

BUKTI KORESPONDENSI PENGIRIMAN ARTIKEL

Pendaftaran akun jurnal ke OJS Jurnal INteraksi

Rabu, 13 Desember 2023

[Interaksi] Journal Registration External ➤ Inbox x

Turnomo Rahardjo <jurnal.interaksi@live.undip.ac.id>
to me ▾

S.S., M.I.Kom. Bernadeta Lenny Setyowati

You have now been registered as a user with Interaksi: Jurnal Ilmu Komunikasi. We have included your username and password in this email, which are needed for all work with this journal through its website. At any point, you can ask to be removed from the journal's list of users by contacting me.

Username: 2lenny_setyowati3
Password: L3nny23

Thank you,
Turnomo Rahardjo
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Email dari pengelola jurnal artikel diterima dalam sistem OJS
Jumat, 19 Januari 2024

[Interaksi] Submission Acknowledgement External ➤ Inbox x

I **Turnomo Rahardjo** <jurnal.interaksi@live.undip.ac.id>
to me ▾

S.S., M.I.Kom. Bernadeta Lenny Setyowati:

Thank you for submitting the manuscript, "Analysis of Elements and Types of Advertising Copywriting on Instagram @batiksemarang16" to Interaksi: Jurnal Ilmu Komunikasi. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: <https://ejournal.undip.ac.id/index.php/interaksi/author/submission/61604>
Username: 2lenny_setyowati3

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Turnomo Rahardjo
Interaksi: Jurnal Ilmu Komunikasi
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⬅ Reply ➡ Forward

Email permintaan revisi jurnal

Sabtu 14 Desember 2024

[Interaksi] Editor Decision External Inbox x

ejou...@rumahjurnalundip.id Sat, Dec 14, 2024, 8:52 PM ☆ ↵ :

to me ▾

S.S., M.I.Kom. Bernadeta Lenny Setyowati:

We have reached a decision regarding your submission to Interaksi: Jurnal Ilmu Komunikasi, "Analysis of Elements and Types of Advertising Copywriting on Instagram @batiksemarang16".

Our decision is to: Revision Required

Interaksi Jurnal Ilmu Komunikasi
Diponegoro University
Phone +6281298090999
Fax 024 - 8446986
jurnal.interaksi@live.undip.ac.id
INTERAKSI
<http://ejournal.undip.ac.id/index.php/interaksi>

Permintaan kembali revisi artikel

Selasa, 4 Februari 2025

[Interaksi] [61604] Revision Reminder of Interaksi-2024-61604 External Inbox x

Interaksi Jurnal Ilmu Komunikasi <ejournal@rumahjurnalundip.id> Tue, Feb 4, 1:46 PM ☆ ↵ :

to me ▾

Manuscript Number: Interaksi-2024-61604
Analysis of Elements and Types of Advertising Copywriting on Instagram @batiksemarang16

Dear Bernadeta Lenny Setyowati,

We would like to remind you that on Dec 14, 2024 we asked you to revise your above referenced manuscript and your revision is due by Jan 14, 2025.

Interaksi: Jurnal Ilmu Komunikasi values your contribution and we look forward to receiving your revised manuscript.

To submit your revision, please log in as an author at <https://ejournal.undip.ac.id/index.php/interaksi>, and navigate to the "Submissions Needing Revision" folder under the Author Main Menu. You will also find the decision letter and comments available there.

If you require more time, please contact the journal office by replying to this email.

Sincerely,

Interaksi Jurnal Ilmu Komunikasi
Diponegoro University
Phone +6281298090999
Fax 024 - 8446986
jurnal.interaksi@live.undip.ac.id
INTERAKSI
<http://ejournal.undip.ac.id/index.php/interaksi>

Email penulis mohon pengunduran waktu revisi

Rabu, 5 Februari 2025

Lenny Setyowati <setyowati@unika.ac.id>
to Interaksi ▾

Dear the journal office of Interaksi,

Thank you very much for the reminder, could you give me more time to revise my manuscript untuk February 16, 2025 please.
Thank you for your kindness and attention.

