IMPLEMENTATION OF COPYWRITING STRATEGIES TO ENHANCE CONSUMER ENGAGEMENT AT PT TOUREZIA CAKRA INSPIRA

Internship Final Report

Arranged By

Arinta Nisa'us Syakiro – 22311508

INTERNATIONAL UNDERGRADUATE PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2025

IMPLEMENTATION OF COPYWRITING STRATEGIES TO ENHANCE CONSUMER ENGAGEMENT AT PT TOUREZIA CAKRA INSPIRA

Internship Final Report

Compiled and submitted to meet the final exam requirements in order to obtain a Bachelor's degree in Management Study Program Faculty of Business and Economics, Islamic University of Indonesia

Arranged By

Arinta Nisa'us Syakiro – 22311508

INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA
2025

DECLARATION OF AUTHENTICITY

Hereby, I declare that this final project that I have arranged as one of the requirements for obtaining a Bachelor's Degree in the International Undergraduate Study Program of the Management Department, Faculty of Business and Economics, Universitas Islam Indonesia, is my original work. As for the parts in the writing of the final project that I cited from other people's creations, the sources have been mentioned clearly in accordance with the norms, rules, and ethics of scientific writing. Suppose in the future it is found that all or part of this final project is not my work, or there is plagiarism in certain parts. In that case, I am willing to accept sanctions, including revocation of my bachelor status under applicable laws.

Yogyakarta, January 2026

Arinta Nisa'us Syakiro

22311508

APPROVAL SHEET OF ADVISOR

IMPLEMENTATION OF COPYWRITING STRATEGIES TO ENHANCE CONSUMER ENGAGEMENT AT PT TOUREZIA CAKRA INSPIRA

Arranged By:

Arinta Nisa'us Syakiro

22311508

Yogyakarta, September 2025

Has been Approved by:

Content Advisor,	**Language Advisor,**
Alldila Nadhira Ayu Setyaning, S.E., M.B.A	**Ima Dyah Savitri, S.S., M.A.,**

APPROVAL SHEET OF EXAMINER

IMPLEMENTATION OF COPYWRITING STRATEGIES TO ENHANCE CONSUMER ENGAGEMENT AT PT TOUREZIA CAKRA INSPIRA

Arranged By:

Arinta Nisa'us Syakiro

22311508

Has been evaluated and reviewed on …….

By The Board of Examiners:

Examiner I,	**Examiner II,**
XXXXX	XXXXX
Date :	Date :

BERITA ACARA UJIAN TUGAS AKHIR

TUGAS AKHIR BERJUDUL

IMPLEMENTATION OF COPYWRITING STRATEGIES TO ENHANCE CONSUMER ENGAGEMENT AT PT TOUREZIA CAKRA INSPIRA

Disusun oleh : Arinta Nisa'Us Syakiro

Nomor Mahasiswa : 22311508

Telah dipertahankan didepan Tim Penguji dan dinyatakan lulus
hari ini, tanggal: Kamis 26 Februari 2026

Pembimbing TA : Alldila Nadhira Ayu Setyaning, S.E., MBA.
Penguji : Raden Roro Ratna Roostika, S.E., MAC., Ph.D

Mengetahui

Dekan Fakultas Bisnis dan Ekonomika
Universitas Islam Indonesia

Prof. Johan Arifin, S.E., M.Si., Ph.D.

BERITA ACARA

PENETAPAN NILAI PUBLIKASI / DISEMINASI TUGAS AKHIR

301/BA.P/Prodi.Mnj/III/2026

Bismillahirrahmanirrahim,

Pada hari ini, Kamis, 5 Maret 2026, dinyatakan bahwa mahasiswa berikut:

Nama	: Arinta Nisa'Us Syakiro
No. Mahasiswa	: 22311508
Judul Tugas Akhir	: Implementation Of Copywriting Strategies To Enhance Consumer Engagement At PT Tourezia Cakra Inspira
Pembimbing	: Alldila Nadhira Ayu Setyaning, S.E., MBA.

Telah menyelesaikan publikasi/diseminasi tugas akhir dengan data sebagai berikut:

Judul Publikasi/Diseminasi	: Implementation Of Copywriting Strategies To Enhance Consumer Engagement At PT Tourezia Cakra Inspira
Media Publikasi/Diseminasi	: Jurnal
Kategori Media	: Jurnal Nasional
Nama Media	: Ekombis Review Jurnal Ekonomi & Bisnis
Konversi Nilai	: A

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Menetapkan, Dosen Pembimbing	Mengetahui, Kaprodi Manajemen S1
Alldila Nadhira Ayu Setyaning, S.E., MBA.	Abdur Rafik, SE., M.Sc.
NIK. 193110102	NIK. 133110105

PREFACE

Assalamu'alaikum Wr. Wb. Praise be to Allah SWT for all His grace and guidance that have been bestowed upon the author. The author also extends prayers and peace to the Prophet Muhammad SAW, who has guided humanity toward a better path and a brighter era. Thus, the author was able to complete the final research project entitled "Implementation of Copywriting Strategies to Enhance Consumer Engagement at PT Tourezia Cakra Inspira", which was prepared as a requirement for obtaining the Bachelor's degree (Strata-1/S1) in the Management Study Program, Faculty of Business and Economics, Islamic University of Indonesia. The process of preparing this research could not have been completed without the support and assistance of various parties; therefore, the author would like to express her deepest gratitude to :

