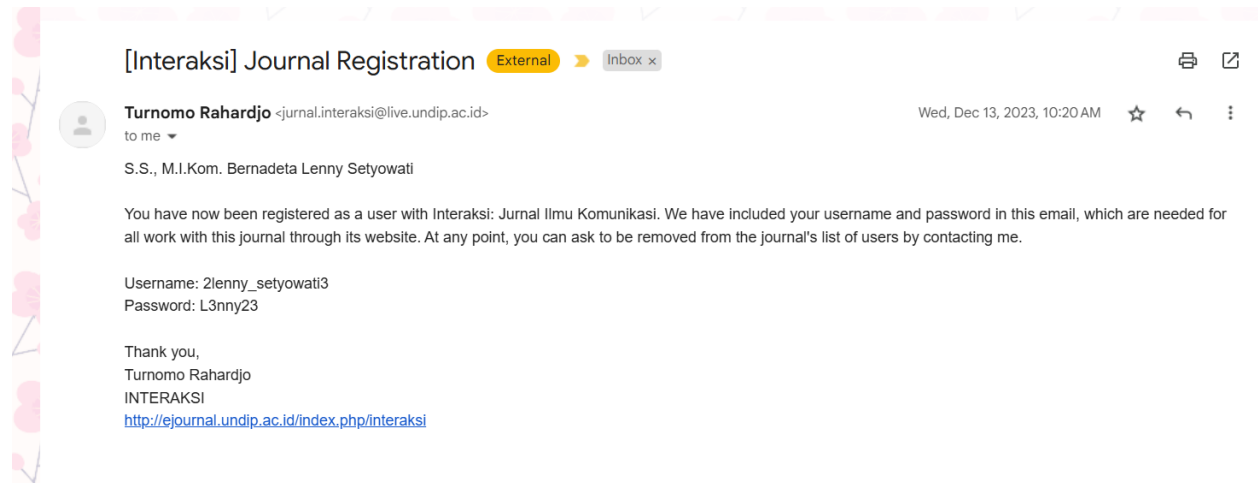


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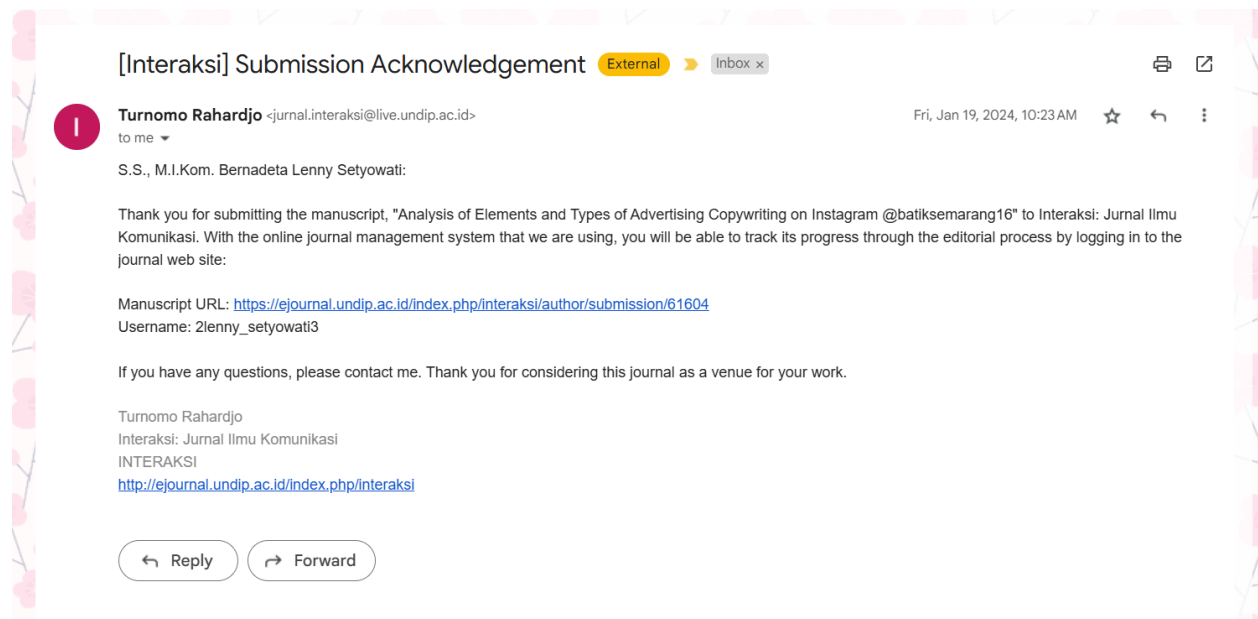
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