...
--
Warm Regards,

B. Lenny Setyowati
Lecturer in Department of Communication Science,
Soegijapranata Catholic University
Phone +62 85641842125

BUKTI KIRIM REVISIAN

Minggu 16 Februari 2025

#61604 Review

ejournal.undip.ac.id/index.php/interaksi/author/submissionReview/61604

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#61604 Review

[Summary](#) [Review](#) [Editing](#)

Submission

Authors: Bernadeta Lenny Setyowati

Title: Analysis of Elements and Types of Advertising Copywriting on Instagram @batiksemarang18

Section: ARTICLE

Editor: Nurul Hafiz (Review), Pewito Pewito (Review), Billy Senvio (Review), Hepari Sulistyati (Review)

Peer Review

Round 1

Review Version: 61604-198687-2-R.docx 09-12-2024

Initiated: 09-12-2024

Last modified: 14-12-2024

Uploaded file: Reviewer 61604-235848-1-Review 09-12-2024
Reviewer B 61604-235908-1-Review 14-12-2024

Editor Decision

Decision: Revisions Required 14-12-2024

Notify Editor: Editor/Author Email Record 09-12-2024

Editor Version: None

Author Version: 61604-235908-1-ED.docx 16-02-2025

Upload Author Version: Choose File No file chosen Upload

ISSN

2548-4907 (Online ISSN)
2301-6051 (Print ISSN)

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2012 Vol.2, No.1 Jan 2013
2013 Vol.3, No.1 Jul 2013
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2015 Vol.4, No.2 July 2015
2016 Vol.1 No 1 Jan 2016

Minggu, 16 Februari 2025

Email bukti revisi artikel diterima pengelola jurnal

Minggu, 16 Februari 2025

[Interaksi] [ID-61604] Revised Version Acknowledgement External Inbox

Turnomo Rahardjo <jurnal.interaksi@live.undip.ac.id>
to me ▾

Sun, Feb 16, 9:44 PM ☆ ↵ ⋮

S.S., M.I.Kom. Bernadeta Lenny Setyowati:

Thank you for submitting the revision of manuscript, "Analysis of Elements and Types of Advertising Copywriting on Instagram @batiksemarang16" to Interaksi: Jurnal Ilmu Komunikasi. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: <https://ejournal.undip.ac.id/index.php/interaksi/author/submission/61604>
Username: 2lenny_setyowati3
Editor: Turnomo Rahardjo

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Turnomo Rahardjo
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✉ Reply ↗ Forward

Email artikel accepted untuk published

Rabu, 19 Februari 2025

Interaksi Jurnal Ilmu Komunikasi <ejournal@rumahjurnalundip.id>
to me ▾

Wed, Feb 19, 9:54 AM ☆ ↵ ⋮

S.S., M.I.Kom. Bernadeta Lenny Setyowati:

We have reached a decision regarding your submission to Interaksi: Jurnal Ilmu Komunikasi, "Analysis of Elements and Types of Advertising Copywriting on Instagram @batiksemarang16".

Our decision is to: Accepted

...

Interaksi Jurnal Ilmu Komunikasi
Diponegoro University
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jurnal.interaksi@live.undip.ac.id
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Email info waktu terbit artikel

Sabtu 25 April 2025

The screenshot shows an email inbox with a single message highlighted. The message is from "ejournal@rumahjurnalundip.id via ejournal.undip.ac.id" and is titled "[Interaksi] Editor Decision". The message content is as follows:

to me

Dear I... from: Interaksi Jurnal Ilmu Komunikasi
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We ha... reply-to: Interaksi Jurnal Ilmu Komunikasi
<jurnal.interaksi@live.undip.ac.id>

Instag... to: "S.S., M.I.Kom. Bernadeta Lenny Setyowati"
<setyowati@unika.ac.id>

Our d... date: Apr 25, 2025, 2:01PM

Inter... Dipon... subject: [Interaksi] Editor Decision

Dipon... Phone... signed-by: ejournal.undip.ac.id

Fax O... jurnal... security: Standard encryption (TLS) [Learn more](#)

INTEF... http://... ▶: Important according to Google magic.

Below the message are two buttons: "Reply" and "Forward".

Email artikel terbit

Sabtu 21 Juni 2025

The screenshot shows an email inbox with a single message highlighted. The message is from "ejournal@rumahjurnalundip.id via ejournal.undip.ac.id" and is titled "[Interaksi] [61604] Article Publication of Interaksi-2024-61604". The message content is as follows:

to me

Dear Bernadeta Lenny Setyowati, Emilia Ninik Aydawati,

As co-author of the article entitled "Elements and types of advertising copywriting on instagram @batiksemarang16", we are pleased to let you know that the final open access version, containing full bibliographic details, is now available online.

The URL below is a quick and easy way to share your work with colleagues, other co-authors, and friends. Anyone clicking on the link will be taken directly to the final version of your article on the Interaksi: Jurnal Ilmu Komunikasi website (<https://ejournal.undip.ac.id/index.php/interaksi>).

Your article link: <https://ejournal.undip.ac.id/index.php/interaksi/article/view/61604>
DOI: 10.14710/interaksi.14.1.118-137

You can also use this link to download a copy of the article for your own archive. It also provides a quick and easy way to share your work with colleagues, co-authors, and friends. And you are welcome to add it to your homepage or social media profiles, such as Facebook, Google+, and Twitter.

