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THE APPLICATION OF BATIK SEMARANG'S ADVERTISING COPYWRITING ON INSTAGRAM @BATIKSEMARANG16 AS MARKETING COMMUNICATION

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Abstract

Internet has helped marketers to reach larger markets, potential consumers at any time or place. With the change in advertising activities, and the advent of social media has moved marketers from conventional media to social media, because advertising costs are far cheaper and measurable. Instagram is used by marketers to promote its products, including batik. This study is focused on the elements of copywriting, the types of copywriting applied to the social media of instagram @batiksemarang16 as a marketing coomunication to their audiences. This study is qualitative approaches and descriptive methods. The data collection technique used are observation, a documentary of content content where there are elements of copywriting, a type of copywriting from instagram @batiksemarang16, and archive studies. Hopefully, the results of this study will become a reference to a copywriting in the process of advertising in social media. From those of the content of @batiksemarang16 account have used the suggested elements in good copywriting such as headlines, sub-headlines, slogans, body copy and taglines. From this research had found the combination of copywriting elements to make content more creative and for add value to those copywriting. There were types of copywriting that found on @batiksemarangang16.

Keywords: Copywriting, Advertising, Instagram, Marketing Communication, Batik Semarang

Introduction

Today, internet is one of the main needs of the majority of Indonesians. Internet makes it easier for people to get the information they want in a relatively shorter time. The results of a 2022-2023 internet user survey revealed that the number of people using the internet in Indonesia was 215.63 million. This increase over the previous year was 210,03 million. The number of internet users in Indonesia has reached 210 million (APJII 2023). 98.02 percent use the internet to access social media, including Facebook, Whatsapp, Instagram, Telegrams, Lines and Twitter (APJII 2023).

We are social revealed that the average Indonesian spent their time for social media are 3 hours and 18 minutes each day of the total time that people spend on the internet for 7 hours and 42 minutes. We are social also revealed that the most widely used social media platforms by Indonesians are Whatsapp (92.1%), Instagram (86.5%), Facebook (83.8%), Tiktok (70.8%),

Telegram (64.3%) and Twitter (60.2%). The majority of users access the internet via their mobile phones (wearesocial.com).

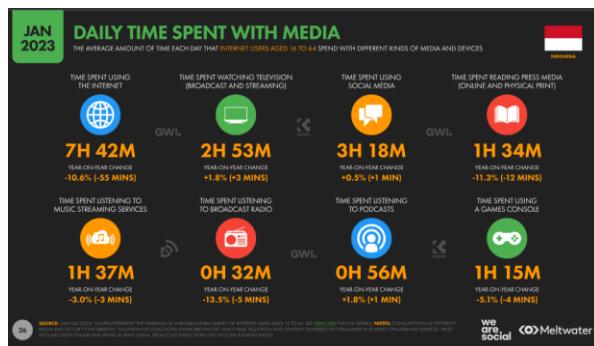


Image 1. The amount of daily time using the internet and media in Indonesia 20232023

Source: wearesocial.com

Increasingly sophisticated technologies, aided by faster internet access, and the emergence of new media platforms can help marketers communicate to their targets. Marketers, on the other hand, are faced with demands to adapt to the trend of online marketing, utilizing digital technologies in their marketing techniques.

Current business growth has resulted in growing competition in the business world. This competition eventually leads entrepreneurs, marketers to use technology to promote their products. One is using ads. Advertising is all forms of non-payable communication about organizations, products, services, ideas (Morissan, 2010: 17).

7 In general, advertising is valuable because it has five functions: information, influence, remind and display features, add value, and aid company efforts (Shimp, 2014: 198). Advertising can reach vast audiences with a simple message that provides an opportunity for the recipient to understand the advertised product. Its main function is to communicate to specific audiences. 18 These audiences could be consumers, organizations, wherever they are. The ultimate goal is to 7 build awareness of a product or an organization (Fill, 1999: 264).

Technological developments have made changes in advertising activities. The advent of the internet has helped marketers to reach larger markets, potential consumers at any time or place. With the change in advertising activity, and the advent of social media has moved marketers from conventional media to social media because advertising costs are far cheaper and measurable (Jesslyn, & Agustiningsih, 2021: 56). There is a significant difference between conventional marketing and marketing in the digital age. Conventional marketing usually uses printing media,

electronic media such as radio and television to market its products, but in the digital age using the internet (Soegoto, E.S., Mulyanto., Yuliawati, Sri., Putri, 2022: 149).

