
**APPLICATION OF AIDCA COPYWRITING TECHNIQUES IN ADVERTISING
CONTENT CREATION ON SOCIAL MEDIA**

(Case Study : PT Toekang Digital)

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ABSTRACT

Technological developments and people's consumption behavior have brought changes for industry players to introduce their products and services using digital marketing strategies. In its development, digital marketing has penetrated various media platforms, including social media. Copywriting is one method that can be used to create advertising content on social media. There are still many industry players who currently use digital agency services to make social media advertisements. However, quite a few were disappointed with the results obtained because even though they had paid a lot of money to create advertising content, no change or increase in sales was felt. This research aims to analyze the influence of applying AIDCA copywriting techniques on creating advertising content on social media. The study was carried out by applying qualitative descriptive methods. The results of this research show that applying the AIDCA technique to copywritten advertising content can increase traffic to the advertised product. Apart from that, implementing AIDCA can increase the actions of consumers who like, comment on, and share advertisements via consumer social media accounts.

Keywords: Copywriting, AIDCA, Advertisement, Digital Marketing

INTRODUCTION

Technological developments and people's shopping behavior in modern times have brought many changes to the industrial world. Various modifications and adjustments must be made by industry players so as not to lose the market. Digitalization is a process that industry players cannot avoid. Abdullah (2019) stated that industries that still maintain traditional business practices will be increasingly left behind and unable to compete with new industry sectors. The Minister of Industry (2024) said that accelerating digital transformation in Indonesia is one of the government's main focuses to strengthen the country's economy on the world stage by 2030.

The industry's need to continue operating cannot be separated from the influence of consumer behavior (Rahayu & Syam, 2021). In this digital era, ease of access and transactions are the main attractions for consumers who want to fulfill their needs. Therefore, the industry must be able to bridge this convenience so that consumers are interested in carrying out transactions in the business sector they manage. Jatmiko (2022) digitalization is an easy, cheap, and effective marketing strategy. This is supported by the opinion of Hikmah & Wijaya (2023), who say that with digitalization, consumers can easily compare the quality and price of a product. Adha et al. (2020) also noted that consumers can streamline the energy and time needed to obtain a product with their technological devices anywhere and at any time.

Marketing strategies should be carried out by adapting to developments in time and technology. This gave rise to a new term in marketing strategy: digital marketing. Digital marketing is essential in reaching a broader target market (Gibson, 2018). As the name suggests, digital marketing utilizes the role of digital information technology to introduce business products to the broader community. Jaas (2022) added that digital marketing often uses electronic media connected to the internet network, which can be used as advertising media. By implementing digital marketing, it is hoped that an industry can connect with all its consumers online (Nuseir et al., 2023). Some online media that the industry can use include websites, email, social media platforms, video streaming platforms, and so on.

Digital marketing connects the industry with consumers and can build active two-way interactions between the two to reach transaction agreements (Saha, 2021). Haudi (2024) revealed that implementing digital marketing correctly and adequately can provide benefits by increasing sales traffic. Mukhtar et al. (2023) also stated that digital marketing can generate loyalty if consumers experience the best service. Nowadays, various conveniences can be implemented by industry to implement digital marketing, primarily through social media platforms.

Annur (2024) states that in 2024, social media users in Indonesia will reach 139 million. In other words, 49.9% of Indonesians are familiar with social media. The unique features that social media has for running a business are some of the features that industry players are looking at. Features such as Google Ads, Facebook Ads, Instagram Ads, and TikTok Ads are special features that industry players can utilize to expand their marketing reach (Permadi & Gifari, 2022). Special techniques are needed to get advertising engagement via social media to maximize this feature. These techniques include writing and marketing communications

conveyed through attractive images and captions. This technique is called the copywriting technique.

Anindya (2021) states that copywriting is advertising using social media, including images, videos, and text to describe the products sold. Fahrezi et al. (2022) also added that in copywriting, advertisers must be able to determine hashtags that can increase the chances of the advertised product appearing on the social media homepage of potential consumers. In digital marketing practice, the copywriting skills possessed by advertisers can be the spearhead so that the product is not only seen by potential consumers, but consumers are also moved to like, comment, or share the advertisement on their social media (Pranajaya & Rachman, 2022).