1. All praise is due to Allah SWT, for His continuous guidance, facilitation, and blessings that enabled the completion of this research.
2. May peace and blessings be upon the Prophet Muhammad SAW, the most exemplary role model for all humankind, particularly for Muslims, until the end of time.
3. Mr. Johannes Arifin, S.E., M.Si., Ph.D., as the Dean of the Faculty of Business and Economics, for his leadership and support.
4. Mr. Abdur Rafik, S.E., M.Sc., as the Head of the Undergraduate Management Study Program, for his guidance and academic direction.
5. Mrs. Katiya Nahda, S.E., M.Sc., as the Secretary of the International Management Study Program. Thank you for guiding me with patience and for always being kind, cheerful, and positive, as well as for providing continuous encouragement throughout my four years of study. You have been not only a lecturer, but also like a sister to me, as you were always willing to listen to my concerns during my time at UII. Your support has given me positive motivation to step out of my comfort zone and to be more courageous in facing challenges.

6. Mrs. Alldila Nadhira Ayu Setyaning, as my content advisor. Thank you for your guidance, support, and encouragement that motivated me to complete my final report in a timely manner, as well as for assisting me whenever I faced difficulties during the preparation of my final project. Your responsiveness and willingness to promptly provide feedback whenever I needed assistance greatly supported my progress. This dedication and sincerity have truly motivated me, and I am deeply grateful for your genuine commitment, which inspires me to reciprocate all the kindness you have given.
7. Thank you for Ima Dyah Savitri, S.S., M.A., as the language advisor, who also plays a big role in helping me to complete this final report.
8. To my beloved parents, Papah Sunardi and Almh. Mama Daryani, thank you for the endless love, support, prayers, and encouragement you have given me. My mother's prayers throughout her lifetime, along with your constant attention, care, and efforts, have guided me to become a stronger individual as I move forward in my journey. Everything I have gone through and every step that has brought me to this point is made possible by your support, prayers, and trust in me throughout my struggles. I dedicate this important achievement to you, my other half and my greatest source of strength.
9. And to my beloved siblings, especially Mas Hadi, Mba Tia, and Mba Ati, thank you for your constant support, trust, financial assistance, love, and guidance throughout every stage of my journey. Your encouragement and the sacrifices you have made for me have been deeply meaningful and have continuously motivated me. Thank you for believing in the journey of your little sister; your support and dedication mean more to me than words can express.
10. I would also like to express my gratitude to myself for having the courage to persevere independently, for remaining strong and resilient through numerous challenges, and for being able to make decisive choices that have led me to this point.

11. To Hafez, the person I love, I would also like to express my heartfelt gratitude for your patience, kindness, support, and care. Thank you for always reminding me to strengthen my faith, to place my trust in Allah, and to maintain a positive mindset in this temporary life. Thank you for being present and for becoming an important part of my life.
12. And to my loyal friends who accompanied me from semesters one until five, Wanda and Olivia, thank you for being my warmest and best companions. Thank you for being the friends who listened to my struggles, stood by me throughout our shared journey, and took part in various activities during my academic life. Your positivity and encouragement have motivated me to grow into a better person. Your sincerity will always be remembered and will continue to inspire me in my future journey.
13. I would also like to extend my sincere gratitude to my DME friends who were willing to support me during the final stages of my academic journey Nova Imoet, Nadya Gumush, Najwa Cutie, and Tata Lemes. Thank you for being part of my struggles throughout my university years, for always helping, supporting, and encouraging me, for constantly inviting me to grab snacks and go to cafés even when I sometimes declined. Your presence has helped me grow into a more confident person and has made my days more colorful. Thank you, my soulmates.
14. I also like to express my sincere gratitude to all staff members of Tourezia for welcoming me and allowing me to become part of their team. Special thanks are extended to Mr. Haris for guiding me from the very beginning, when I had little knowledge, and for providing me with valuable insights and skills that will be highly beneficial and applicable in the professional working environment.
15. Lastly, I would like to express my heartfelt gratitude to the Dontol's family Wanda, Nova, Caca, and Icil for sharing joyful moments, motivation, and meaningful information with me. The knowledge, happiness, and cheerfulness you brought into my life helped me complete this final project with a light heart

and a sense of enjoyment throughout the final and meaningful stage of my academic journey. Thank you, my beloved and cherished friends.

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ABSTRACT

Digital marketing required effective communication strategies to maintain consumer engagement and support purchase intention. Copywriting plays a strategic role in delivering persuasive messages that communicate brand value. This study examined the implementation of copywriting strategies at PT Tourezia Cakra Inspira across digital platforms. This study employed a qualitative descriptive approach. Data was collected through semi-structured interviews with the Head of Digital Marketing and the Chief Business Officer (CBO), supported by observation and document analysis. The data was analyzed thematically. The findings indicated that PT Tourezia Cakra Inspira applied a structured copywriting workflow, including content briefing, planning, audience research, drafting, review, and publishing. Copywriting practices emphasized trust-building and engagement-oriented communication rather than direct selling. However, the absence of formal copywriting guidelines, standardized engagement indicators, and structured persuasion frameworks limited consistency and strategic effectiveness. Therefore, further formalization and evaluation are required to strengthen copywriting impact.

