

Elements and types of advertising copywriting on instagram @batiksemarang16

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Abstract

The Internet has helped marketers to reach larger markets and potential consumers at any time or place. The change in advertising activities and the advent of social media has moved marketers from conventional to social media because advertising costs are far cheaper and measurable. Marketing of batik products use Instagram to promote their products. This study is focused on the elements of copywriting and the types of copywriting applied to the social media of Instagram @batiksemarang16 as a marketing communication to their audiences. This study uses qualitative approaches and descriptive methods. The data collection techniques used are observation, a documentary of content containing elements of copywriting, copywriting from Instagram @batiksemarang16, and archive studies. Hopefully, the results of this study will become a reference to copywriting in the process of advertising on social media. The content of the @batiksemarang16 account uses the suggested elements of copywriting, such as headlines, sub-headlines and body copy, but instead of using slogans and taglines. This research found that combining copywriting elements makes content more creative and adds value to that copywriting. There were ten types of copywriting that were found on @batiksemarang16.

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INTRODUCTION

Currently, the Internet has become one of the main needs for the majority of Indonesian people. The Internet makes it easier for people to get the information they want in a relatively short time. The results of the 2022-2023 APJII Indonesian Internet User Survey show that the number of Internet users in Indonesia is 215.63 million. This number increased compared to the previous year, namely 210.03 million. The number of internet users in Indonesia has reached 210 million (APJII 2023). As many as 98% use the Internet to access social media, including Facebook, WhatsApp, Instagram, Telegram, Line, and Twitter (APJII 2023).

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From this data, it shows that almost 75% of Indonesians use social media, so social media can be used as a means of sharing messages and information by companies to target their audiences. We Are Social revealed that the social media platforms most used by Indonesians are WhatsApp (92.1%), Instagram (86.5%), Facebook (83.8%), Tiktok (70.8%), Telegram (64.3%) and Twitter (60.2%). Most users access the Internet via mobile phone devices (wearesocial.com).

According to research conducted by Lontoh, Tumbel & Kawet, that by utilizing social media such as Instagram, Facebook, YouTube, and Wikipedia/Google as a tool for marketing products so that sales and visitor numbers can increase from time to time. Promotional activities through social media are very effective and efficient so that the social media used can have positive and maximum impact (Lontoh, Jurista Karla., Tumbel, Altje Lenny., Kawet, 2020).

The use of Instagram not only implicates increased service to customers (customers/customers) or clients, it can also be used as a strategy tool in dealing with competitors or rivals. Instagram will make communication and transaction easier between seller and buyer. Studies have shown that social media has enormous potential for promotion or marketing, whether product or service (Syaipudin, Latif., Awwalin, 2022). Increasingly sophisticated technology, supported by faster internet access and the emergence of various new media platforms, can help marketers communicate with their targets. On the one hand, marketers face demands to adapt to online marketing trends, utilizing digital technology in marketing techniques.

Current business developments have resulted in increased competition in the business world. This competition ultimately makes entrepreneurs and marketers utilize technology to promote their products. One way is by using social media. According to Ortiz, the presence of social media everywhere and the amount of time that potential consumers spend on social media means that your brand each day has an unprecedented opportunity that your brand is what it takes people to solve their problems (Ortiz, 2021).

According to Pattis, advertising is all communication intended to promote products, and it motivates and influences potential prospects to act in accordance with the advertisers' expectations (Ariyadi, 2017: 2). Advertising is valuable because it has five functions: providing information, influencing, reminding and showing specialties, adding value, and helping the company's efforts (Shimp, 2014: 198). Technological developments make changes in advertising activities. The emergence of the Internet has helped marketers reach

a broader market and potential consumers anytime and anywhere. In line with changes in advertising activities and the presence of social media, many marketers have switched from conventional media to social media because advertising costs are much cheaper and measurable (Jesslyn, & Agustiningsih, 2021: 56). There are significant differences between traditional marketing and marketing in the digital era. Conventional marketing usually uses print media electronic media such as radio and television to market its products, while marketing in the digital era uses the Internet (Soegoto, E.S., Mulyanto., Yuliawati, Sri., Putri, 2022: 149) According to Kartsivadze (Kartsivadze, 2022: 1) in this modern era, globalization and the transition to the digital era have put the role of social media at the forefront, along with the development of the direction of modern marketing, copywriting which refers to writing text for marketing content.