3 Social media is an internet medium that allows users to present themselves and interact, cooperate, share, communicate with other users and form social networks (Nasrullah, 2015: 8). As conveyed above, that of the we are social data, the average time each day of Indonesian internet use is 7 hours and 42 minutes. On average, each day using social media is 3 hours and 18 minutes. 20 Instagram occupied second place after the whatsapp for social media that is most widely accessed by the Indonesians.

10 Instagram is used by marketers to promote its products, including batik. Handmade batik produced by individuals or citizens of the Semarang city have special motive or its icons. Typically Batik Semarang produces animal motives those are more prominent than flora. The animal motives such as that of peacocks, butterflies, rooster, cendrawasih bird, the phoenix, and so on. These motives are not independent of Chinese culture. Batik Semarang also has a characteristic feature of displaying icons of the city of Semarang, such as Tugu Muda monument asem arang, Lawang Sewu, Kawung Semawis (Yuliati, 2010). As more people learn that there is a typical batik semarang that no other city can afford, it will become one of the consumer reasons for purchasing Batik Semarang.

2 An earlier study compiled by Jesslyn, Glortya 2021) entitled application of copywriting elements in social media advertising drinking product now in consumer consumer interest reveals that creative content is one of the corporate tools for promoting its products. Creative content does not escape the visual and copywriting elements in it. The application of copywriting is one important thing in creating creative content in order to get high engagement.

On the other hand, in a study entitled creative copywriting influence study on the brand's identity of takeaway's coffee shop in Denpasar (Yogantari, M.V., Ariesta, 2021) Finding that success in copywriting was determined from a detailed selection of words with clear purpose, able to trigger consumer emotions and thus influence consumer decisions in buying products.

To add the previous studies, the study is focused on copywriting elements, copywriting types applied to the social media of instagram account The results of this study will then become a reference to a copywriting in the process of advertising advertising in social media. The batik_semarang instagram account is a few, four of which are 272 followers,

@kampungbatik_rejomulyo account number 322, then @kampoengbatik semarang account number 802, while the number of @batiksemarang16 with the highest number of 206k.

Instagram as web-based services, like other social media, are used to share stories via digital images. At present content uploaded are not limited to images and captions only to show the existence of one person or company. There are features for uploading videos, content uploaded with a deeper, more focused, planned meaning. According to Anindya, in writing an intriguing promotional text on instagram, a markeer needs skill for writing a promotional text commonly called copywriting, hence, in its planning, will require a copywriting (Anindya, 2021).

Theoretical Framework

Advertising Copywriting

Marketing communications, advertising requires persuasive messages to communicate their products (goods, services, ideas) to the public. The definition of copywriting is the optimum use of language for the purpose of promoting or persuading (Albrightron, 2013: 5). According to Frank Jefkins, copywriting is the art of writing the most persuasive sales messages in a strong background of salesman. Copywriting should be able to draw attention (attention), create interest (interest), desire (desire), create confidence (application) and action (action) (Ariyadi, 2017: 3).

A few things that need attention before writing are the need to know which types of products are advertised, which are targeted for marketing, which languages will be used. Becoming a copywriting maker, or as a copywriter would have to have a broad and open mind (Ariyadi, 2017: 5).

A good copywriting, of course, can attract potential consumers. Hence, a number of elements need attention and hence a fine copywriting in attaining its objectives (Bisoyi, Dandewar., Barua, Utpal; Guha, 2013):

1. Headline. This section is a big title that the public tends to see first. Hence, the writing had to be interesting but short. The use of dark fonts on the background of light can highlight this part.
2. Sub-Headline. Serves to clarify the headline by adding more specific information. It is smaller than a headline, but it is still larger than the content of the main information.
3. Slogans. Slogans are short sentences, focus and aim to give an impression on the marketing strategy. Slogans had to be appealing to the mind of potential consumers. The number of words used in slogans ranges from 7-8 words.

1

4. **Body copy.** This part is the main part of the copy that shows the key information that marketers want to convey. This section still has to be interesting so that the reader understands the message clearly without being bored or confused by the information it contains.
5. **Taglines.** Is similar to a slogan, and the goal of advertising is to invite customers to buy a product.