Keywords: Copywriting strategy; Digital marketing; Consumer engagement; Purchase intention

ABSTRAK

Pemasaran digital menuntut strategi komunikasi yang efektif untuk menjaga keterlibatan konsumen dan mendukung niat beli. *Copywriting* berperan penting dalam menyampaikan pesan persuasif yang merepresentasikan nilai merek. Penelitian ini bertujuan untuk menganalisis penerapan strategi *copywriting* di PT Tourezia Cakra Inspira pada berbagai platform digital. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui wawancara semi-terstruktur dengan *Head of Digital Marketing* dan *Chief Business Officer (CBO),* serta didukung oleh observasi dan analisis dokumen selama periode magang. Data dianalisis secara tematik. Hasil penelitian menunjukkan bahwa PT Tourezia Cakra Inspira menerapkan alur kerja *copywriting* yang terstruktur, meliputi perencanaan konten, riset audiens, penulisan, peninjauan, dan publikasi konten. Praktik *copywriting* menekankan pembangunan kepercayaan dan keterlibatan audiens dibandingkan penjualan langsung. Namun, belum adanya pedoman *copywriting* yang terdokumentasi secara formal, indikator keterlibatan yang terstandarisasi, serta kerangka persuasi yang jelas membatasi konsistensi dan efektivitas strategi. Oleh karena itu, diperlukan formalisasi dan evaluasi berkelanjutan untuk meningkatkan dampak strategi copywriting.

Kata kunci: Strategi *copywriting*; Pemasaran digital; Keterlibatan konsumen; Niat beli

CHAPTER I
INTRODUCTION

1.1 Company Profile

1.1.1 Company History

PT Tourezia Cakra Inpira was established as a limited liability company, with a primary focus on value-based tour and event services. The company began operations in August 2016 as a retail car rental business in Yogyakarta. Over time, PT Tourezia Cakra Inspira expanded its services to include bus rentals, homestay bookings, and tour organizations for both individual (B2C) and corporate (B2B) needs.

According to the website *PT Tourezia Cakra Inspira (2025)* from 2016 to 2019, the company showed significant growth by expanding its service scope and building a reputation as an integrated tour and event solutions provider, with a spirit of innovation, the company began refining its marketing strategis. Its also strengthened corporate governance and value-based services aligned with clients' organizational goals.

Driven by its mission to support every company and organization in managing value-based outcomes from tour and activities, PT Tourezia Cakra Inspira continues to demonstrate its commitment to growth and meaningful contributions. With the slogan "one week, one city, one tour & event, for a better life", the company aims to deliver positive experiences for all stakeholders.

Now, PT Tourezia Cakra Inspira aspires to become a multinational company, expanding into major cities across Asia and serving clients on five continents. Throughout its journey, the company continues to move forward with a vision of sustainable growth and success.

1.1.2 Vision and Mission

Vision:

"One week, One city, One tour & event, For a better life."

This vision reflected the company's ambition to deliver meaningful tour and event experiences, focusing on one city at a time, which have a positive impact on the lives of clients. This showed that each event is not just a business transaction, but an experience that aimed to enrich the personal and professional lives of participants.

Mission:

1. Supporting every company and organization worldwide in effectively managing the value-based outcomes of their tour or event activities, aligning them with each organization's strategic goals.
2. Empowering all teams and stakeholders by fostering growth, well-being, and meaningful contributions in every activity undertaken.

This vision and mission statement underscored that the company does not merely provide logistical services for events and tours but also acts as a strategic partner focused on creating measurable value aligned with clients' objectives.

1.1.3 Company Logo

Figure 1. 1 Company Logo

Source : PT. Tourezia Cakra Inspira

The logo of PT Tourezia Cakra Inspira is composed of a combination of visual and textual elements, which collectively reflect the company's identity as a professional and accessible travel and event solutions provider. The word "tour" in the logo is derived from the term "tourism," which reflects the company's primary focus within the tourism sector. The term "ezia" is derived from the word "easy," thereby signifying the company's commitment to providing practical and user-friendly services to its customers. This combination of words illustrates Tourezia's vision as a trusted and enjoyable service provider in the travel and event industry.

The graphic element in the form of an arrow pointing upwards symbolizes focus, growth, and the spirit to continue to develop for the better. The colors employed in the logo are imbued with profound symbolic significance. Blue signifies trust and professionalism, white symbolizes sincerity and simplicity, while black represents strength, formality, and luxury. The logo's design serves not only as a visual identity, but also as a representation of PT Tourezia Cakra Inspira's core values, which are centered on the provision of dedicated travel and event solutions.

1.1.4 Product or Service

PT Tourezia Cakra Inspira is a company engaged in the field of tour & travel organizing, focusing on planning and organizing various tourism activities and events for individuals, educational institutions, and corporations. The services offered include study tours, excursions, industrial visits, incentive tours, capacity building, and thematic tours such as outbound activities, amazing races, sports tours, adventures, and living-in programs. Some of the successful programs that have been implemented include: Edutrip SMPI Al-Azhar 1 Kebayoran Baru 2024, Sekolah Cikal Trip to Lombok 2024, Gathering Bank UGM 2024, Evermos IV Goes to Ambarawa 2024, Sumitomo Group Goes to Yogyakarta 2024, and Employee Gathering Daikin Applied Solutions Indonesia 2025. These services are tailored for various segments, including corporate, customer, and agent, each receiving an approach aligned with their characteristics and needs.