Social media is a tool that consumers use to share information in the form of text, audio, images, and video (Kotler, P., & Keller, 2016: 642). We Are Social stated that the average daily time of internet use by Indonesians is 7 hours 42 minutes. The average daily time spent using social media is 3 hours and 18 minutes. Instagram is second after WhatsApp as Indonesian people's most widely accessed social media. This provides an opportunity for marketers to promote services, products that they sell to consumers through advertising in social media.

Marketers use Instagram to promote their products, including batik products. The current Batik Semarang phenomenon is the kind of batik motives that have special features that captured the theme of the historic buildings in Semarang, which are not found at any batik in Indonesia. The creation of Batik Semarang is unique in terms of the craftsman's psychological condition, which do not require the design of an batik style but is an independent motive (Apriliana, Fitri., Na'am, 2022: 86-87). Then, we know motives Warag Ngendog, Asem Arang, Lawang Sewu, Tugu Muda, Blekok, and many others motives. The more people learn that there are unique characteristics of Semarang Batik that other cities do not have, this will become one of the reasons for consumers to buy Semarang Batik.

Previous research compiled by Jesslyn, Glortya Agustiningsih (2021) entitled Application of Copywriting Elements in Social Media Advertising Drinking Product Now in Developing Consumer Interest revealed that creative content is one of the company's tools for promoting its products. Creative content does not escape visuals and copywriting elements in it. Applying copywriting is essential in creating creative content to get high engagement.

Findings show that in a print ad, in different figurative language styles, rhyming slogans are the ones that help most in recalling a brand. The results show that the percentage of people for whom body copy invokes awareness is higher than those for whom it doesn't. Copy writing elements help in distinguishing between brands (Zia, Anjum., Javed, Nayab., Bila, 2018).

On the other hand, research titled *Study of the Influence of Creative Copywriting on the Brand Identity of Takeaway Coffee Shops in Denpasar* (Yogantari, M.V., Ariesta, 2021) found that success in copywriting is determined by choosing words in detail with a clear purpose, capable of triggering consumer emotions. This can influence consumer decisions in purchasing products. The research entitled *Copywriting in Social Media* (Kartsivadze, 2022) states that social media is viral nowadays, especially since it has become relevant during and after the pandemic. Brands use social media to advertise their products or services, so copywriting is one of the most essential parts of social media.

This study complements previous research, analyzing copywriting elements and the types of copywriting applied on the Instagram social media account @kampungbatik16 to promote Semarang Batik products. The results of this research can be used as a reference for considering copywriting in the advertising planning process on social media for marketers. This is because of the consumer's attitude toward marketing, which has been changed as a result of the digital revolution. The Internet has developed as a tool for marketers to promote their products and as an authoritative source of information for consumers (Adha, 2022).

There are several Instagram accounts for Batik Semarang marketers, four of which are the @batik_semarang account with 272 followers, the @kampungbatik_rejomulyo account with 322 followers, then the @kampoenbatik Semarang account with 802 followers, while the number of followers for the @batiksemarang16 account with the highest number of followers is 20.6K.

Like other social media, Instagram is an internet-based service that allows users to share stories through digital images. Currently, uploaded content is not limited to pictures and captions to show the existence of a person or company. There is a feature for uploading videos and content with deeper meaning, more focus, and planning. According to Anindya, in writing an attractive promotional text on Instagram, a marketer needs copywriting skills, which are usually called copywriting, so in planning, copywriting is needed (Anindya, 2021).

This research aims to analyze using elements of advertising copywriting on social media by the Instagram account @batiksemarang16 in promoting Batik Semarangan products. This research was done to address the changes in the way marketing and consumer behavior resulted from the digital revolution. Where marketing can be done through social media and use copywriting. Copywriting is essential in creating creative content to get high engagement to consumers.