Components of the elements above can be modified or creatively constructed to add value to the copywriting components. Besides the brand name, creative copywriting slogans also attract consumer attention. Success in the copywriting was defined from a detailed selection of words with clear purpose (Yogantari, M.V., Ariesta, 2021: 16).

In the process of copywriting must be understood for more copywriting for audience targets. Types of copywriting as follows (Ariyadi, 2017: 5: 8-17):

1. **Story copy.** Copywriting that tells more about the product being offered. Detailed description.
2. **You and me copy.** The copywriting required writing advertisements and promotions as if it were only for one person. So that the person in question feels more special and understood because the language is more intimate.
3. **Fortright copy.** On this copywriting, it was written a shortage and surplus of products that were marketed to strengthen the content of the message. The goal is to make consumer targets think realistically and claim that they are honest.
4. **Hyperbolic copy.** It is a risky type of copy, since copywriting is presented by exaggerating, using hyperbolic, feeling the most or better than other products of the type on the market. This is done, if what is written is factual and accountable.
5. **Teaser copy.** Writing copy keeps the reader and the market target alive. Using stinging headlines, sometimes such as belittling, challenging or doubting readers and market targets.
6. **News copy page.** Copywriting in the form of announcements or news to inform the products that are marketed. It contains more information, full data of the product. More down the line, more direct, more assertive.
7. **Competitive copy.** Contained comparisons with related competing products: features, qualities, benefits of the products offered. Allowing readers and market targets to determine for themselves which product is superior, that is, which is marketed.
8. **Factual copy.** Presents writing using data, information, field facts and existing realities.

9. Humourous copy. Presents a comforting sentence, multiplying the antics with the aim of making the reader, a convenient market target.
10. Visual copy. Greater copywriting presented the text with visual view and fewer words. More pictures and illustrations are featured.
11. *Straighforward* copy. Tell yourself simply, logically, the way you are. Relating facts in a way that is easily understood.
12. Imagination copy. Copywriting was created by writing a story that played more to the imagination of a market target. The story is artificial, but made to appear in the real world.
13. Poetic copy. Using poetic style, beautiful words and sentences well put together. Could use a poem, a poem or a short prose.

Method

12 The study involves a qualitative approach. Qualitative research concerned with the development of explanations of social phenomena (Hancock, B., 2010:7). In qualitative research, data collection is not guided by theory but guided by facts found during field research.

2 The study uses descriptive methods. Where writers simply describe events. Descriptive research describes a situation, problem, phenomenon, service or program, or provides information about the living conditions of a community or describes attitudes toward problems. Based on the description above. Researcher explained the application of the copywriting element, the type of copywriting found on @batiksemarangang16.

5 The data collection technique used are observation, a documentary of contents where there are elements of copywriting, types of copywriting from instagram @batiksemarangang16 and archive studies. The data collection stage continues with the process of data analysis by integrating data collection results with relevant theories, concepts. As for the data analysis techniques that are the reduction of data, the presentation of data and conclusions.

9 The selection of the object of the research for the batik marketer's instagram, the researcher study @batiksemarang16 with the consideration of observing as an account with 206k followers. This is the largest number of followers compared with the number of other Batik Semarang marketer accounts. The first uploaded on May 22, 2015, with the present total of 1,021 upload.

The scope of research is limited to the feed of instagram @batiksemarangang16 on July 1, 2023 to 20 October 2023. The researcher found 74 feeds. The scope of research should be limited

to certain aspects of a phenomenon entitled in a broad social laboratory. Restrictions can be done both at the level and class of the problem and in its availability (Bungin, 2003: 44).

Results and Discussion

16 The internet-based media advertising that is currently thriving is social media. Instagram has become one of the most interested social media, such as data that we are social that instagram occupies a second place after the whatsapp for social media is most widely accessed by the Indonesians. Social media is commonly used as a medium of spreading information to large audiences. Instagram has a very wide range of indirect communication that includes instastory, feeds, reels, caption, comments, like and direct message.

With a society booming using instagram, so that entrepreneurs, marketers use the platform asa marketing tool to advertise their products. The chances of marketing products on instagram are also made by the batiksemarang marketer, one of them @batiksemarang16. Instagram is being used to communicate to consumers about information-the latest information about products being offered. The visual ads are the product pictures. Not only caption features on instagram are used to communicate important information persuasively.