Copywriting can be applied in various forms, whether through images or videos. Copywriting in social media includes landing pages, online articles, stories, feeds, headlines, meta descriptions, and other paid advertisements (Jesslyn & Agustiningih, 2021). Copywriting is not done haphazardly; there are special techniques that can help achieve copywriting goals optimally. The arrangement of letters and images must be done correctly to make the resulting copywriting comfortable (Mona, 2022). Hereyah (2014) also said that copywriting techniques include choosing the type of font, the size of the letters, the colors used, and the components in online advertising with high consideration and precision so that consumers are interested in buying the product.

Several studies have been conducted previously regarding the implementation of digital marketing strategies based on the copywriting techniques used. The first research was conducted by Ramadhan et al. (2024), who analyzed advertising language using copywriting techniques at *jasakerja.com*. From this research, the copywriting technique used by *jasakerja.com* to promote its business services is the AIDA technique. Subsequent research by Halim et al. (2024) analyzed the copywriting techniques used by *@beauty.kendari* in promoting its products. From this research, applying the proper copywriting techniques can increase consumer engagement. Other research related to copywriting was also conducted by Supriatna et al. (2022), who apply copywriting techniques to implement SEO techniques for MSMEs. In this research, MSMEs were given education regarding the use of copywriting to optimize the reach of online marketing carried out by MSMEs through Google Business.

This research will formulate appropriate copywriting techniques for industry players based on several previous studies. This research analyzes the elements and copywriting styles used by one of the digital agencies in Solo, namely PT Toekang Digital, in creating product advertisements on social media. With this research, industry players can be more selective in choosing digital agencies to use copywriting services. Apart from that, industry players can also create copywriting concepts based on the business processes and products they manage so that industry players can apply minimum standards regarding the quality of copywriting required.

RESEARCH METHODS

This research was developed using a qualitative descriptive research method. According to the citation, the qualitative descriptive research method aims to explain,

describe, or illustrate a specific condition so that it can be improved or changed according to needs. This method is usually used to study phenomena, activities, characters, relationships, and differences between objects. The analytical techniques used to study copywriting techniques to optimize digital marketing strategies are shown in Figure 1.

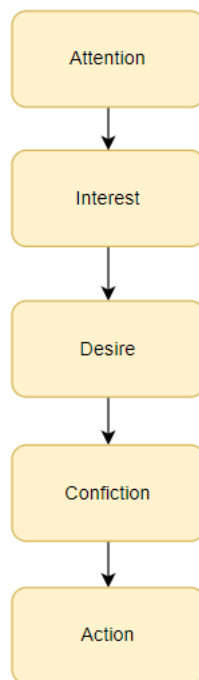


Figure 1. Research Method Technique
Source : Data processed by researchers, 2024

Attention

Attention is The first element in creating advertising copywriting for a product. Attention in copywriting is a way to ensure that the advertisement you create can attract consumers' attention in one glance. Julius & Agustin (2022) state that with attention, copywriters can highlight something about the advertised product.

Interest

The second element in advertising copywriting techniques is interest. The citation states that copywriting has a binding element. With good copywriting, consumers will be hypnotized to read the product's description. Apart from that, consumers also have great curiosity about the products being advertised.

Desire

The third element in copywriting techniques is desire. Desire is a part of copywriting that can influence the emotional condition of consumers. This can be realized by conveying problems that are related to those experienced by consumers. Copywriters, of course, have to research to find the problems experienced by consumers and then offer solutions in the form of advertised products/services (Hananto, 2019).

Confiction

The fourth element in implementing good copywriting techniques is conviction. Conviction can build consumer trust and confidence in the advertised product. Johar et al. (2015) stated that presenting facts related to product descriptions, product quality, and testimonials from purchased consumers can be added to build conviction.

Action

If the four previous elements are met, then the goal of copywriting is to create action. Action in copywriting can be in the form of liking an advertisement. Apart from that, comments from consumers asking about products can be a measuring tool that the copywriting created is of good quality. At its peak, when consumers make a purchase, it becomes the principal balance that the advertisement created using copywriting has succeeded in achieving its goals (Syastra & Adam, 2017).