LITERATURE REVIEW

Advertising Copywriting

Marketing communications advertising requires persuasive messages to communicate products (goods, services, ideas) to the public. According to Frank Jefkins, copywriting is the art of writing the most persuasive sales messages with a strong sales background. Copywriting must be able to attract attention, generate interest and desire, and create conviction and action (Ariyadi, 2017: 3). According to Pramitasari, copywriting is an advertising text produced by a writer or copywriter and distributed to people for commercial purposes, which in the digital age became important for producers as a promotional tool to increase sales and attract public interest in advertising goods or services (Pramitasari, 2024: 7).

Several things that need to be considered before writing copywriting are the need to know the type of product being advertised, who the target market is, and the type of language that will be used. To be a copywriter, or what is usually called a copywriter, you must have a broad and open mind (Ariyadi, 2017: 5). Effective copywriting moves the target audience through the steps of reading, thinking, feeling, and acting in sequence, all through the intangible tools of persuasive words and ideas (Kartsivadze, 2022).

The basic components for building persuasive text, especially in the context of promotions in social media, are called element copywriting (Musman, 2023: 153) Good copywriting can certainly attract potential consumers. So, several elements need to be considered so that copywriting can be said to be good in achieving its goals (Bisoyi, D., Barua, U., & Guha, 2013):

1. **Headlines.** This section is the big headline that the public tends to see first. Therefore, the writing must be exciting but still short. Using a dark font color on a light background can highlight this section.

2. Sub-headlines. Serves to clarify headlines by adding more specific information. The size is smaller than the headline but still larger than the main information content.
3. Slogans. A slogan is a short, focused sentence that aims to give an impression of a marketing strategy. Slogans must be made attractive to make them accessible for potential consumers to remember. The number of words used in slogans ranges from 7-8 words.
4. Body copy. This section is the central part of the copy that shows the primary information the marketer wants to convey. This section must still be attractive so that readers understand the message's contents clearly without feeling bored or confused by its information.
5. Taglines. Similar to a slogan, advertising aims to invite consumers to buy a product.

The components of the elements above can be modified or created creatively to add value to the copywriting component. Besides the brand name, slogans with creative copywriting can also attract consumer attention. Successful copywriting is determined by detailed word choice with a clear goal (Yogantari, M.V., Ariesta, 2021: 16).

In creating copywriting, you must understand the types of copywriting to persuade the target audience better. The types of copywriting are as follows (Ariyadi, 2017: 5, 8-17):

1. Story Copy. Copywriting that tells more about the products offered—detailed explanation.
2. You and Me Copy. This copywriting requires you to write advertisements and promotions as if you were only talking to one person. So that the person in question feels more special and understood because the language used is more intimate.
3. Forthright Copy. In this copywriting, the advantages and disadvantages of the product being marketed are written to strengthen the content of the message. The aim is to make target consumers think realistically and state that the writing they write is honest as it is.
4. Hyperbolic Copy. This type of copy is risky because the copywriting is presented by exaggerating, using hyperbolic language, and feeling that it is the best compared to similar products on the market. This may be done if what is written is factual and can be accounted for.
5. Teaser Copy. Write copy that makes readers and target market curious. Using intriguing headlines can sometimes belittle, challenge or doubt readers and target markets.

6. News Copy Page. It is copywriting in the form of announcements or news to inform about the products being marketed. It contains more information and complete product data. More focused, direct and firm.
7. Competitive Copy. Contains comparisons with related competitor products: features, quality, and benefits of the products offered. Let readers and the target market determine which product is superior, namely the product that is marketed.
8. Factual Copy. Presenting writing using data, information, and facts according to the field and existing realities.
9. Humorous Copy. Presenting writing with entertaining sentences, increasing elements of humor to make readers and the target market comfortable.
10. Visual Copy. Copywriting that presents more writing accompanied by a visual appearance with a smaller proportion of words. More pictures and illustrations are shown.
11. Straightforward Copy. Tell yourself, logically, as it is. Tells facts in a way that is easy to understand.
12. Imagination Copy. Copywriting is created by writing stories that appeal to the target market's imagination. The story is made up of fantasy but is made to seem like it exists in the real world.
13. Poetic Copy. Beautiful words and sentences are arranged well using a poetic style. You can use poem, poetry or short prose.