With a values-based approach, PT Tourezia Cakra Inspira ensures that every program aligns with the client’s goals and strategies. The company also introduces innovations in the form of digital catalogs and portfolios accessible via QR Code to streamline the selection and evaluation process. Supported by a professional and creative team, each program is designed to be engaging and impactful for participants, both educationally, motivationally, and emotionally. The flexibility in program design and the ability to tailor activities to participants' backgrounds make PT Tourezia Cakra Inspira a reliable strategic partner in event and travel management, both locally and in the global market.

1.1.5 Organizational Structure

PT Tourezia Cakra Inspira has an organizational structure consisting of several main departments that focus on financial management, operations, and digital marketing. Each department has a team and personnel with specific roles to support the

efficiency of the company's activities in the field of tour & event management.

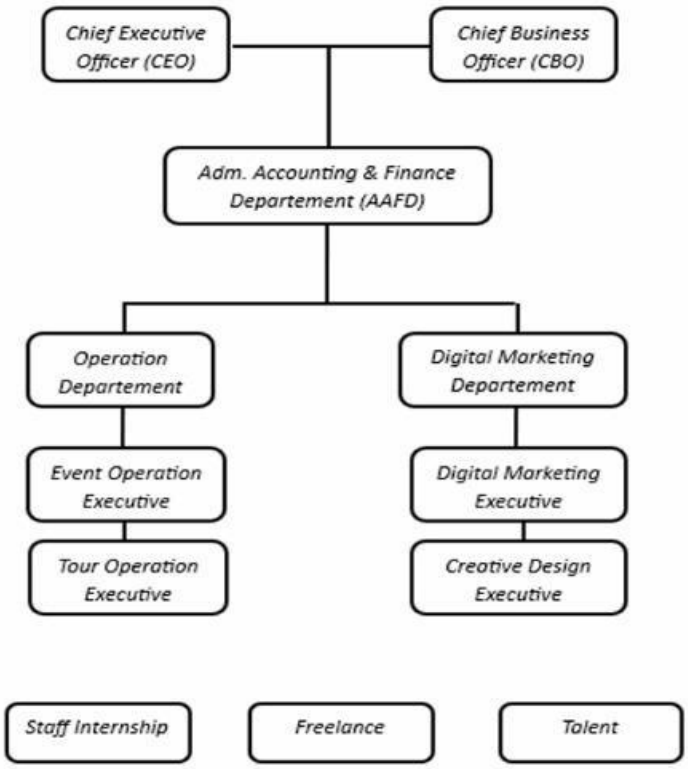

Figure 1. 2 Organization Structure

Source : PT. Tourezia Cakra Inspira

PT Tourezia Cakra Inspira has an organizational structure consisting of several main departments:

a) **Chief Executive Officer (CEO)**

   Responsible for managing and leading the company as a whole, making strategic decisions focused on growth, and ensuring that all departments operate effectively to achieve the company's goals.

b) **Chief Business Officer (CBO)**

Responsible for planning and managing the company's business strategy, including developing relationships with clients and business partners and overseeing the company's growth initiatives in the market.

c) **Administration, Accounting, & Finance Department**

Responsible for managing the company's finances, preparing financial reports, and planning and monitoring the company's budget.

d) **Operations Department**

Handles and manages the company's day-to-day operations, including planning and executing events, managing tours, and managing company projects. The operations department consists of two divisions, namely tour operation excecutive and the event operation excecutive, where the duties of both divisions are clearly tailored to their respective tasks.

e) **Digital Marketing Department**

Manages and designs the company's digital marketing strategies, including online advertising campaigns, social media management, and the design of visual materials supporting digital marketing. Within the digital marketing department, there are two divisions under it, namely the digital marketing division and the creative design division, whose purpose is to assist in product marketing, brand editing, content editing, etc.

Additional Information

a) **Number of Employees:**

PT Tourezia Cakra Inspira has approximately 6 permanent employees and is assisted by freelance employees and interns.

b) **Headquarters Location:**

Yogyakarta Office, Pogung Raya. Pogung Dalangan No. 25, Sinduadi. Mlati. Sleman. D.I. Yogyakarta

c) **Branch:**

Jakarta Office, Infiniti Office, Menara Cakrawala 12th Floor, Jl. M.H. Thamrin, Menteng Jakarta Pusat

d) **Key Achievements:**

As a company based in Yogyakarta with a branch office in Jakarta, PT Tourezia Cakra Inspira demonstrates significant professional performance despite being managed by a relatively small core team of approximately six permanent employees, supported by freelance staff and interns. In this context, work efficiency and cross-functional collaboration are key to the company's success in tackling the complexities of both national and international projects. With its headquarters located in Pogung Raya, Sleman, and a branch office in Menara Cakrawala Jakarta, PT Tourezia Cakra Inspira strategically reaches clients from various sectors, including government, education, and private industry, while strengthening its presence in the fields of event management and strategic communication.

During its operational period, PT Tourezia Cakra Inspira has successfully managed various large-scale and prestigious events that have become significant achievements in the company's portfolio. Some of these include organizing the International Conference on Big Data 2022, the SNA Workshop 2023, and collaborating with global institutions such as the International Organization for Migration (IOM) and the United Nations Counter-Terrorism Center (UNCCT). Additionally, the company has been entrusted with brand launch activities such as the Grand Launching of Spreading Love 2023 and has supported strategic institutions including Bank Indonesia, the Ministry of Health, PLN,

Huawei, Daikin, as well as higher education institutions like Gadjah Mada University and Telkom University. These diverse projects reflect the high level of trust clients have in the quality of services offered by PT Tourezia Cakra Inspira, as well as demonstrating the company's capability in building effective communication and creating impactful event experiences.