RESULTS AND DISCUSSION

From the results of observations, interviews, and distribution of questionnaires carried out in this research, sufficient information was obtained regarding the implementation of AIDCA and what indicators can influence whether copywriting is good or bad in advertising media. Copywriting services are currently in great demand by industry players. PT Toekang Digital, a digital agency that provides advertising media copywriting services, is constantly flooded with orders. In 2023, PT Toekang Digital will have more than 50 regular clients who are always repeat producers creating copywriting to advertise their products or services. Various industrial sectors have collaborated with PT Toekang Digital regarding advertising, such as plastic companies, banking, health clinics, beauty clinics, furniture companies, property companies, etc.

The increasing demand for copywriting services as an advertising medium for industry players has led PT Toekang Digital to make improvements by implementing good copywriting techniques so that advertisements can get maximum engagement.

Attention

PT Toekang Digital applies the element of attention to advertising creation using copywriting. Figure 2 shows the standards that PT Toekang Digital has set to produce attention elements in its advertisements.

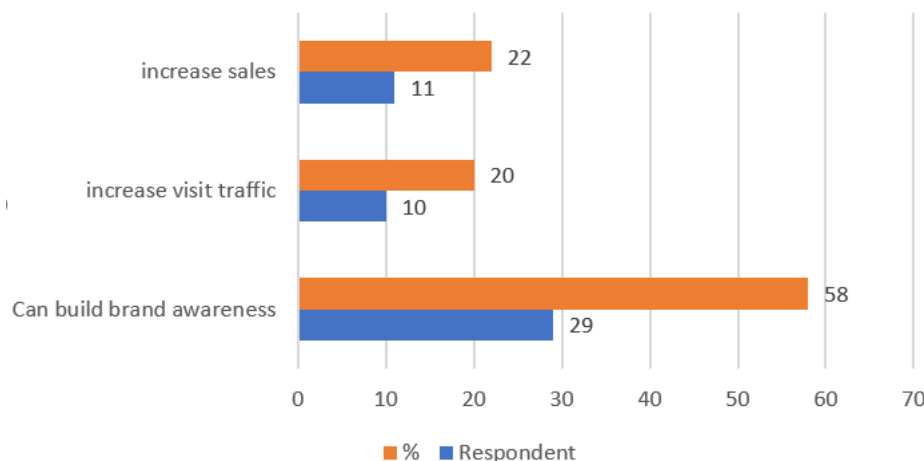


Figure 2. Elements that build attention in copywriting

Source : Data processed by researchers, 2024

Figure 2 shows that 29 people, or the equivalent of 58% of the attention element in advertising copywriting, must be able to build product brand awareness for consumers. Furthermore, ten people, or the equivalent of 20%, thought that advertisements aimed to increase advertising visit traffic. Eleven people, or the equivalent of 22% of copywriters, think

that if consumers are interested in visiting advertisements, this can increase sales and is an indicator that must be paid attention to.

Interest

PT Toekang Digital applies the element of interest to its advertising copywriting. Based on the questionnaire distributed, the results showed that there are five things that a copywriter must have to create an element of interest, as shown in Figure 3. Of the 50 copywriters who gave their opinions, 21 people (42%) considered that studying the product or service that will be advertised is a crucial thing to do. By understanding products and services, the information in advertisements will weigh exciting information. Furthermore, 20 people (40%) thought writing headlines was the key to attracting consumers to see advertisements. Apart from that, five people (10%) chose language style as an indicator that can bring out the element of interest in copywriting. Meanwhile, one person (2%) chose to look at competitors' copywriting styles and constantly evaluate the copywriting results and engagement obtained, which is one of the keys to continuing to develop to produce better copywriting. Finally, three people thought that evaluation needed to continue to be carried out to improve the quality of the copywriting produced. Figure 3 shows indicators for creating interest techniques in copywriting