METHODS

This research was conducted using a qualitative approach. Qualitative research is exploratory to find something new. Because of its inquisitive nature, in exploration, researchers will be guided by its own thoughts and experiences and informers. Through exploration it will be able to find something. Discoveries may include the meaning of an event, understanding the feelings of others, a history of development, the unique subject, category or classification of a phenomenon, the construction of a new phenomenon and hypothesis (Sugiyono., Lestari, 2021: 466-468).

This research uses a descriptive method. Where the author only describes events. Descriptive research describes a situation, problem, phenomenon, service or program, provides information about the living conditions of a community or describes attitudes toward a problem. Based on the description above. The author in this research explains the

application of copywriting elements, the type of copywriting found in advertising posts on the Instagram account @batiksemarang16.

The data collection techniques used are observation, documentation of content uploads with elements of copywriting, types of copywriting from Instagram @batiksemarang16 and archival studies. The data collection stage is continued with the data analysis process by integrating the results of data collection with relevant theories and concepts. The data analysis techniques are data reduction, data presentation and conclusions.

The research object was selected for the Semarang batik marketer's Instagram account @batiksemarang16, considering the observation results as an account with 20.6K followers. It is the account with the most followers compared to the number of followers of other Batik Semarang marketer accounts. The first upload was on 22 May 2015, with 1,021 uploads.

The scope of the research is limited to uploads to the Instagram account @batiksemarang16 from 1 July 2023 to 20 October 2023, totaling 74 uploads. The scope of research should be limited to certain aspects of a phenomenon unfolding in a broad social laboratory. The upload period is chosen for researcher to focus more on the upload, which in three months is the greater amount than the previous month. Considering that in October there is a national batik day commemorated every October 2nd in Indonesia. This date was chosen to commemorate UNESCO's recognition of batik as a humanitarian heritage of both oral and secular cultures in 2009.

Researcher made careful and thorough observation on Instagram @batiksemarang16 subsection over a designated period, for elements and their type of copywriting were then produced. Researcher also observe non-participants or passive observations in which researcher did not dive directly but only positioned as an observer, observing each posterior in the research period to be later selected into the study object.

RESULTS AND DISCUSSION

The internet-based advertising media that is currently developing rapidly is social media. Instagram is one of the social media with many fans such as data provided by We Are Social that Instagram is in second place after WhatsApp as the social media that Indonesian people most access. Instagram is generally widely used to communicate information to a broad audience. Instagram has an extensive reach for indirect communication and is equipped with various features such as Instagram stories, feeds, reels, captions, comments, likes and direct messages.

With the rise of people using Instagram, entrepreneurs and marketers use the platform as a marketing communications tool to advertise their products. Batik Semarang marketers also have the opportunity to market their products via Instagram social media, one of which is the account @batiksemarang16 (Figure 1). Instagram is used to communicate the latest information regarding the products offered to consumers. Visual advertising is in the form of product images. Not only displays advertisements visually, the caption feature on Instagram is used to convey important information persuasively.