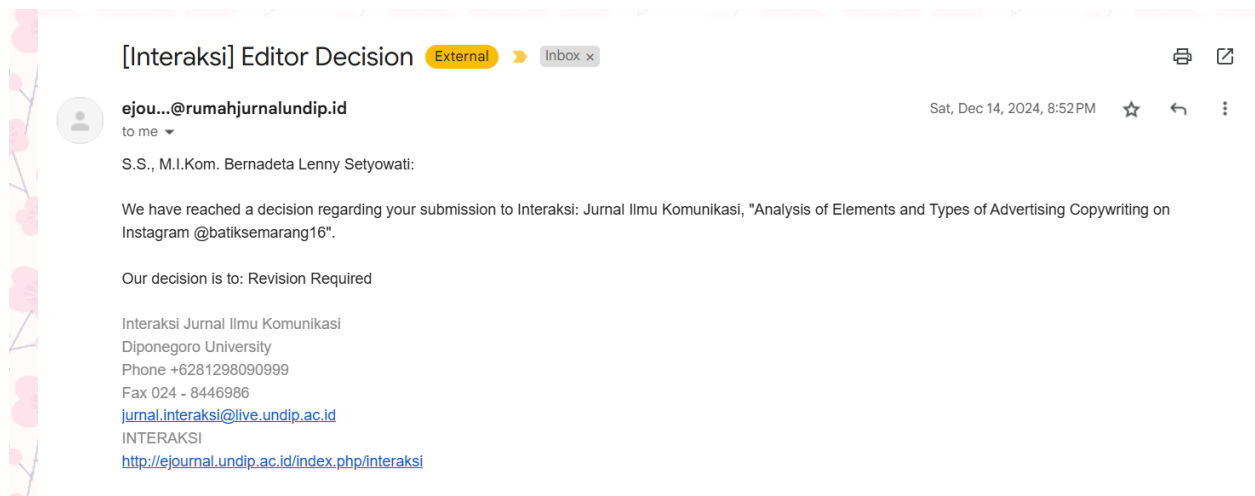
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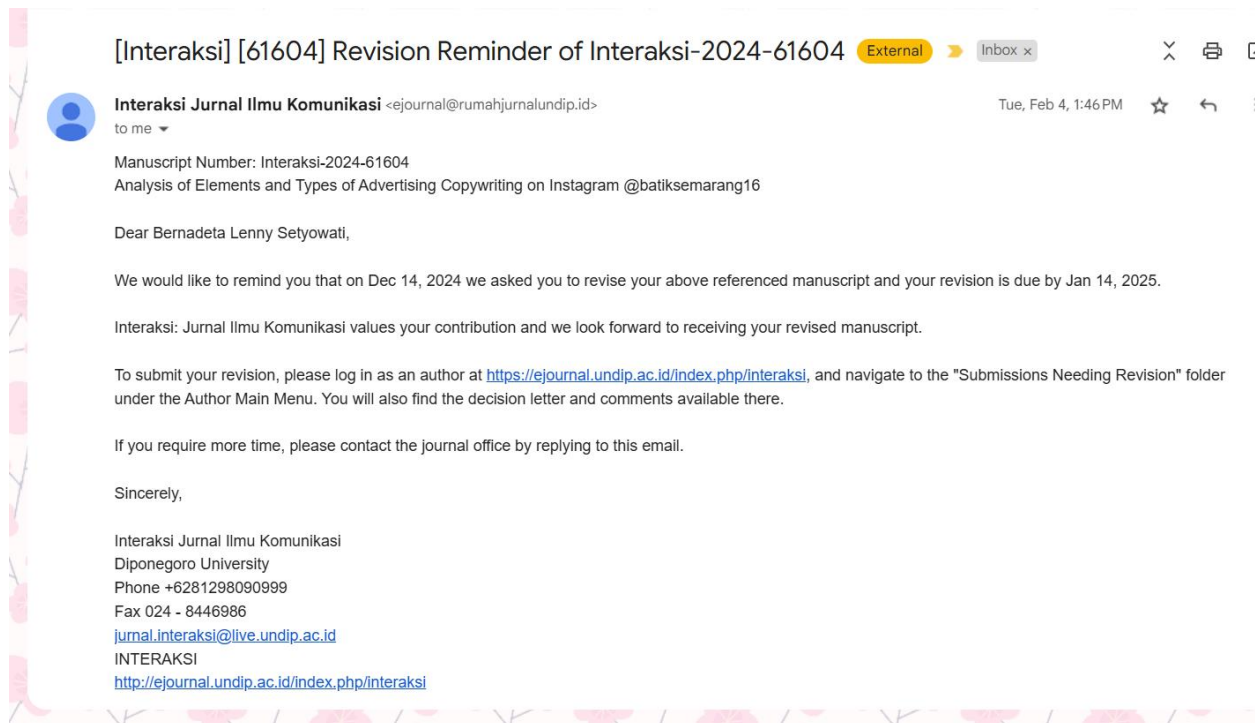