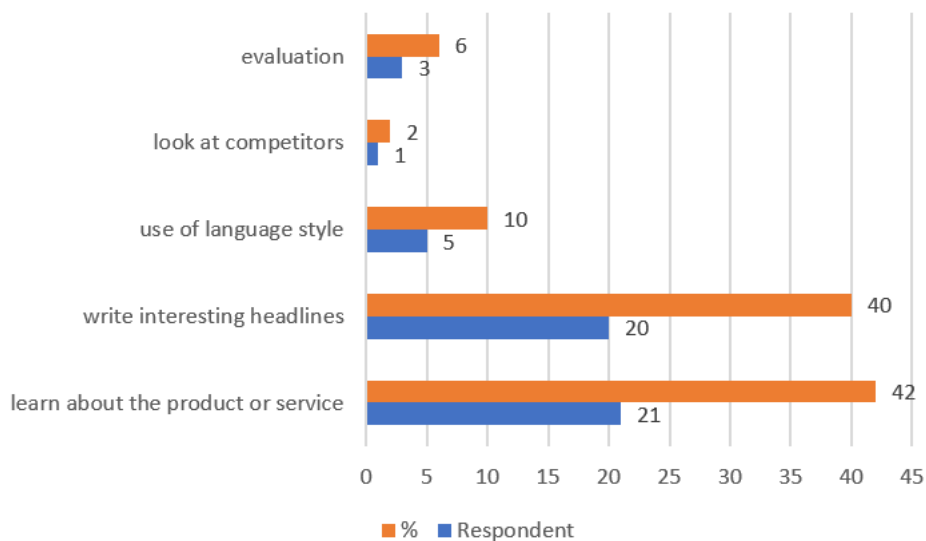


Figure 3. Interest technique indicator

Source : Data processed by researchers, 2024

Apart from that, Figure 4 also shows measuring tools that copywriters can use to produce attractive advertisements. 25 people (50%) think that the element of interest can also be brought to life in copywritten advertising content by applying content creativity in various formats in various media. Apart from that, ten people, or 20% of copywriters, concluded that with high interest, the company's website would be able to increase traffic from consumers. Three people (6%) chose that bringing out the element of interest requires repeated revision until the best copywriting results are obtained. The last twelve people, or the equivalent of 24%, said that research needs to be carried out by copywriters regarding trends and advertisements from competitors to generate interest in advertisements.

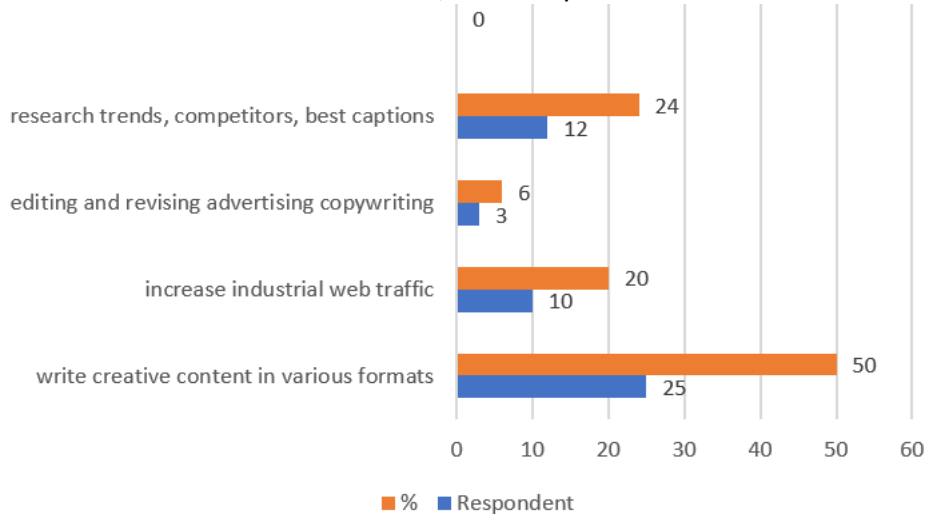


Figure 4. Attractive measure tools

Source : Data processed by researchers, 2024

Desire

Figure 5 shows the results of a questionnaire from 50 copywriters owned by PT Toekang Digital, bringing out the element of desire in copywriting. Based on the information obtained, it is known that 13 copywriters, or 26%, think that research skills are essential for copywriters to produce attractive advertisements. Seven people, or the equivalent of 14%, think that the ability to write with good storytelling techniques is also an added value in copywriting. Moreover, thirty people, or 60%, think that copywriting must be able to generate empathy that consumers can feel.