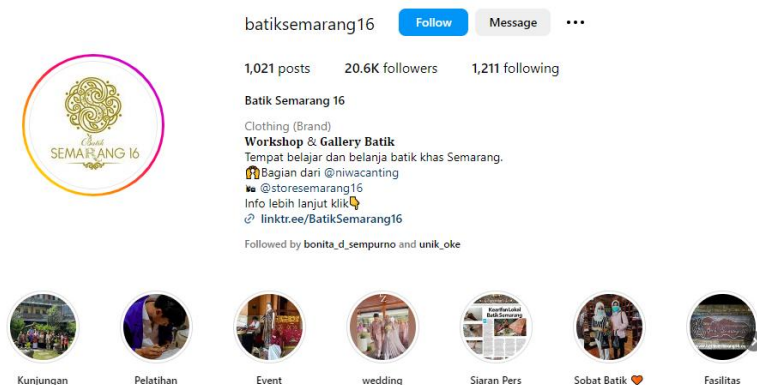


Figure 1. Account of Instagram @batiksemarang16
Sourcer: IG @batiksemarang16

From the results of the author's observations, there are several Instagram accounts for Batik Semarang marketers, including the @batik_semarang account with 272 followers, the @kampungbatik_rejomulyo account with 322 followers, then the @kampoenngbatik Semarang account with 802 followers. In contrast, the number of followers for the @batiksemarang16 account, which has the highest number of followers, is 20.6K. The @batiksemarang16 account has more uploads than and is more frequent than the other three accounts.

The content uploaded to the Instagram account @batiksemarang16 was created to attract the target market's attention, which is one of the marketing activities. The uploaded content cannot be separated from copywriting. The analyzed uploads started from 1 July 2023 to 20 October 2023 with 74 uploads.

Uploads consist of 19 video uploads, 55 image uploads, and photos. The number of uploads per month is shown in Table 1. As a result of researchers' observations, two kinds of upload have been found in videos and photos, as well as in content. From this chart it can be deduced that the Instagram @batiksemarang16 has been a variation of the upload type

not only photos but also uploading content in videos. Which is a good thing for providing variety of content information to consumers.

Table 1. Amount of feed in July to October 2023

Month	Amount of Upload	Video	Picture
July	21	6	15
August	20	6	14
September	20	4	16
October	13	3	10

Source: Instagram account @batiksemarang16 and data processed by the researcher (2023)

Good copywriting can certainly attract potential consumers. So, several elements need to be considered so that copywriting can be said to be good in achieving its goals. These elements are headlines, sub-headlines, slogans, body copy and taglines. From uploads from the Instagram account @batiksemarang16 from July to October 2023, the following copywriting elements were found:

Table 2. Copywriting element upload on account in July to October 2023

Copywriting Element	The upload amount of the element
Headlines	28
Sub-headlines	19
Slogans	0
Body copy	74
Taglines	0

Source: Instagram account @batiksemarang16 and data processed by the researcher (2023)

Table 2 displays data showing that out of 74 Instagram content uploads, the @batiksemarang16 account has used the recommended elements in copywriting: headlines, sub-headlines, and body copy. Of the 74 uploads, none used slogan and tagline copywriting elements. Without the elements of slogans and tagline, this may reduce the purpose of the completed copywriting, as each element has its own function in a message and complements it. Slogans are needed to focus on the sentence to express the emphasis on the marketing strategy, so the slogan must be cut short. The slogan had to be as interesting as possible for the potential consumer to remember it, an incomplete copy because no slogan could be a copywriting goal was not fully accomplished because there was no concise, memorable sentence remembered by potential consumers. And so with the absence of a tagline element in copywriting, the goal of inviting consumers to buy products may be unattainable because the taglines' goal is roughly the same as the slogan's.

What's interesting is that all uploads use body copy elements. The body copy element contained information regarding a Batik Semarang product. This section is the main part of a copy that contains the main information with more detailed explanations written in short sentences so that the reader can clearly understand the content of the information. Body copy

elements are the central part of the copy, showing the primary information the marketer wants to convey. The body copy is written in the account upload caption. This section must still be displayed attractively so that readers understand the message's contents clearly without feeling bored or confused by its information. Communication goals can be achieved when the target audience is interested and then purchases.

Researchers found that there are only 37.83% of the upload using headlines element, which could be less attractive to the consumer because, despite the detailed descriptions in the body copy, the consumer needs to be persuaded to see the upload first. For what the headlines function that the public tends to see first, therefore headlines must be exciting but still short, use a dark font color on a light background to highlight it. The sub-headlines element found only 25.67 %. Sub-headlines provide additional information that consumers can receive to get additional information from the headlines in the content. The function of sub-headlines gives more specific information, so the size should be smaller than the headlines.

