

## Research Article

# Copywriting Marketing in Reaching the Target Market

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**ORCID**Aning Sofyan: <https://orcid.org/0000-0002-7295-7421>**Abstract.**

The government, in collaboration with relevant agencies, implements programs aimed at enhancing the competitiveness of business actors and equipping them with the necessary skills for business development. One such organization in Bandung Regency is the Independent Karsa Entrepreneurs Association, which operates under the guidance of the Industry, Trade, and Cooperatives Service in Bandung Regency, West Java. The association comprises members engaged in various sectors, including snack products, knitwear, clothing, and more. This article presents the findings of a research study conducted on copywriting marketing training and its effectiveness in reaching the target market. The study aims to analyze the members' understanding of copywriting marketing training, encompassing its forms, benefits, elements, and writing style. A descriptive research method was employed to gain a deeper understanding of the challenges associated with copywriting marketing training in effectively reaching the target market. Data for the study was collected by distributing research questionnaires to 30 group members who participated in the training. The sampling technique employed was census, ensuring the inclusion of all association members as research respondents. The results revealed that the association members possessed a high level of knowledge regarding the forms, benefits, and elements of Copywriting Marketing. They also demonstrated a strong understanding of the writing style required to effectively reach the target market through Copywriting Marketing strategies.

**Keywords:** copywriting marketing, target audience, SME Entrepreneurs Association.Corresponding Author: Aning Sofyan; email: [Aning.sofyan@unisba.ac.id](mailto:Aning.sofyan@unisba.ac.id)**Published** 30 October 2023

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## 1. Introduction

Business actors implement strategies to develop business, including reaching the product's target market. The Karsa Mandiri SME Entrepreneurs Association is challenged to be competitive in order to enter the market. The association has a Small and Medium Enterprises (SME) scale. Members of the association are active in running businesses, empowering the community and reducing unemployment. Various products are produced by the group members, such as snacks, clothes, and knitwear.

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Members of the association in running a business experienced obstacles in marketing to create opportunities and sales. To overcome this, group members must have the knowledge and skills to run a business through copywriting marketing training to reach the target market. This research supports product marketing communication activities such as sales promotion and personal selling. Research on servicescape and personal selling was conducted by (Tumbelaka & Loindong, 2014). The results of his research found that simultaneously and partially, servicescape and personal selling had a positive and significant effect on customer satisfaction. (Panjaitan & Lutfie, 2016)] examined personal selling on purchasing decisions; the study found that personal selling significantly affected purchasing decisions.

Based on interviews with members of the SME association, information was obtained that, in general, they want to be skilled at informing the product to the target market, but there are obstacles in marketing the product in writing in order to persuade the target market to buy the product because the written form will be uploaded on product promotion media such as Facebook and Instagram.

The problems experienced by the members of the SME association need to be given special attention to find a solution. Therefore, marketing communication training to reach the target market is one of the solutions to the problems it faces. By holding this training, entrepreneurs can know the forms, benefits, elements of copywriting and copywriting writing styles to reach the target market.

This training is carried out to members of the SME entrepreneur association because these entrepreneurs need copywriting marketing knowledge to reach the target market and are expected to have skills in compiling marketing copywriting which will be uploaded on their Facebook and Instagram media. Therefore, this research focuses more on copywriting marketing training in reaching the target market. The research method used is descriptive method to reveal a problem of copywriting marketing training in reaching the target market in more depth. Based on the background of the problem, the researcher is interested in conducting research on how copywriting marketing training can reach the target market for members of the Karsa Mandiri Entrepreneurs Association in Bandung Regency, West Java, Indonesia. The purpose of this study was to analyze the members' understanding of copywriting marketing training which includes forms, benefits, elements of marketing copywriting, and marketing copywriting writing styles.

## 2. Copywriting Marketing

The development of communication technology is increasingly rapid, and many MSME actors use technology and the internet to expand their market reach through digitization for advertising or digital marketing. In digital marketing, there are many branches to be studied, one of which is learning about copywriting. According to (Trijanto, 2001), copywriting is an essay intended for advertising, where the essay is made interesting in terms of the choice of words or sentences, style, and approach. In terms of manufacture, it is based on a plan that has been designed and structured. According to (Aji, 2020), writing is the process of producing writing that aims to sell something: products, services, or people, advertisements in newspapers, writings on billboards, sales emails, promotional statuses on Facebook, adlib advertisements on radio, and even promotional videos watched. The following is an explanation of the forms, benefits, elements of copywriting, and Forms of Copywriting. At first, copywriting was only used in making articles such as advertorials, sales letters, billboards, and also marketing media in other written forms. That is why this marketing technique is called copywriting (Jefkins, 2006). However, in this era of digital and online technology, copywriting is considered an important thing in marketing. Besides being able to be written in writing, the copywriting method can now also be applied in making a video script or podcast (Kotler et al., 2017).