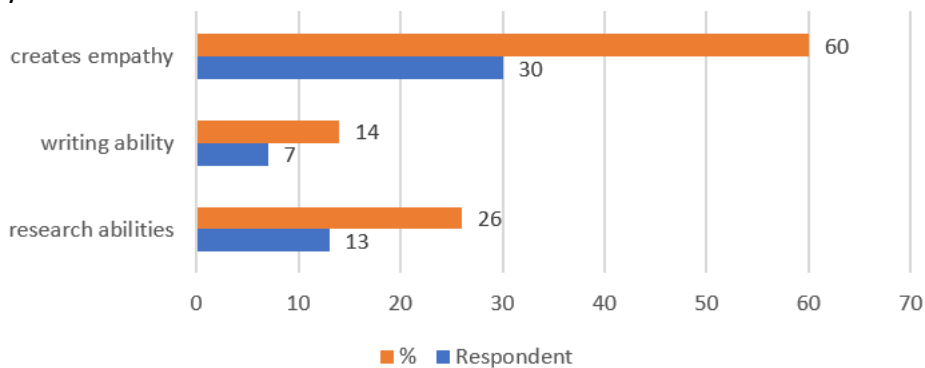


Figure 5. Desire technique indicators

Source : Data processed by researchers, 2024

Conviction

The conviction element in copywriting can be built in several ways, such as using original information without making it up. Apart from that, when including product photos, the copywriter uses original photos of the products or services offered. In other words, a copywriter is strictly prohibited from taking free images originating from internet media such as the Google search engine. Copywriters can also embed review videos related to the

products or services being advertised. In this way, consumers will have a sense of trust in the advertising product and be interested in buying.

Action

The action element in applying copywriting to advertising content by industry players can be proven through website traffic, social media visits, and the number of likes, comments, or shares. Suppose the results of applying copywriting techniques to industry advertisements show an increase. In that case, the copywriting techniques that PT Toekang Digital has implemented have succeeded in achieving the element of action. In terms of sustainability, it is hoped that consumers will be interested in making transactions to purchase products and services from advertising products.

Based on the analysis presented, PT Toekang Digital has implemented the AIDCA copywriting technique in creating advertising content. The five elements in AIDCA can be expressed as one unit in copywriting. Figure 6 shows an example of copywriting that applies the AIDCA technique. Meanwhile, Figure 7 is an example of copywriting that does not apply the AIDCA technique.



Figure 7. Copywriting with the AIDCA technique
Source : Data processed by researchers, 2024



Figure 8. Copywriting without the AIDCA technique
Source : Data processed by researchers, 2024

Figure 7 shows the attention element in the text "Disc Up to 60%". Meanwhile, the element of interest can be seen in the different colors of the embedded text, giving the impression of prominence and becoming the main focus of consumers when viewing the advertisement. Meanwhile, the elements of conviction and desire are provided through videos and embedded in existing advertising products. Figure 9 and Figure 10 show the engagement obtained from the copywriting obtained.