From the research findings, it is known that there was combination of copywriting elements such as headlines, sub-headlines and body copy was found. Combination of headlines and body copy, then the combination of sub-headlines and body copy. Data from the findings are displayed in Table 3.

Table 3. The combination copywriting element upload in July to October 2023

Combination copywriting element	The upload amount of the element
Headlines, Sub-headlines & Body copy	13
Headlines & Body copy	15
Sub-headlines & Body copy	6

Source: Instagram account @batiksemarang16 and data processed by the researcher (2023)

The components of copywriting elements can be modified, according to Bisoyi (2013). The combination of copywriting elements is carried out to make uploads more creative and add value to the copywriting component. A combination of copywriting elements was created to attract public interest in advertising so that it would need to be a marketable, copywriting built on concepts in order to be persuasive writing and to be a means of delivering messages to consumers. Elements headlines, sub-headlines, slogans, body copies and taglines should be used in their order to complement and amplify the message so that if found an incomplete upload the element may make the message less powerful.

In this discussion, several uploads from the Instagram account @batiksemarang16 are displayed, using a combination of copywriting elements as mentioned in Table 3.

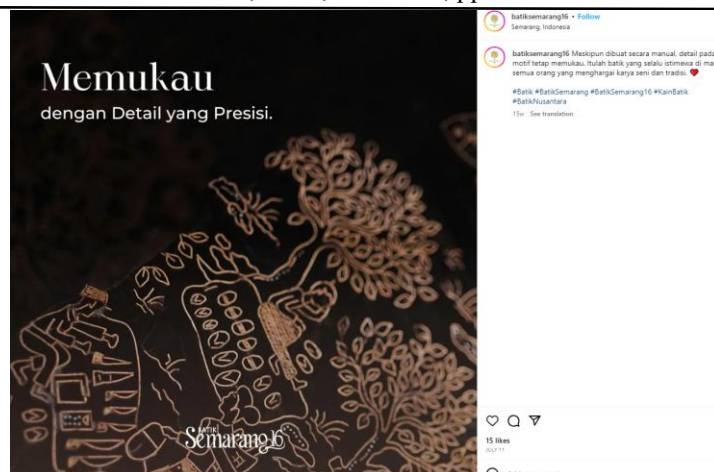


Figure 2. The feed contained headline, sub-headline & body copy elements
Source: Instagram account @batiksemarang16



Figure 3. The feed contained headline & body copy elements
Source: Instagram account @batiksemarang16

In Figure 2, the headline element is “memukau=riveting” because the font is more extensive, and the public tends to look first. Selection of bright white while the background is darker. The sub-headline of Figure 2 is “dengan detail yang presisi=with precision detail,” the sub-headline clarifies the headlines by adding more specific information that the design is dazzling because of precision detail. It is smaller than the headline, but still larger than the main body copy written on upload caption.

In Figure 3, the element of advertising copywriting is “5 natural batik coloring” because the font size is more extensive, and the public tends to look white first and place it in the center of the dark image. In contrast, the body copy elements are written on the upload caption.



Figure 4. The feed contained sub-headline & body copy elements
Source: Instagram account @batiksemarang16

The sub-headline element of Figure 4 is “a long way from Melbourne, willing to study batik” because it consists of a phrase that contains additional information. The size of the writing is not as big as the size of the headline. The body copy element on the upload caption strengthens the sub-headline: “From Melbourne, only willing to learn Batik. Thank you, friends from the University of Melbourne! See you next time ya.” The body copy remains attractive so the reader understands the message clearly without being bored or confused by the information.

In addition to applying the elements of copywriting, various kinds of copywriting can facilitate audience targets. Types of copywriting, according to Ariyadi, are story copy, you and me copy, forthright copy, hyperbolic copy, teaser copy, news copy page, competitive copy, factual copy, humorous copy, visual copy, straightforward copy, imagination copy and poetic copy (Ariyadi, 2017: 8-17).

From the feed of @batiksemarang16 in July to October 2023 were found by various copywriting. Table 4 shows the types of advertising copywriting and the upload amount of each kind from Instagram @batiksemarang16. Of the 13 types of advertising copywriting, there was no found feed used competitive, humorous, or visual copy.