1.2 Background

In the digital era, content-based marketing has become a crucial strategy for organizations seeking to build and sustain consumer engagement. As competition intensifies across digital platforms, businesses are required not only to present their products or services visually but also to communicate persuasive messages that resonate with their target audience. One of the most essential components supporting this objective is copywriting, which plays a strategic role in shaping consumer perceptions and influencing decision-making processes through headlines, slogans, captions, and calls to action (Jesslyn & Agustiningsih, 2021).

Within digital marketing practices, copywriting functions as a bridge between visual content and audience interpretation. Previous studies have emphasized that attractive visuals alone are insufficient to drive engagement or purchasing behavior without being supported by effective textual elements. (Ariasih et al., 2023) demonstrated that while visual quality on TikTok did not directly influence impulse buying, its impact became significant when mediated by persuasive copywriting. This finding highlighted the importance of aligning written messages with audience emotions and expectations to maximize content effectiveness.

This issue is particularly relevant in the context of social media platforms such as Instagram and TikTok, where engagement is largely driven by captions and interactive messaging. Tricomi & Chilese (2022) found that emotionally driven and strategically structured copywriting can accurately predict engagement levels on

Instagram. Their study underscored the potential of optimized captions and calls to action in enhancing user interaction, especially when tailored to specific audience segments.

Recent data indicated that social media usage in Indonesia continues to grow significantly, positioning the country as one of the largest digital markets in the world. According to the website *Campaign brief Asia (2025)* report, the number of social media user identities in Indonesia has reached approximately 180 million, representing around 62.9% of the total population, an increase of about 26% compared to the previous year. Users spend an average of nearly 21 hours and 50 minutes per week on social media activities, reflecting the central role of these platforms in Indonesians' daily lives, not only for communication and entertainment but also for interactions with brands and products. This trend indicates that social media is no longer merely a communication channel, but a strategic space for marketing and audience engagement, particularly through compelling content such as emotionally and structurally optimized captions and calls to action.

Figure 1. 3 Source Of Brand Discovery 2025

Source : Campaign Brief Asia.com

This context becomes increasingly relevant when examined in relation to social media usage patterns in Indonesia. Based on data from *Campaign brief Asia (2025)*, social media serves as one of *Brand Discovery (2025)* the primary channels for brand discovery among Indonesian internet users. The Sources of graph showed that social media, both through advertisements and user-generated comments, occupies a dominant position, even surpassing television and brand websites. These findings underscore that content-based interactions, such as captions, comments, and persuasive messaging, play a strategic role in shaping audience perceptions and interest toward brands.

Figure 1. 4 Social Media Apps 2025

Source : Campaign Brief Asia.com

Furthermore, the Average Session Duration graph reveals that visually driven

and video-based platforms such as YouTube, TikTok, and Instagram record relatively high interaction durations per session. TikTok reports an average session duration of more than 11 minutes, while Instagram averages over 5 minutes per session. This high level of engagement indicates substantial opportunities for brands to deliver messages more effectively through emotional, relevant, and well-structured copywriting. In this context, captions and calls to action function not merely as visual complements, but as key elements that encourage deeper audience interaction with content.

Figure 1. 5 Self-Declared Platform Use in Indonesia (2025)

Source : Campaign Brief Asia.com

In addition, the Self-Declared Platform Use graph demonstrated that Instagram and TikTok rank among the most widely used platforms in Indonesia, with Instagram used by over 80% of internet users and TikTok approaching 80% usage. The dominance of these platforms further strengthens the argument that optimized copywriting strategies as proposed by Tricomi & Chilese (2022) are a crucial factor in enhancing engagement. With a large user base and high usage intensity, the

effectiveness of captions tailored to the characteristics of Indonesian audiences has the potential to generate a significant impact on interaction levels, emotional engagement, and user responses to digital marketing content.

Within the framework of content-based marketing strategies, copywriting plays a pivotal role as the element that translates brand value into persuasive and engaging messages. Effective copywriting functions not only as a tool for information delivery, but also as a mechanism for building emotional connections, guiding audience interpretation, and stimulating interaction. In the digital era, these functions are increasingly mediated through social media platforms, where concise captions, storytelling techniques, and calls to action determine how audiences perceive and respond to content. As social media environments are characterized by high content saturation and limited attention spans, the strategic quality of copywriting becomes a critical factor in differentiating brands and sustaining user engagement. Consequently, the effectiveness of social media marketing cannot be separated from how well copywriting strategies align with audience behavior, platform characteristics, and communication tone.

PT Tourezia Cakra Inspira, as an Event Organizer and Tour Organizer company operating in the creative industry, relies heavily on digital platforms to reach corporate clients, particularly Human Resource departments. Although the company has consistently produced visual content and actively utilized Instagram and TikTok, its engagement performance has not yet reached optimal levels. This condition suggests a potential gap between content execution and audience preferences, particularly in terms of copywriting effectiveness.