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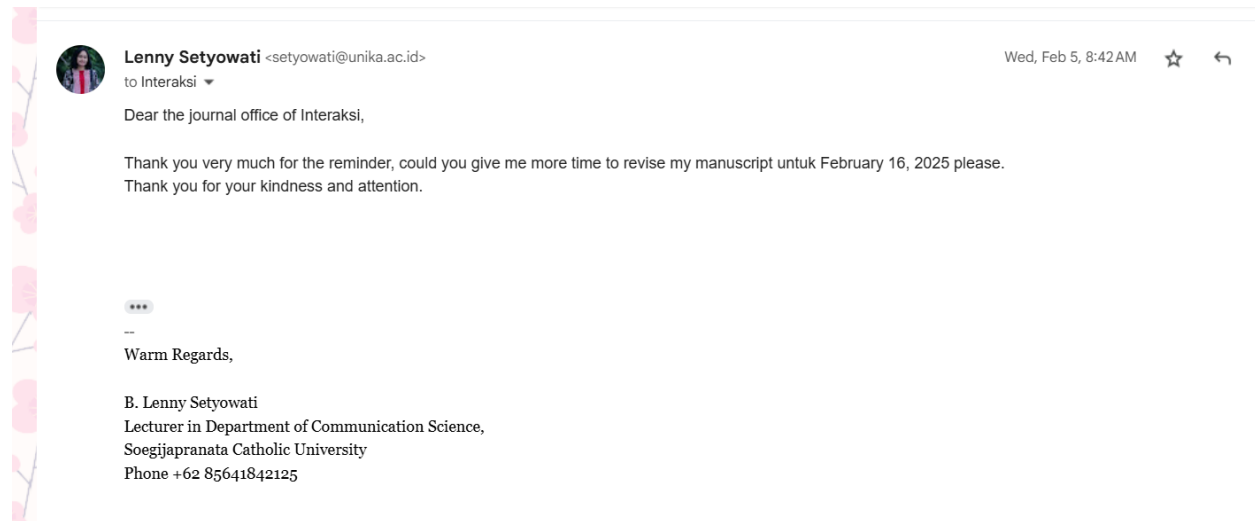
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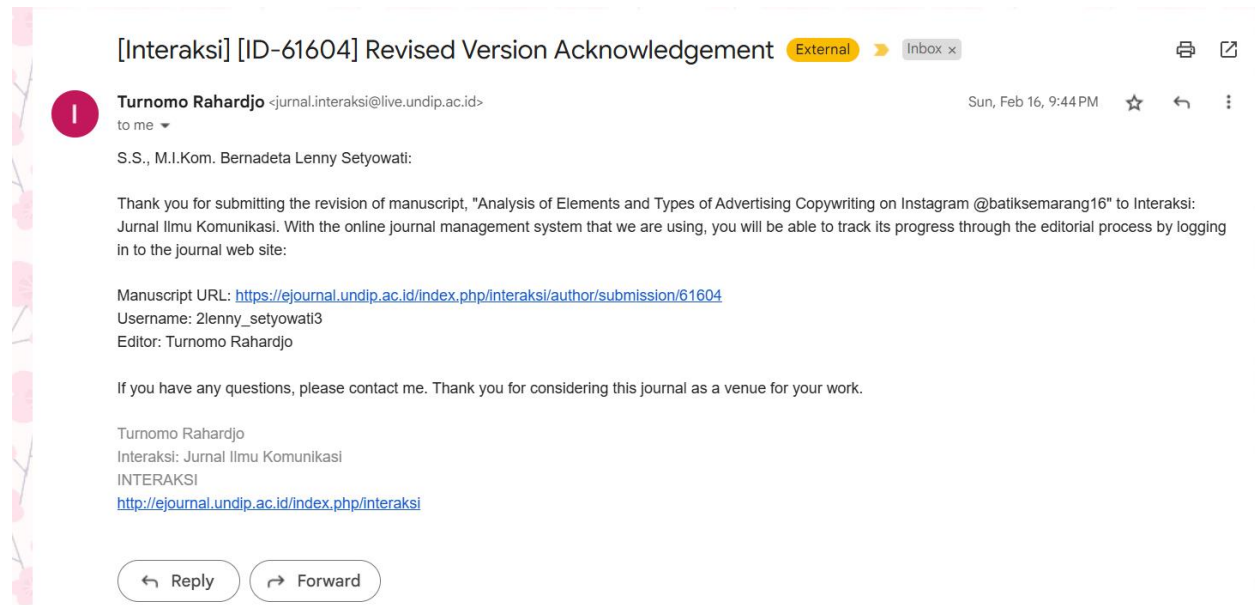