Another copywriting ability is that it can be applied in various marketing media, such as text on landing pages, blog articles, social media posts, headlines, and meta descriptions, paid ads on Google or social media, and titles to YouTube video descriptions. Television commercials, product reviews on YouTube, and even short videos on how to use a product are examples of oral copywriting (Prayoga, 2015). Copywriting is at the core of almost every business. Without a copywriter, a business or company will not be able to share its message with potential customers to expand its market. All companies, government agencies, manufacturers, retailers, to non-profit organizations. They all need and use copywriters and their copywriting products (Kotler et al., 2017).

**Copywriting Benefits.** The benefits of copywriting include conveying messages, building an image (branding), offering solutions, personal branding, and delivering content on time. The first benefit of copywriting is to provide informative and educative messages. For example, seeing the advertisement for the herbal medicine Antangin, the advertisement mentioned the content and benefits of consuming Antangin for health. In the advertisement, red ginger and other ingredients are described as a powerful medicine for colds. Second, build an image (branding); building a product image is very important. A product will be ogled or not, depending on the desired image. For example,

if you want to sell services between packages of goods quickly, the image displayed is the speed.

Third, offer solutions by prioritizing the concept of sharing. The script writer understands that a product is born because there are obstacles and problems to be solved. Therefore, the solution to the problems felt by some people is what is offered. Consumers buy products based on the difficulties they feel and look for solutions to solve the problems they face. For example, patients who have heart disease will be interested in health products to treat heart disease.

Fourth, personal branding is an effort to build a product image. In other words, personal branding is an effort to develop trust, build connections, build credibility, and build an advantage and trust in products that potential consumers want to know. When building personal branding, it can't be done instantly, but it takes time and a process. So not just make copywriting once, but many times. The goal is to provide a stimulus to consumers for the product. Copywriting that is delivered repeatedly will build a frame of mind and build stereotypes about the products offered.

Fifth, the content is delivered at the right time, which is delivered at the right time and updated. Currently, consumer-favored copywriting is information that is updated and up-to-date. This timeliness can also be used as a strategy to attract potential consumers to buy the product. For example, companies that provide promos for the first ten purchases, or there are special discounts for those who are already members. Sixth, introduce the product. MSME actors to introduce their products can use social media and promotional messages (advertising) to introduce a product. In addition to these promotional messages, business actors can take advantage of programs such as giveaways, paid promotions, or invite collaboration with Key Opinion Leaders whose markets are in accordance with the audience and take advantage of followers.

Copywriting Elements According to (Jefkins, 2006), copywriting consists of several elements, namely, typography, headlines, sub-headlines, body copy, and closing words. First, typography is the art of choosing a typeface from hundreds of designs or typeface designs available, then combining a number of words according to the state of the available space, and then marking the script for the typesetting process which uses different thicknesses and sizes of letters. According to (Tinarbuko, 2008), there are several types of letter groups that need to be known, namely: first, Romein letters. A typeface with letter lines that show the difference between thick and thin and has a pointed foot or hook on each stem of the letter. Second, the letters Egyptian. A typeface with letter lines that have the same size thick on each side. In addition, the legs or hooks are straight and stiff. Third, San Serif fonts. A typeface with bold

outlines and no legs or hooks. This typeface is the most frequently found in most advertisements. Fourth, the letter Miscellaneous. A typeface puts more emphasis on ornamental value than its communication value; in other words, this typeface is more concerned with decorative and ornamental aspects. Fifth, script letters. A typeface that almost resembles handwriting and is spontaneous. Text, in addition to an attractive graphic display, is usually another important element that is considered in creating a promotional message, namely the writing element (text). The use of text in promotional messages must be persuasive, informative, and communicative in order to be able to convey the intended message. The text sections consist of headline (title), sub-headline, body copy (text/content), and closing word (concluding word).