Table 4. Types of uploaded feed in July to October 2023

Types of Advertising Copywriting	The upload amount of the types
Factual Copy	19
You and Me Copy	15
Teaser Copy	14
News Copy Page	14
Story Copy	8

Poetic Copy	7
Straightforward Copy	5
Imagination Copy	3
Forthright Copy	1
Hyperbolic Copy	1

Source: Instagram account @batiksemarang16 and data processed by the researcher (2023)



Figure 5. The feed contained a factual copy
Source: Instagram account @batiksemarang16

Figure 5 indicates factual copywriting, which presents writing by field of data, information, facts, and reality. The caption described Batik Semarang 16, indulging visitors' eyes with varying batik motifs in its collection room. In Figure 6, copywriting requires writing ads and promotions as if it were only talking to one person. So that the person feels more special and understood because the language is more intimate. In its emphasis on the body caption element, its copy type reads, "Come on, get to know the printed batik main tool," using a more familiar call for the word yuk, meaning come on.

Using poetic style, beautiful words, and good sentences put together. I could use a poem, a poem or a short prose. In image seven, the phrase's unusual words are repeated, rhyming: "Batik is unforgettable in the unforgettable moment".

In Figure 8, it was found that a teaser copy was made so the readers and the market targets were curious by using the curious headline: "It is very sad when this happens," challenging readers and market targets to find out.



Figure 6. The feed contained *you and me copy*
Source: Instagram account @batiksemarang16



Figure 7. The feed contained a poetic *copy*
Source: Instagram account @batiksemarang16

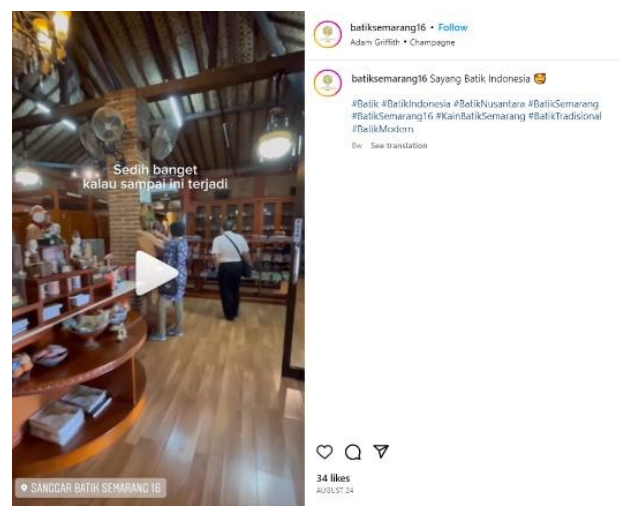


Figure 8. The feed contained a teaser *copy*
Source: Instagram account @batiksemarang16

Figure 9 used news copy page type. In the sub-headline, the advertising copywriting is as follows: “Hand-drawn Batik is hand-made and made with a very traditional wooden or

bamboo tool. This type of copywriting is in the form of announcements or news to inform the marketed products. It contains more information and full data about the product. More down the line, more direct, more assertive. From the body copy element, the advertising copywriting is as follows “Batik actually has two types: hand-drawn Batik and printed Batik. What difference does it make? Check out this video.”



Figure 9. The feed contained a news copy page
Source: Instagram account @batiksemarang16



Figure 10. The feed contained a story copy
Source: Instagram account @batiksemarang16

Figure 10 used story copy, in the sub-headline element of the advertising copywriting consisting of the legacy of the sambiroto legend. This type of copywriting tells more about the product being offered. Detailed descriptions can be found in the body copy which explained the varieties of motif of the legend of the sambiroto derived from the name of the potent metho medicinal plant that is growing in the hills of the sambiroto. This Sambiroto motive comes as a reminder for us to maintain our health.