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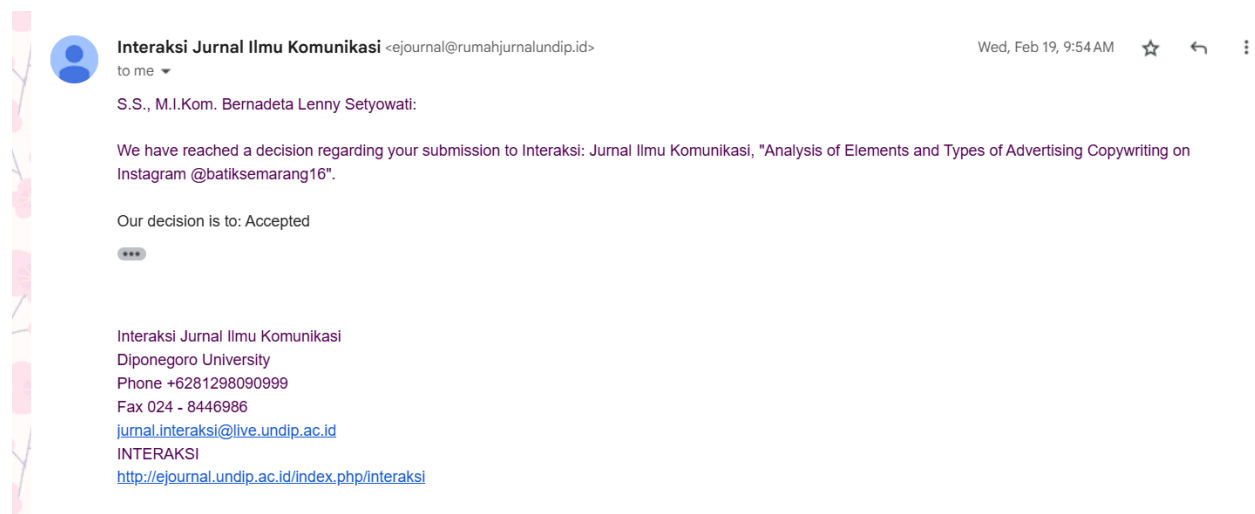
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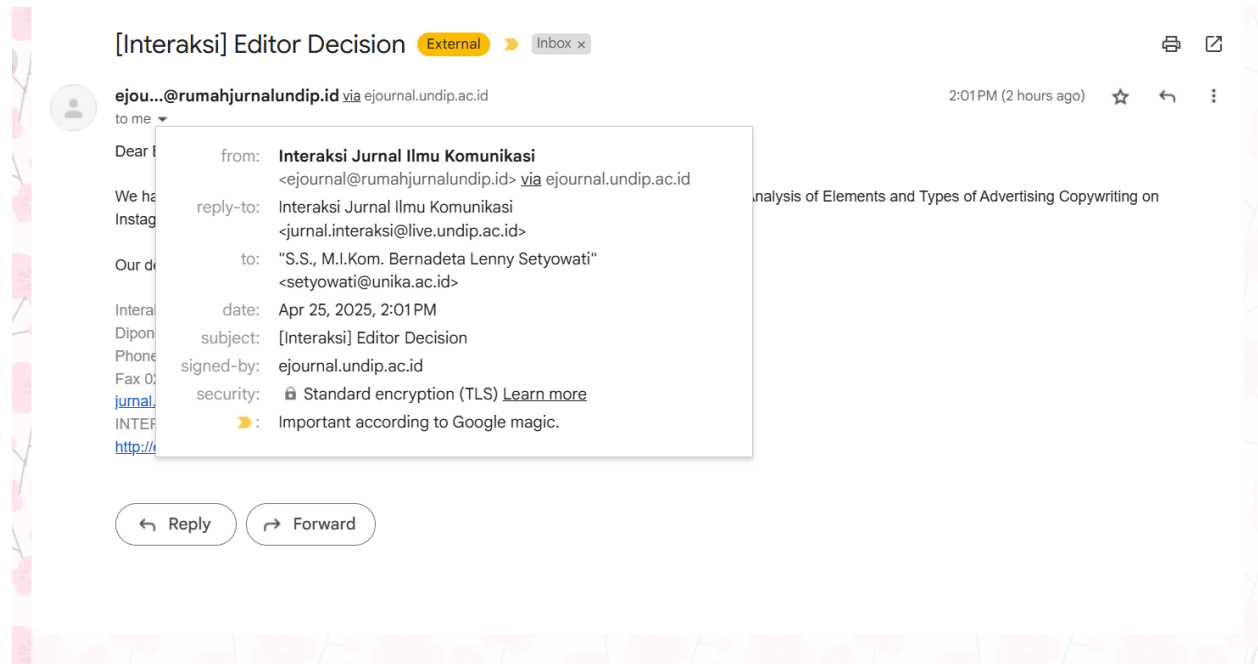