**Copywriting Writing Style.** Copywriting must be able to create interesting word arrangements, combine various styles and types of words, or just use one. Copywriting must also be able to optimize the meaning of each word. According to (Trijanto, 2001), in compiling copywriting, one needs to understand the language style of a promotional message (advertisement) to be conveyed. The style of language is, first, exploratory, namely exploring or sharply reviewing the nature of products and services with accurate words. The words are used to drain all the physical and psychological capabilities of the advertised product. The exploration of the words in question strengthens the image and shows the actual facts. Second, Narrative in the form of a story (narrative) describes the advertised product in a storytelling setting. The choice of words contains an element of imagination and makes consumers keep prioritizing facts. When argumentative. Opinions whose contents affect consumers clearly and significantly. The form of argumentative writing underlines the idea or thought of the writing by relying on logical and objective opinions or arguments based on evidence. The copywriting style used puts forward the advantages of the product so that potential consumers are influenced by the information conveyed. Fourth, Rhetoric. The one who expresses the truth honestly uses simple words, but the impression it creates must be able to be approved by everyone who sees it. Fifth, informative. Provide detailed information about the products offered. Supporting data is delivered communicatively. Good copywriting, besides being attractive, must also be able to encourage readers to want to know more about the products or services offered.

### 3. Methods

Marketing copywriting training was held in collaboration with the management of the Sapta Mandiri Entrepreneurs Association with the Community Service team from the

Institute for Community Service and Research (LPPM) of the Islamic University of Bandung. There are 30 entrepreneurs who are members of the SME association as training participants who are respondents in this study. Participants are generally entrepreneurs who have a business of snacks, clothes, and knitting products. Based on the interview with the chairman of the association of SME entrepreneurs, participants cannot market the products they produce; therefore, copywriting marketing is very necessary.

Descriptive methods are used in research to measure research phenomena carefully and to collect facts (Singarimbun & Effendi, 2006). This research is directed to describe and reveal a problem, situation, or event systematically to reveal the facts in more depth (Rakhmat, 2004).

The research population was all 30 training participants. The sampling technique used is the census, where all members of the population become respondents in this study.

The instrument used in the research is a research questionnaire filled out by all respondents. The data collected in the study were in the form of respondents' opinions regarding the training material. The data is analyzed by means of, among others, grouping, tabulating, and presenting data based on variables and types of respondents to answer the problem formulation (Rakhmat, 2004).

#### 4. Finding

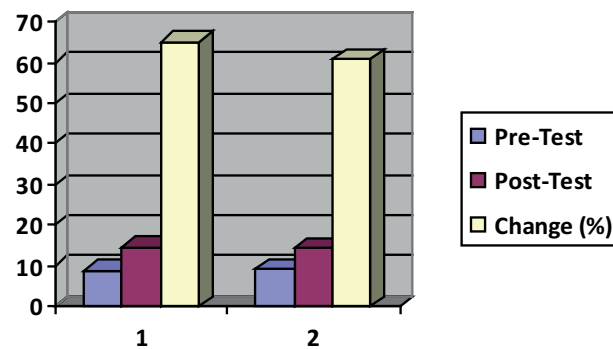
This study analyzes respondents' opinions about copywriting marketing training materials, including forms, benefits, and elements of marketing copywriting and marketing copywriting writing styles. Participants' knowledge of the forms, benefits, elements of copywriting marketing, and writing style of marketing copywriting are presented in table 1 below.

TABLE 1: Comparison of Pretest and Posttest Marketing Copywriting Training Value.

No	Material	Pretest Score	Posttest Score	Change (%)
1	Forms, benefits, and elements of copywriting marketing	8,86	14,63	65,12
2	Writing Style copywriting marketing	8,95	14,40	60,89

Source: *Marketing Copywriting Training 2022*

Knowledge of participants before attending training The form, benefits, and elements of copywriting marketing are low (8.86). After participants take the training material,