Figure 11. The feed contained a straightforward copy
Source: Instagram account @batiksemarang16

Figure 11 used a straightforward copy in the body copy element of the advertising copywriting as it was written that “The explorations of Batik Semarang are not limited to the Semarang city landmarks’. Mythological legends, flora to fauna, are also beautifully documented through Batik.” You can see hundreds of Batik Semarang motifs in the collection room. Let us visit. This type of advertising copywriting tells you logically how you are relating facts in an easily understood way.

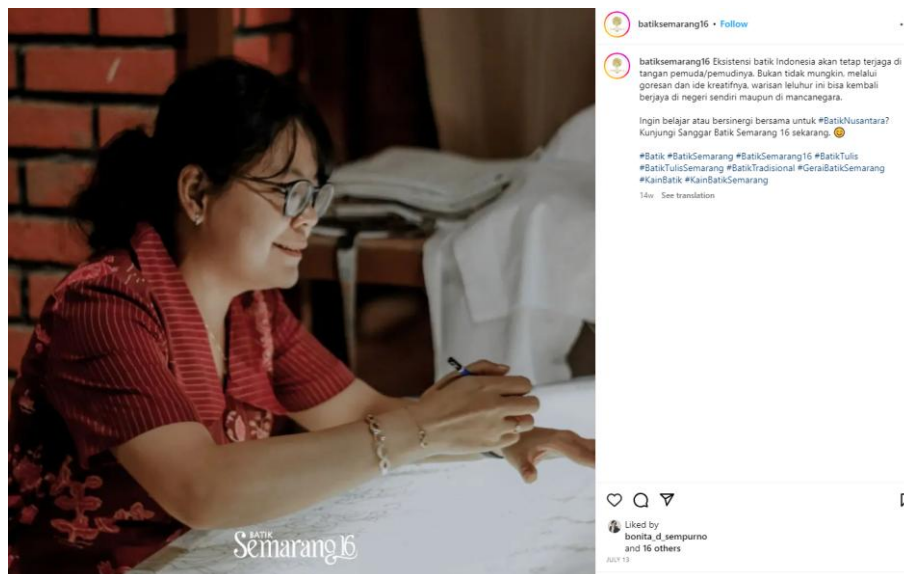


Figure 12. The feed contained an imagination copy
Source: Instagram account @batiksemarang16

Figure 12 contains imagination copy type; it is copywriting created by writing a story that plays more to the imagination of a market target. The story is artificial but made to appear in the real world. In the body copy,” Batik Indonesia’s existence will stay in the young people’s hands. It is not impossible, through stroke and creative ideas, to recover this ancestral legacy from home and abroad. Do you want to learn or synergies together for# batiknusantara? Visit the batik semarang16’s workshop today.”



Figure13. The feed contained a forthright copy
Source: Instagram account @batiksemarang16

Forthright copy. In this copywriting (Figure 13), a shortage and surplus of products that were marketed are written to strengthen the content of the message. The goal is to make consumer targets think realistically and claim that they are honest.



Figure 14. The feed contained a hyperbolic copy
Source: Instagram account @batiksemarang16

Hyperbolic copy. It is a risky type of copy since copywriting is presented by exaggerating, using hyperbolic, and feeling the most or better than other products on the market (Figure 14). This is done if what is written is factual and accountable.

CONCLUSION

Advertising is a form of corporate marketing communication to promote its products. As the age progresses, advertising takes place in the digital age. Copywriting is a need in the age of digital marketing, and copywriting on social media for promotion uploads is needed. Advertising copywriting in social media is one of the most critical factors that cannot be separated from this change. Using elements, a precise and varied type of copywriting is needed to create creative upload. By considering copywriting in advertising proceedings on

social media, it is hoped that more profit will attract attention (attention), create interest (interest) and desire (desire), and create confidence (action) in readers and consumers. How social media content is built to attract more readers and consumers will hopefully be used as an evaluation material relating to applications of advertising copywriting, copywriting elements and types in social media. For @batiksemarang16 elements copywriting such as headlines, sub-headlines, slogans, body copies and taglines should be used in their order to complement and amplify the message so that if found an incomplete upload the element may make the message less powerful. The use of more diverse types of copywriting to make communication goals can be achieved.

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