Image 2. Account of Instagram @batiksemarang16
Sourcer: IG @batiksemarang16

From researcher's observation, there are some Batik Semarang marketer's instagram such as account @batik_semarangan has 272 followers, @kampungbatik_rejomulyo has 322 followers, then @kampoengbatik semarang's account has 802 followers, while the number of

@batiksemarang16 followers is 206k. @batiksemarang16 has more upload posted and more frequently than the other three accounts.

Content posted on @batiksemarang16 was created in an effort to get more attention from the target market which is one of the most marketing activities. In all the content uploaded use the advertising copywriting. The analysis of the 74 posted from July 1, 2023 to October 20, 2023. The upload consists of 19 video, 55 images, photos. The amount from 74 posted per month as in table 1.

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 researcher (2023)

A good copywriting, of course, can attract potential consumers. Hence, a number of elements need attention and hence a fine copywriting in attaining its objectives. Those elements are headline, sub-headline, slogan, body copy and taglines. From the feed uploaded of @batiksemarang16 in July to October 2023, the researcher found elements as follows:

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 researcher (2023)

The result from the table 2, the researcher found that from 74 posted on the instragrams @batiksemarang16 have used the suggested elements in copywriting for its posted such as headline, sub headline and body copy. From 74 there were not found slogan and tagline copywriting elements. An interesting finding was that all of the posted on the instragrams used a body copy element in its upload. The body copy element is the main part of the copy that shows the key information that marketers want to convey. Body copy was written on account caption.

1 This section remains to be displayed with interest so that the reader understands the message's content clearly without being bored or confused by the information inside. The objective of communication can be achieved when an audience target is attracted and then it makes purchases. Researcher has found that there were 39 posted used only the body copy element in its upload. However, a combination of copywriting elements such headline, sub headline and body copies were found. Combine headline and body copy, then the combination of sub headline and body copy. The data from the finding is shown 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 researcher (2023)

Components of the copywriting element can be modified according to Bisoyi (2013). A combination of copywriting elements is done to make the upload more creative for and add value to the copywriting components. In this discussion are shown several instagram accounts of @batiksemarang16 which use a combination of copywriting elements as mentioned in table 3.

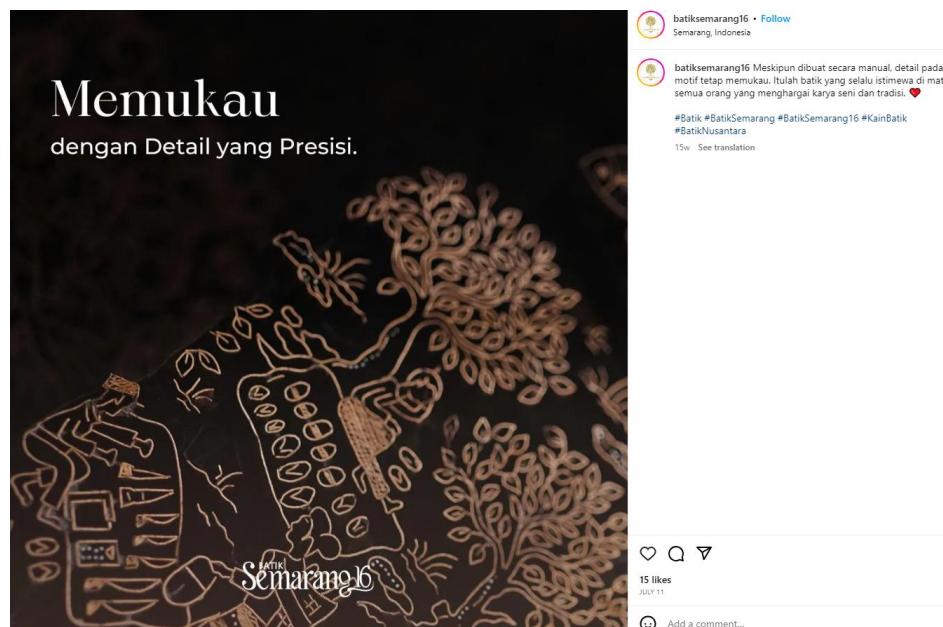


Image 3. Feed contained headline, sub-headline & body copy elements

Source: instagram account @batiksemarang16

1
1
In the picture the 3 the headline element is "memukau=riveting" because the font is larger and the public tends to look first. Selection of bright white while the background is darker. The sub headline of figure 1 are "dengan detail yang presisi=with precision detail," the sub headline serve to clarify 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.



