a business strategy for marketing services must be unique. On the @rahardjapoetra account, users not only create copywriting designs but also provide some tips for making copywriting. Most of his uploads discuss the grammar and vocabulary that can be used. In addition, there are uploads that describe him. In the bio section, there are slogans and achievements that have been obtained by the user. This section is very important because it can show the credibility and competence of the copywriter as well as increase the confidence of potential consumers. Meanwhile, the @elitpreneur.id account focuses on the works that have been produced. There is no information that is too personal either in the upload or in the bio. This account also provides some tips, although the number is less. The drastic difference is shown by the @creativecopywriting account where the information available on the Instagram page is only the result of work without any personal information or tips at all. The account functions more as a gallery or catalog that can be seen by visitors. A study conducted by Vanika and Manik (2017) shows that Instagram has changed the way marketing works, especially in the service

sector. Instagram allows sellers and buyers to make transactions without meeting in person [12]. Consumers make purchasing decisions based on the brand awareness they get from what they see on the service seller's Instagram account [13].

3.3. Marketing Copywriting In Marketing Communication

The marketing of cpoywriting services can be seen from a communication perspective as part of marketing communications. Marketing communication is an effort to give messages to consumers about an item or service so that consumers can make purchases and provide benefits to sellers. There is a significant difference between conventional marketing and marketing in the digital era. Conventional marketing usually uses print media or electronic media such as radio and television to market a product.

In its development, the emergence of the internet has made digital marketing more widespread [14]. Digital marketing offers integrated marketing communications. Digital marketing focuses on consumer needs to achieve company needs. Therefore, the content that is used as an advertisement adjusts to the trends in society. Integrated digital marketing is associated with several positive results in brand awareness, customer satisfaction, brand loyalty, positive brand image, brand associations, greater profitability, as well as increased sales and cost savings especially marketing costs [15].

Copywriting marketing on Instagram and other social media shows the application of digital marketing communications. Service providers not only create accounts to show their copy products but also make potential customers comfortable and trusting with additional self-profiles and other content tips. This is done to increase brand awareness in the minds of consumers towards copywriter services. In practice, sellers and buyers can also make transactions online.

4. Conclusion

Copywriting is a necessity in the digital marketing era, one of which is Instagram. Copywriter services have sprung up to answer these needs with the existence of a copywriter service account. In marketing their services, they create interesting content and show the works that have been made to grow brand awareness and attract consumers to use the services of a copywriter. This will be mutually beneficial for both service users and service providers.

Acknowledgment

References

[1] Rumata, V. M., & Nugraha, D. A. (2020). Rendahnya Tingkat Perilaku Digital ASN Kementerian Kominfo: Survei literasi digital pada instansi pemerintah. *Jurnal Studi Komunikasi,* 4(2), 467-484.

[2] Yogantari, M. V., & Ariesta, I. G. B. B. B. (2021). Kajian Pengaruh Copywriting Kreatif Terhadap Identitas Brand Kedai Kopi Takeaway Di Denpasar. *Jurnal Nawala Visual,* 3(1), 8-16.

[3] Zulkifly, H. Z., & Firdaus, N. (2014). Persuasion and the Online Consumers: Investigating Copywriting Strategies in Native Advertisements. *International Journal of Social Science and Humanity,* 4(6), 430.

[4] Hernández, E. (2017). *The Art of Copywriting. In Leading Creative Teams* (pp. 129-139). Apress, Berkeley, CA.

[5] Agustiningsih, G. (2021). Application of Copywriting Elements in Social Media Advertising Drinking Products Now in Creating Consumer Interest. *Jurnal Komunikasi dan Bisnis,* 9(1), 55-67.

[6] Bisoyi, D., Barua, U., & Guha, E. (2013). Effective Communication of Product Information: A Copy Writing Methodology. vol, 6, 1-3.

[7] Akhter, S., Khan, K., Hussainy, K., S., Khan, E. (2016) Measuring Copywriting Impact on Brand Identification. *International Journal of Social Science and Humanity,* 6(12), 298-304.

[8] Yeo, S. F., Tan, C. L., Lim, K. B., Leong, J. Y., & Leong, Y. C. I. (2020). Effects of Social Media Advertising on Consumers Online Purchase Intentions. *Global Business & Management Research,* 12(1).

[9] Sheriff, N. M., Zulkifli, A. S., & Othman, W. N. S. W. (2018). Salient Features of Customer Engagement, Visual Presentation and Copywriting for Effective Social Media Marketing: an Exploratory Perspective. *Journal of Academia,* 6(2), 28-37.

[10] Yogantari, M. V., & Widyaswari, I. G. A. A. W. (2021, February). Efektifitas Instagram Sebagai Sarana Periklanan Baru di Era Digital. In *Prosiding Seminar Nasional Desain Sosial (SNDS)* (Vol. 1, No. 1, pp. 127-131).

[11] AL-AZZAM, A. F., & Al-Mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions: A case study *in Jordan. The Journal of Asian Finance, Economics and Business,* 8(5), 455-463.

[12] Vinaika, R., & Manik, D. (2017). How Instagram is Changing The Way Marketing Works. *International Journal of Medical and Biomedical Studies,* 7(4).

[13] Yogesh, F., & Yesha, M. (2014). Effect of Social Media on Purchase Decision. *Pacific Business Review International,* 6(11), 45-51.

[14] Haneefuddin, M. (2017) The Scope and Impact of Digital Marketing Trends in Todays Business Market. *International Journal of Economic Research,* 14(5), 227-234.

[15] Naeem, B., Bilal, M., & Naz, U. (2013). Integrated Marketing Communication: a review paper. *Interdisciplinary journal of contemporary research in business,* 5(5), 124-133.