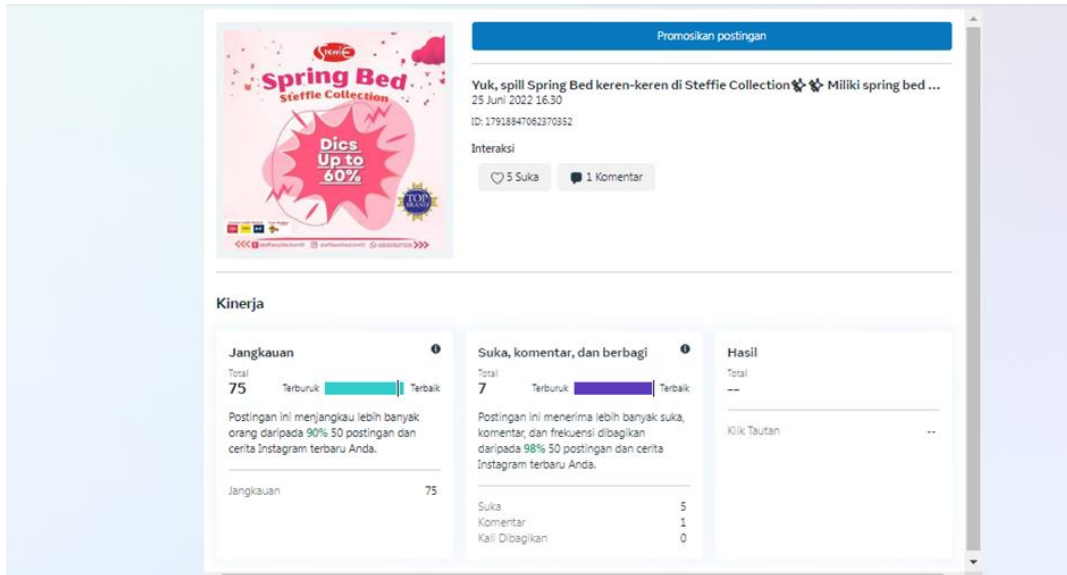


Figure 9. Advertisement engagement using AIDCA technique

Source : Data processed by researchers, 2024

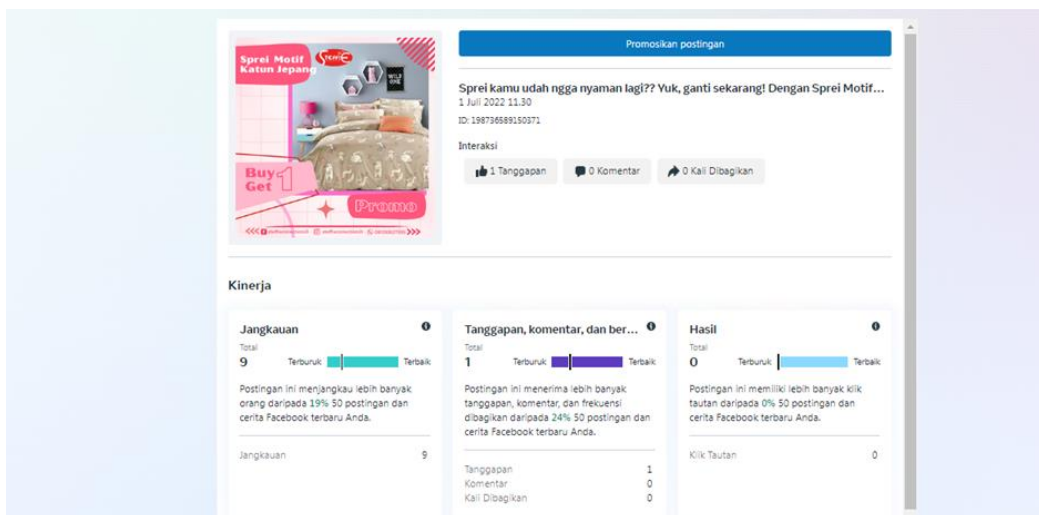


Figure 10. Advertisement engagement without AIDCA technique

Source : Data processed by researchers, 2024

Figure 9 and Figure 10 shows that there is a difference in advertising engagement between copywriting created using the AIDCA technique and without AIDCA. Ads with AIDCA implementation get more visitor reach than ads without AIDCA implementation. Apart from that, the number of actions of consumers who liked, commented, and shared the advertisement in Figure 9 received seven actions. In contrast, the ad in Figure 10 only received

one action in the same period after the advertisement was published on Instagram social media.

CONCLUSION

The AIDCA copywriting technique is an appropriate copywriting technique for creating advertising content for industry players who want to reach a broader range of consumers using social media. As has been implemented by PT Toekang Digital, the Attention element in copywriting includes the copywriter's ability to create brand awareness, increase advertising traffic, and increase sales. Meanwhile, the component of interest can be achieved if the copywriter can understand the advertised product or service description, write interesting headlines, choose the right language style, look at competitors, and conduct evaluations. Apart from that, this research concludes that copywriters can specifically write creative content, increase industry web traffic, edit and revise advertising content as needed, and research trends, competitors, and the best captions. Next, on the desired element, a copywriter needs to have skills in conducting research, writing, and creating a sense of empathy.

Meanwhile, with the element of conviction, copywritten advertising can grow consumer trust by including original photos, videos, and consumer testimonials. In the action element, through advertising on social media, consumers are encouraged to like, comment, and share the advertisement via their social media. Based on research, applying the AIDCA technique to copywritten advertising content has increased advertising traffic and consumer action through the like, comment, and share buttons.

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