Image 4. Feed contained headline & body copy elements

Source: instagram account @batiksemarang16

On the picture number 4 the element of advertising copywriting is "5 natural batik coloring" because the size of the font is larger and the public tends to look white first and to place it in the center of the dark image in contrast. The body copy elements written on upload caption.



Image 5. Feed contained sub headline & body copy elements

Source: instagram account @batiksemarang16

The picture of 5 sub headline element is "a long way from Melbourne, willing to study batik" because it consists of a phrase that contains additional information, the size of writing not as big as the size of headline. The body copy element written on the upload caption strengthens the sub headline: "all the way from Melbourne, only willing to learn batik. Thank you friends from the university of Melbourne! See you next time ya." The body copy remains to be interesting so that the reader understands the message clearly without being bored or confused by the information inside.

In addition to the application of the elements of copywriting, in the process of copywriting there are various kinds of copywriting for more can facilitate audience targets. Types of copywriting according to Ariyadi are story copy, you dan me copy, fortight 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 as follows:

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
Straighforward Copy	5
Imagination Copy	3
Fortright Copy	1
Hyperbolic Copy	1

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

From table 4, it can be seen the types of advertising copywriting and the upload amount each types from Instagram @batiksemarang16. From the 13 types of advertising copywriting, there was not found feed used competitive copy, humorous copy and visual copy.



Image 6. Feed contained factual copy
Source: instagram account @batiksemarang16

Image 6, indicated a type of factual copy copywriting, in which presented writing by field of data, information, facts and reality. At caption it was described of batik semarang 16 indulging visitor's eyes with varying batik motifs in its collection room.



Image 7. Feed contained *you and me copy*
Source: instagram account @batiksemarang16

In image 7, the copywriting requires writing ads and promotions as if it were only talk 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 type of copy wrote "come on get to know the printed batik main tool," using a more familiar call for word yuk which has meaning come on.



Image 8. Feed contained poetic copy
Source: instagram account @batiksemarang16

Using poetic style, beautiful words and well sentences which put together. Could use a poem, a poem or a short prose. In image 8 by used the unusual words of the phrase repeated and rhyming "batik is unforgettable in the unforgettable moment.