At PT Tourezia Cakra Inspira, copywriting is positioned as a strategic communication tool rather than merely a creative writing function. Based on the interview results, the company defines its copywriting strategy as a persuasive and relevant communication approach that aligns with the brand's professional identity and service characteristics. Each copy is designed with a clear objective, whether to build

brand awareness, increase engagement, or support conversion, particularly within a B2B and B2G context. The copywriting process begins with a structured briefing stage that identifies content goals, target audiences, platforms, and desired calls to action, followed by audience research, industry trend analysis, and competitor benchmarking. PT Tourezia emphasizes consistency in brand voice, adopting a tone that is professional, warm, and confident, while avoiding overly technical language and aggressive selling. Copywriting activities are implemented across multiple digital channels, with Instagram as the primary platform for engagement-oriented communication, TikTok for lighter storytelling-based branding, LinkedIn for corporate credibility, and websites, proposals, and digital catalogs for informative and conversion-driven messaging. The process is highly collaborative, involving digital marketing strategists, copywriters, creative designers, and supervisors to ensure message coherence, brand alignment, and content quality This finding aligned with the study by Thomas et al. (2022), which demonstrated that less aggressive and more audience-centered promotional communication tends to generate higher engagement and spending behavior. Recent studies further supported this approach, indicating that within B2B and B2G digital marketing contexts, timely, relevant, and audience-oriented content delivered throughout the customer journey significantly enhances engagement and fosters long-term relationship building (Salonen et al., 2024). In this context, the tendency toward informational yet still promotional messaging at PT Tourezia Cakra Inspira may partially explain the suboptimal engagement levels observed, indicating the need for a more conversational, emotionally resonant, and interaction-driven copywriting approach to better meet audience expectations

Based on these considerations, it can be inferred that the core issue faced by PT Tourezia Cakra Inspira lies not in content consistency but the structure. The lack of strategic guidance in copy development may cause messages to fall short in capturing attention and fostering meaningful engagement.

Therefore, this study focused on examining how copywriting strategies can be

optimized to improve digital engagement at PT Tourezia Cakra Inspira. By narrowing the discussion from the general role of copywriting in digital marketing to the specific challenges faced by the company, this research aimed to provide relevant insights and practical recommendations to enhance the effectiveness of its digital communication efforts.

1.3 Problem Formulation

During the internship, several specific issues were identified, namely:

1. The copywriting strategy has not yet been structured and documented systematically.
2. The effectiveness of copywriting in building consumer engagement was not optimally measured.
3. There was no specific adjustment of language strategy, persuasion technique and guidelines in the digital content development the could drive purchasing intention.

The problem formulation reflected the findings obtained during the internship period through observation and direct involvement in digital content development. Direct involvement in the process of creating digital content and marketing communication strategies gave author a deeper understanding of how the role of a copywriter is carried out in practice. Through observation and active participation, author found that copywriting plays a crucial role in shaping a company's image, enhancing audience engagement, and influencing purchasing decisions, particularly within the corporate segment. Therefore, a deeper understanding of the strategies and their implementation is essential for further research.

Based on the issues identified earlier, the research questions to be addressed

in this report are:

1. How Is PT Tourezia Cakra Inspira's Copywriting Strategy structurally Implemented?
2. How is the optimization of the role of copywriters in building consumer engagement?
3. What are the recommendations for copywriting strategies at PT Tourezia Cakra Inspira to increase purchase intention?

1.4 Research Objectives

This study is expected to provide a tangible contribution to PT Tourezia Cakra Inspira in improving the effectiveness of the copywriting strategies used in digital marketing communications. The results of this study are expected to serve as a basis for strategic decision-making, particularly in terms of improving content quality, communication approaches to specific audience segments, and efforts to build consumer engagement more optimally. With a more comprehensive understanding of effective copywriting strategies, the company is expected to strengthen its brand image and expand its market reach.

Specifically, the objectives of this research are:

1. To identify the role and contribution of copywriters in building consumer engagement through social media.
2. To develop a targeted copywriting strategy aligned with the characteristics of the company's target audience.
3. To provide concrete recommendations that can be applied by PT Tourezia Cakra Inspira to improve the effectiveness of its copywriting strategies.

1.4 Benefits of Implementing an Internship

1.4.1 Benefits For Students

1. **Soft skills Development**

   Students gain significant soft skills through their involvement in the workflow of the digital marketing and creative design teams. Activities such as coordinating content discussing revisions and evaluating post performance help enhance communications skills, teamworks, time management, and adaptability within a dynamic work environment.

2. **Hard skills enhancement**

   During the internship, students learn professional copywriting techniques such as applying the AIDA model Crafting persuasive captions, and adjusting language styles for corporate audiences, including interpreting engagement rates and evaluating message effectiveness on social media platforms.

3. **Professional Industry Experience**

   Students gain direct experience in the real workflow of digital marketing, starting from content planning, copywriting, and coordinating with the design team to performance evaluation. This experience equips students with practical insights into professional standards in the creative and marketing communication industries.

1.4.2 Benefits for the Company

1. **Talent Identification**

   The internship program assists PT Tourezia Cakra Inspira in identifying high-potential individuals who may be suitable for future recruitment. Through direct assessment of interns' performance, the company can evaluate their abilities, work ethics, and compatibility with the organization’s working culture.

2. **Fresh Insights and Creativity**

   Interns bring fresh perspectives that align with current digital trends, including communication styles, audience preferences, and popular content formats. These new insights serve as valuable input for the company in developing more innovative and market-relevant communication strategies.