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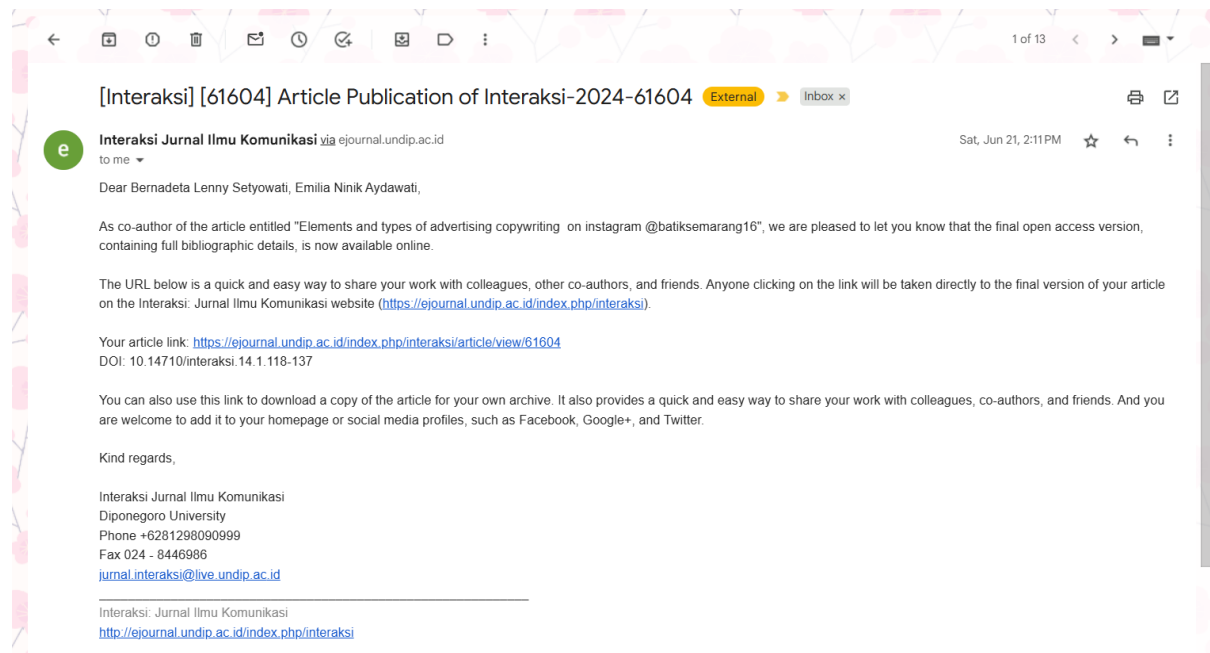
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### #61604 Summary