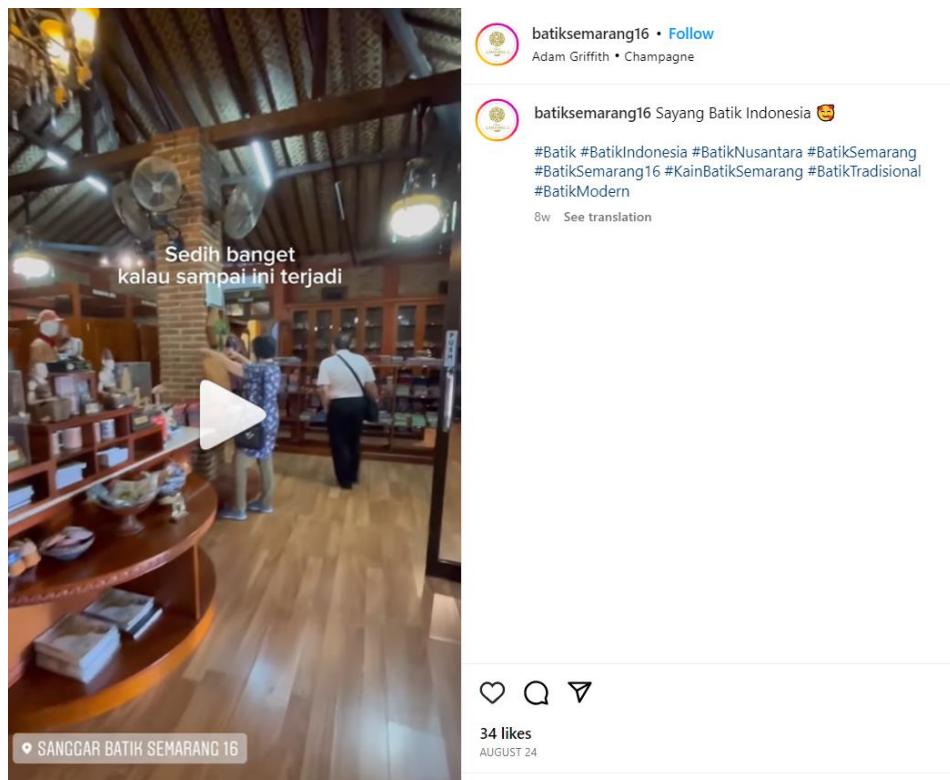


Image 9. Feed contained teaser copy
Source: instagram account @batiksemarang16

In image 9, it was found that a teaser copy was made so the readers and the market targets had curiosity by using the curious headline: "it is very sad when this happens" challenging readers and market targets to find out.



Image 10. Feed contained news copy page
Source: instagram account @batiksemarang16

Image 10 used news copy page type, in the sub headline the advertising copywriting as follows “hand-drawn batik is hand-made and that was made by hand with a very traditional wooden or bamboo tool. This type of copywriting is in the form of announcements or news to inform the products that are marketed. It contains more information, full data of the product. More down the line, more direct, more assertive. From the body copy element the advertising copywriting as follows “batik actually has two types:hand-drawn batik and printed batik. What difference does it make? Check out this video.”

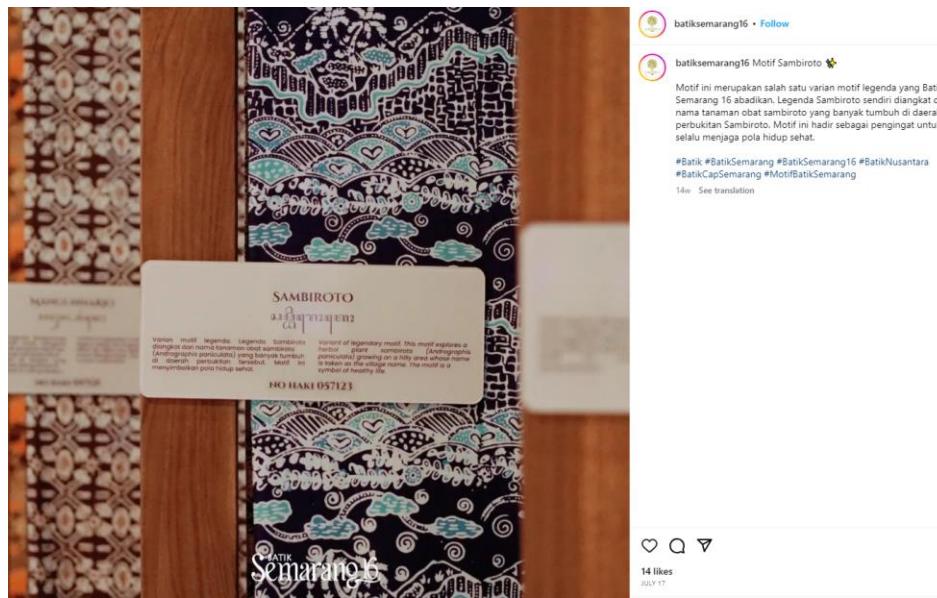


Image 11. Feed contained story copy
Source: instagram account @batiksemarang16

Image 11 used story copy, in the sub headline element of the advertising copywriting consist of the legacy of the sambiroto legend. This type of copywriting tells more about the product being offered. Detailed description we can found it 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 those are growing in the hills of the sambiroto. This Sambiroto motive comes as a reminder for us to maintain our health.



Image 12. Feed contained straightforward copy
Source: instagram account @batiksemarang16

Image 12 used 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. Lets visit. This type of advertising copywriting tell yourself simply, logically, the way you are. Relating facts in a way that is easily understood.



Image 13. Feed contained imagination copy
Source: instagram account @batiksemarang16

Image 13 contained of imagination copy type, it is copywriting that was created by writing a story that played 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 existence will stay exist in the hands of the young people. It is not impossible, through the stroke and creative ideas, this ancestral legacy to be able to recover from home and abroad. Do you want to learn or synergize together for# batiknusantara? Visit the batik semarang16’s workshop today.”