3. **Operational Support**

   The presence of interns helps reduce the workload of internal teams, particularly in writing captions, preparing content, collecting engagement data, and assisting in content revisions. This support enables teams to work more efficiently and focus on long-term strategic development.

1.4.3 Benefits of the Internship Report

1. **Theoretical Contribution**

   This internship report offers theoretical contributions by strengthening the understanding of copywriting strategies in the context of digital marketing. Real-world analysis presented in this report enriches existing literature on persuasive communication, audience segmentation, and engagement development.

2. **Practical Insights for the Company**

   The report provides practical recommendations that can be applied by PT Tourezia Cakra Inspira to enhance the effectiveness of its copywriting strategies. The findings help the company identify successful content patterns, improve message quality, and reinforce its professional image in digital platforms.

3. **Improvement of Strategic Communication**

   Through the research findings, the company gains clearer guidance for developing communication strategies that are more targeted, consistent, and aligned with the characteristics of corporate audiences. The report

also helps the company better understand consumer needs in digital spaces, enabling more effective marketing strategy adjustments.

1.5 Implications/Contributions

1.5.1 Practical Contribution

This research is expected to provide practical contributions to PT Tourezia Cakra Inspira by offering strategic recommendations that can be directly implemented in the company's digital communication and marketing activities, particularly through copywriting approaches. By understanding how copywriting strategies are executed and how content is crafted to reach the right audience, the company can enhance the effectiveness of its messages across various digital platforms.

Furthermore, the findings of this research may assist the company in evaluating the effectiveness of language style, persuasive techniques, and media selection that align with the characteristics of its target audience, especially corporate professionals. These contributions are expected to improve content planning, increase audience engagement, and strengthen the company's professional image in the eyes of partners and potential clients. Ultimately, the research will support better decision-making based on real-world communication practices observed during the internship period.

1.5.2 Theoretical Implications

From a theoretical standpoint, this research contributes to the development of studies in the field of digital marketing communication, particularly in the context of copywriting strategies targeting corporate audiences. It provides a concrete illustration of how theories of persuasive communication, market segmentation, and engagement can be practically implemented by a strategic communications company.

In addition, the findings can serve as an academic reference for students, scholars, and practitioners who aim to understand the relationship between writing style and audience responsiveness. This research also opens opportunities for further

studies that explore the effectiveness of copywriting across various industries or digital platforms.

1.5.4 Expected Solution

The expected solution of this research is the development of a more effective, efficient, and market-relevant copywriting strategy tailored to the needs of PT Tourezia Cakra Inspira, particularly in reaching corporate segments. This strategy includes selecting the appropriate language style, applying suitable persuasive techniques, and planning content that builds a professional image while fostering audience trust.

Another expected solution is to enhance the company's ability to align its content with evolving client needs and to reinforce brand identity through consistent, compelling, and informative messaging. By implementing a more targeted strategy, the company is expected to optimize its marketing objectives, boost engagement, and sustainably expand its audience reach.

These solutions are intended to be practical and applicable for the internal team, including copywriters, content designers, and management, in shaping communication policies and promotional strategies in the future.

Furthermore, the research is expected to encourage the establishment of clearer copywriting guidelines and communication standards within the company. With more structured guidelines, the marketing team can maintain consistency in tone, message delivery, and brand representation across various digital platforms. This consistency is important in strengthening the company's professional image and increasing audience trust.

In addition, the findings of this research are expected to contribute to the development of more strategic digital marketing practices within the organization. By understanding how persuasive communication influences audience engagement, the

company can design more impactful promotional content. Ultimately, these improvements are expected to support the company's long-term marketing performance and strengthen its competitiveness in the tour and event industry.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Foundations

2.1.1 Copywriting in Digital Marketing

Copywriting is the art and technique of writing texts that aimed to influence and persuade audiences to take certain actions, such as buying products, signing up for services or interacting with digital content. In the context of digital marketing, copywriting plays an important role in building the appeal of brand communication through various platforms such as social media, websites, email marketing, and digital advertising. According to Bly (2020), effective copywriting is copywriting that is able to combine emotional and rational elements to create the desired response from readers.

Digital copywriting demands a deep understanding of audience characteristics as well as a mastery of persuasive writing techniques. Techniques such as storytelling, the use of power words, and message structures such as AIDA (Attention, Interest, Desire, Action) are often used to build connections and drive action. According to Deffers (2024) in his book entitled "Copywriting Sales Psychology, Advertising, Content Writing, and Marketing The AIDA model" he mentioned it is a classic approach in copywriting that helps structure messages to attract attention, build interest, create desire, and drive action. This technique involves elements such as a striking headline, an emotionally relevant message and a strong call to action. By following this flow, copywriting becomes more effective in guiding the audience through the buying process in stages.

2.1.2 Copywriting Strategy and Audience Segmentation

An effective copywriting strategy depends not only on persuasive writing skills,

but also on a deep understanding of market segmentation. In the context of PT Tourezia Cakra Inspira, market segmentation is an important foundation in determining the language style, tone, and message structure used. Because one of the main targets is the company, especially the HR division, the copywriting approach must prioritize clarity of information, a professional impression that builds credibility, and conveys direct and relevant benefits.