Kind regards,

Interaksi Jurnal Ilmu Komunikasi
Diponegoro University
Phone +6281298090999
Fax 024 - 8446986
jurnal.interaksi@live.undip.ac.id

Interaksi: Jurnal Ilmu Komunikasi
<http://ejournal.undip.ac.id/index.php/interaksi>

TAMPILAN DI OJS JURNAL INTERAKSI

The screenshot shows the submission details for #61604. The submission title is "Elements and types of advertising copywriting on Instagram @batiksemarang16". It was submitted by S.S., M.I.Kom. Bernadeta Lenny Setyowati on January 19, 2024, at 05:23 AM. The file is named 61604-198685-2-5M.docx and was submitted on 19-01-2024. The abstract views count is 0. The submission status is listed under the Status section.

Summary

Submission

Authors: Bernadeta Lenny Setyowati, Emilia Ninik Aydawati

Title: Elements and types of advertising copywriting on Instagram @batiksemarang16

Original file: 61604-198685-2-5M.docx - 19-01-2024

Supp. files: None

Submitter: S.S., M.I.Kom. Bernadeta Lenny Setyowati

Date submitted: January 19, 2024 - 05:23 AM

Section: Articles

Editor: Nurul Hasfi (Review), Pawito Pawito (Review), Billy Sarwono (Review), Hapsari Sulistyani (Review)

Abstract Views: 0

Status

Template

About

Focus and Scope, Journal History, Editorial Board, Peer Reviewer, Contact, Google Scholar Index

Policies

Author Guidelines, Focus and Scope, Peer Review Process, Publication Frequency, Open Access Policy, Publication Ethics, Article Processing Charge, Plagiarism Screening

The screenshot shows the submission metadata and the journal's publication history. The submission title is "Elements and types of advertising copywriting on Instagram @batiksemarang16". The submission status is "##mpgundip.submissions.published## Vol 14, No 1 (2025): June 2025". The submission was initiated on 21-06-2025 and last modified on 26-06-2025. The journal's ISSN is 2548-4907 (Online ISSN) and 2301-6051 (Printed ISSN). The journal publishes issues annually from 2012 to 2020.

Submission Metadata

Authors

Name: Bernadeta Lenny Setyowati

Sinta ID: 6777760

URL: <https://sinta.kemdikbud.go.id/authors/profile/6777760>

Affiliation: Faculty of Law and Communication, Universitas Katolik Soegijapranata

Country: Indonesia

Competing Interests: CI Policy

Bio Statement: -

Principal contact for editorial correspondence.

Name: Emilia Ninik Aydawati

Affiliation: Faculty of Law and Communication, Universitas Katolik Soegijapranata

Country: Indonesia

Competing Interests: CI Policy

Bio Statement: -

Title and Abstract

Title: Elements and types of advertising copywriting on Instagram @batiksemarang16

Issues

2012 Vol.1, No.1 Juli 2012
2013 Vol.2, No.1 Januari 2013
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2020 Vol.9 No.2 Desember 2020

Journal Content

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Authors

Name	Bernadeta Lenny Setyowati ✉
Sinta ID	6777760
URL	https://sinta.kemdikbud.go.id/authors/profile/6777760
Affiliation	Faculty of Law and Communication, Universitas Katolik Soegijapranata
Country	Indonesia
Competing Interests CI Policy	Communication Studies
Bio Statement	—
Principal contact for editorial correspondence.	
Name	Emilia Ninkik Aydawati ✉
Affiliation	Faculty of Law and Communication, Universitas Katolik Soegijapranata
Country	Indonesia
Competing Interests CI Policy	—
Bio Statement	—

Title and Abstract

Title	Elements and types of advertising copywriting on Instagram @batiksemarang16
Abstract	<p>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 @batiksemarang16.</p>