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#### Submission

Authors	Bernadeta Lenny Setyowati, Emilia Ninik Aydwati
Title	Elements and types of advertising copywriting on Instagram @batiksemarang16
Original file	61604-198685-2-SM.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

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Initiated 21-06-2025

Last modified 26-06-2025

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##### Authors

Name	Bernadeta Lenny Setyowati
Sinta ID	6777760
URL	<a href="https://sinta.kemdikbud.go.id/authors/profile/6777760">https://sinta.kemdikbud.go.id/authors/profile/6777760</a>
Affiliation	Faculty of Law and Communication, Universitas Katolik Soegijapranata
Country	Indonesia
Competing Interests	<a href="#">CI Policy</a> Communication Studies
Bio Statement	—

Principal contact for editorial correspondence.

Name	Emilia Ninik Aydwati
Affiliation	Faculty of Law and Communication, Universitas Katolik Soegijapranata
Country	Indonesia
Competing Interests	<a href="#">CI Policy</a> —
Bio Statement	—

##### Title and Abstract

Title	Elements and types of advertising copywriting on Instagram @batiksemarang16
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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 Ninik Aydewati

**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** *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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**Keywords** Element Copywriting, Types Copywriting Advertising Copy writing, Instagram, Batik Semarang

**Language** en

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Jesslyn, & AgustiniSih, 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/jkb.v9i1.678>

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## #61604 Review

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Bernadeta Lenny Setyowati, Emilia Ninik Aydwati

Title

Elements and types of advertising copywriting on Instagram @batiksemarang16

Section

Articles

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Nurul Hasfi (Review)  
Pawito Pawito (Review)  
Billy Sarwono (Review)  
Hapsari Sulistyani (Review)

Peer Review

Round 1

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09-12-2024

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09-12-2024

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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

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Editor/Author Email Record 25-04-2025

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Authors

Bernadeta Lenny Setyowati, Emilia Ninik Aydwati

Title

Elements and types of advertising copywriting on Instagram @batiksemarang16

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Articles

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Nurul Hasfi (Review)  
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File: None			

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