Image 14. Feed contained fortright copy
Source: instagram account @batiksemarang16

Fortright copy. On this copywriting, it was written a shortage and surplus of products that were marketed to strengthen the content of the message. The goal is to make consumer targets think realistically and claim that they are honest.

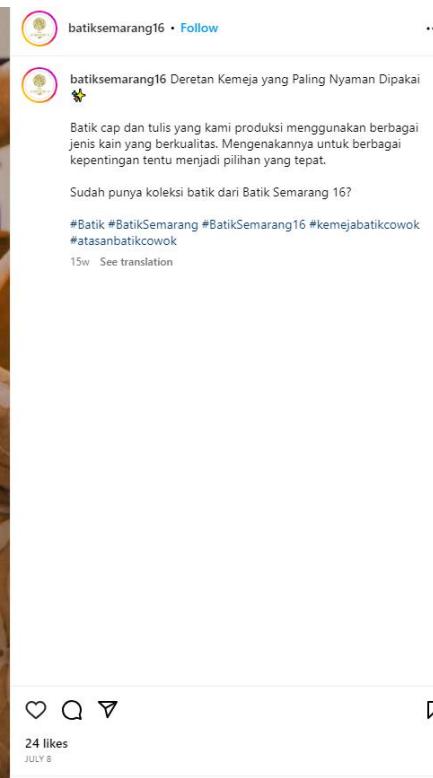
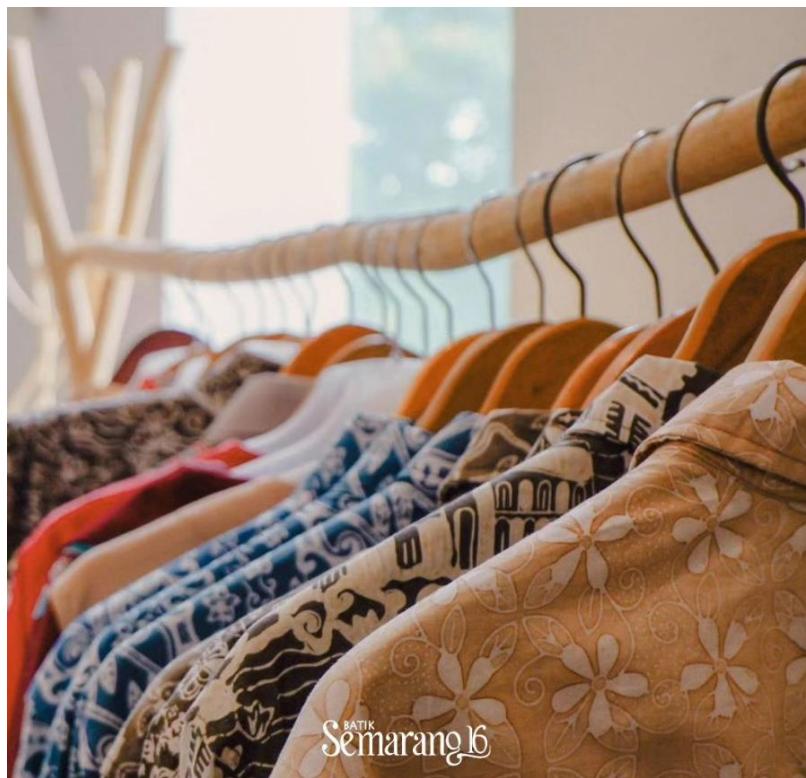


Image 15. Feed contained hyperbolic copy
Source: instagram account @batiksemarang16

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

Conclusions

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, a copywriting on social media for promotion upload.

Advertising copywriting in social media is one of the most important factors that cannot be separated from this change. The usage of elements, a precise and varied type of copywriting is needed to create creative upload. By considering the copywriting in advertising proceedings on social media, it is hoped that more profit will attract attention (attention), create interest (interest), desire (desire), create confidence (action) of readers, consumers. How social media content is built

2 to attract more readers, and consumers, hopefully that it will be used as an evaluation material relating to applications of advertising copywriting, copywriting elements and types in social media. For @batiksemarang16 the researcher hope that it can develop an advertising copywriting technique which used by combining elements, more diverse types of copywriting in the future.

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