Notice	—
Original DOI	—

Indexing

2012 Vol.1, No.1 Juli 2012
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Notice	—
Original DOI	—
Indexing	
Keywords	Element Copywriting, Types Copywriting Advertising Copy writing, Instagram, Batik Semarang
Language	en
Supporting Agencies / Funders	
Agencies/Funders	—
Agencies/Funders DOI	—
References	
References	<p>Adha, S. (2022). Faktor Revolusi Perilaku Konsumen Era Digital: Sebuah Tinjauan Literatur. JIPIS= Jurnal Ilmu Pendidikan Dan Ilmu Sosial, Vol. 31(No. 2: Oktober 2022), 134–148. https://doi.org/10.33592/jpis.v31i2.3286</p> <p>Anindya, W. D. (2021). Strategi Menulis Teks Promosi (Copywriting) Di Instagram Untuk Meningkatkan Penjualan Onlineshop. Jurnal Aplikasi Sains Dan Teknologi, 9(2) 2021, 148-155. https://doi.org/https://doi.org/10.33366/jast.v5i2.2720</p> <p>Asosiasi Penyelenggara Jasa Internet Indonesia (APIJI). (2023). Survei APIJI. https://survei.apiji.or.id</p> <p>Apriiana, Fitri, Na'm, M. F. (2022). Kontinuitas Batik Semarangan. Fashion and Fashion Education Journal, Vol.11(No.2).</p> <p>Ariyadi, W. (2017). 101 Amazing Copywriting Ideas. Quadrant.</p> <p>Bisoyi, D., Barua, U., & Guha, E. (2013). Effective Communication of Product Information: A Copywriting Methodology. Journal Of Humanities And Social Science, 6(4 (Jan-Feb. 2013)), 01–03. ISBN: 2279-0845</p> <p>Hootsuite (We Are Social): Indonesian Digital Report 2023. https://andilink.hootsuite-we-are-social-indonesian-digital-report-2023/</p> <p>Jesslyn, & Agustiningih, G. (2021). Application of Copywriting Elements in Social Media Advertising Drinking Product Now In Creating Consumer Interest. Jurnal Komunikasi, Volume IX(No 1), pp 56-67. https://doi.org/https://doi.org/10.46806/jktv9i1.678</p> <p>Kartslavidze, T. (2022). Copywriting in Social Media. International Journal of Innovative Technologies In Economy. DOI https://doi.org/10.31435/rsglobal_ijite/30122022/7924, International Journal of Innovative Technologies In Economy. DOI https://doi.org/DOI https://doi.org/10.31435/rsglobal_ijite/30122022/7924</p>

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S.S., M.I.Kom. Bernadeta Lenny Setyowati

#61604 Review

Summary | Review | Editing

Submission

Authors: Bernadeta Lenny Setyowati, Emilia Ninik Aydawati

Title: Elements and types of advertising copywriting on Instagram @batiksemarang16

Section: Articles

Editor: Nurul Hasfi (Review), Pavito Pavito (Review), Billy Sanwono (Review), Hapsari Sulistyani (Review)

Peer Review

Round 1

Review Version: 61604-19867-2-RV.docx 09-12-2024

Initiated: 09-12-2024

Last modified: 14-12-2024

Uploaded file: Reviewer A 61604-226164-1-RV.docx 09-12-2024
Reviewer B 61604-226940-1-RV.docx 14-12-2024

Editor Decision

Decision: Accept Submission 19-02-2025

Notify Editor: Editor/Author Email Record 25-04-2025

Editor Version: None

Author Version: 61604-233908-1-ED.docx 16-02-2025

Upload Author Version: Choose File No file chosen Upload

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2548-4907 (Online ISSN)
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ISSUES

2012 Vol.1, No.1 Juli 2012
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2013 Vol.2, No.2 Juli 2013
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2014 Vol.3, No.2 Juli 2014
2015 Vol.4, No.1 Januari 2015
2015 Vol.4, No.2 Juli 2015

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Summary | Review | Editing

Submission

Authors: Bernadeta Lenny Setyowati, Emilia Ninik Aydawati

Title: Elements and types of advertising copywriting on Instagram @batiksemarang16

Section: Articles

Editor: Nurul Hasfi (Review), Pavito Pavito (Review), Billy Sanwono (Review), Hapsari Sulistyani (Review)

Copyediting

Copyedit Instructions

Review Metadata

	Request	Underway	Complete
1. Initial Copyedit	—	—	21-06-2025
File: 61604-234133-1-CE.docx	19-02-2025		
2. Author Copyedit	—	—	
File: None			
3. Final Copyedit	—	—	21-06-2025
File: None			

Copyedit Comments: No Comments

Layout

Galler Format File

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 Review Metadata

	Request	Underway	Complete
1. Initial Copyedit	-	-	21-06-2025
File: 61604-254133-1-CE.docx 19-02-2025			
2. Author Copyedit	-	-	
File: None	<input type="button" value="Choose File"/> No file chosen	<input type="button" value="Upload"/>	
3. Final Copyedit	-	-	21-06-2025
File: None			

Copedit Comments  No Comments

Layout

Galley Format	File	0
1. PDF 	61604-246821-1-PB.pdf 21-06-2025	

Supplementary Files  File

None

Layout Comments  No Comments

 Review Metadata

	Request	Underway	Complete
1. Author	-	-	
2. Proofreader	-	-	-
3. Layout Editor	-	-	-

Proofreading Corrections  No Comments 

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Article Processing Charge
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