**Figure 1:** Comparison of Pretest and Posttest Marketing Copywriting Training Value.

participants become aware of and understand the forms, benefits, and elements of copywriting marketing. This is shown from the posttest results to be high (14.63). For example, participants understand that copywriting can be applied in various marketing media, such as text on landing pages, blog articles, social media posts, headlines, and meta descriptions. The benefits of copywriting include conveying messages, building an image (branding), offering solutions, personal branding, and delivering content on time. And copywriting consists of several elements, namely, typography, headlines, sub-headlines, body copy, and closing words. This is in line with the opinion of (Tumbelaka & Loindong, 2014) that the use of text in messages is informative, persuasive in order to be able to convey product promotional messages. Participants' knowledge of the second material, namely marketing copywriting writing style, before participating in the training (pretest) was low (8.95). Participants, after attending the training material, become aware of and understand the writing style of marketing copywriting, which is shown from the posttest results to be high (14.40). These findings show that this training provides benefits to the cognitive aspects of the participants. This increase was partly because participants tried to pay close attention to the material in the copywriting writing style, namely exploratory, in which participants explore or review the nature of the product sharply with accurate words. Tell a story. The third is argumentative, in which participants write articles whose contents affect consumers clearly and significantly. This form of writing is based on logical and objective opinions based on evidence. The results of this study are in accordance with the opinion of (Kotler et al., 2017) that the writing style in copywriting can be used as capital in marketing products. This is reinforced by the research of (A. Vincent & M. Webster, 2013) which found that trust in products is important in strengthening relationships. Research (Setyawan et al., 2016) also found that noncoercive power is a basic aspect in building marketing relationships.

The results of the practice on the simulation of marketing copywriting training materials showed that participants were able to apply the training materials well (average score of 76), and in this practice, the participants grew the courage to write marketing copywriting about their products which would be uploaded in their Facebook and Instagram content. The results of interviews with several participants said that they had confidence and enthusiasm to study the training material more deeply. The research findings, in accordance with the opinion of (Kotler et al., 2017) that copywriting is the core of almost every business; without a copywriter, a business or company will not be able to share their message with potential customers to expand their market. All companies, government agencies, manufacturers, retailers, to non-profit organizations. They all need and use copywriters and their products. This article will create a dialogue between marketers and potential consumers, enabling a brand to persuade its potential customers. Persuasion is not only in the form of promotion, but how a brand has benefits as a reason to buy a product. Marketers have marketing communication skills that are a provision in carrying out their duties (Shimp, 2014). The form of marketer activity can be in the form of personal selling as one of the interpersonal communication activities, which is the process of sending messages from someone and being received by others or a group of people with direct effects and feedback (DeVito, 2013). (Waringin, 2013), in personal selling activities, there are presentation activities that provide detailed explanations for generating sales (Caravella & Daley, 2005). (Kasali, 2005) and (Rakhmat, 2004) in writing, another thing that must be considered is that choosing certain words will inspire listeners to want to know more. (Urban, 2004) adds that someone presenting writings to market products must use words that have a positive meaning.

Based on this explanation, this research entitled copywriting marketing training in reaching the target market examines the forms, benefits, elements, and styles of copywriting, in contrast to the research conducted by (Yogantari & Ariesta, 2021) which found that creative copywriting affects the brand identity of takeaway coffee shops. Anindya's research (Anindya, 2022) found that writing Instagram captions can provoke customer engagement so that it can increase Instagram traffic, resulting in increased sales and expansion of the online shop marketing network.

## 5. Conclusion

In conclusion, firstly, the knowledge of group members regarding the participants' knowledge before participating in the training, the forms, benefits, and elements of copywriting marketing is low (8,86). After participants take part in the training material,



participants become aware of and understand the forms, benefits, and elements of copywriting marketing. This is shown from the posttest results to be high (14.63). Participants understand the forms, benefits, and elements of copywriting marketing that can be applied in writing for content on Facebook and Instagram media as product marketing media. Participants' knowledge of marketing copywriting writing style before participating in the training (pretest) was low (8.95). Participants, after participating in the training material, become aware of and understand the writing style of marketing copywriting, which is shown from the posttest results to be high (14.40). These findings show that this training provides benefits to the cognitive aspects of participants because participants try to listen to copywriting writing style material where participants can write in the exploratory, narrative, and argumentative styles to persuade the target market to buy the product. The results of the practice on the simulation of marketing copywriting training materials showed that participants were able to apply the training materials, which fostered the courage of participants to write marketing copywriting about the products to be uploaded to the product marketing media.

The suggestions put forward are, firstly, association members need to have a lot of interaction with various parties so that the ability of marketing copywriting to reach the target market becomes more honed. Second, participants need to learn more about the writing style of marketing copywriting so that participants have the ability to write content that will be uploaded on their product marketing media.

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