According to Berman, M. (2024) in his book entitled "Content and Copywriting The Complete Toolkit for Strategic Marketing" copywriters need to pay attention to psychographic aspects, namely the lifestyle and personal preferences of the audience as well as demographic and geographic aspects such as age, education, income, and location of residence. This information served to direct more targeted messages and build a more personalized connection with the audience. Therefore, understanding the target characteristics both demographically (such as job title and educational background), geographically (company location), and psychographically (corporate communication style) is key in designing an effective and appropriate copywriting strategy.

2.1.3 Copywriting and Engagement on Social Media

Social media has become the primary platform for creating engagement between brand an consumers, where the power of copywriting serves as the primary tool for driving interaction. Research by Shuqair et al. (2024) published in the Journal of Business Research showed that influencer facial expression and the match between products and endorsement types (utilitarian vs. hedonic) significantly influence engagement levels and purchase intent. These findings indicated that copywriting accompanying visual content must be tailored to the emotional context of the audience to maximize engagement effects. In the fast-paced digital environment, messege that are concise, targeted, and harmoniously integrated with visual elements have a greater chance of directly influencing audience responses.

In the context of PT Tourezia Cakra Inspira, which targeted the corporate segment, the copywriting approach must not only align with professional language but also consider emotional elements and visual credibility. Adapting the language style to the B2B audience context must be accompanied by a narrative that conveys reliability and service value concisely while still touching on personal aspects. In line with the findings of Shuqair et al. (2024), the integration of effective copywriting and appropriate visual used such as positive facial expression of professional figures can enhance trust and engagement, even in formal business communication such as HR or company service promotion.

2.1.4 Purchase Intention

Purchase intention refers to a consumer's conscious plan or willingness to purchase a product or service after being exposed to marketing stimuli, particularly in digital environments. In social media marketing, purchase intention is shaped not only by promotional exposure but also by consumer engagement with brand content, such as liking, commenting, and sharing, which reflects psychological involvement with the brand. Empirical evidence from digital service contexts showed that engagement played a crucial mediating role between marketing activities and purchase intention, while trust strengthened consumers' confidence and reduced perceived risk in the decision-making process (Otopah, 2026). Similarly, Duffett & Maraule (2023) confirmed that higher levels of customer engagement and perceived usefulness of content significantly enhance consumers' attitudes toward purchasing in digital platforms.

Furthermore, engagement in social network platforms functions as a strategic mechanism that connects marketing communication and consumer behavioral outcomes. Well-crafted marketing messages that are informative, relevant, and emotionally appealing can increase user engagement, which in turn positively

influences purchase intention. Ebrahimi et al. (2023) emphasized that user engagement in social media environments directly contributes to consumers' online purchasing behavior by strengthening interaction quality and perceived value. Based on these perspectives, purchase intention can be understood as the outcome of an integrated digital marketing process involving engagement and trust. In this study, purchase intention is positioned as an outcome variable that reflects the effectiveness of copywriting strategies and consumer engagement within the digital marketing activities of PT Tourezia Cakra Inspira.

2.2 Conceptual Framework

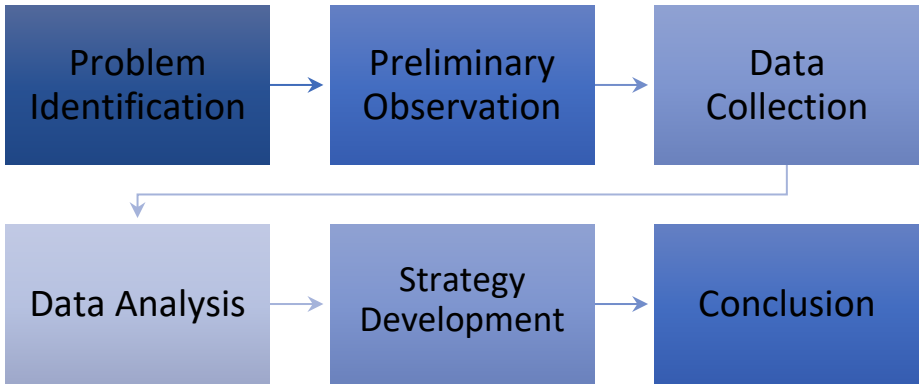

Figure 1. 6 Conceptual Framework

1. Problem Identification

Problem identification in this research began with examining the challenges faced by PT Tourezia Cakra Inspira in implementing effective copywriting strategies within its digital marketing activities. One of the main issues identified is the inconsistency between copywriting messages, visual content, and the characteristics of the targeted corporate audience. This condition affected the level of audience

engagement and limited the effectiveness of digital communication on social media platforms. The problem is further influenced by the need to adapt copywriting styles to rapidly changing digital trends while maintaining a professional brand image. This identification is based on initial observations of content performance and internal communication practices, which form the foundation for determining the focus and direction of the research.

2. Preliminary Observation

Preliminary observations are conducted to obtain an initial understanding of PT Tourezia Cakra Inspira's current digital marketing and copywriting practices. This stage includes observing the company's social media platforms, particularly Instagram, focusing on caption styles, calls to action, content consistency, and audience interaction levels. In addition, observations are made regarding how copywriting is integrated with visual design and brand messaging. These observations are complemented by a general review of digital marketing trends and copywriting approaches used in service-based industries. The purpose of this stage is to identify early assumptions, recognize potential gaps in communication strategies, and establish preliminary insights that will be further explored through qualitative data collection.

3. Data Collection

The data in this research are collected using qualitative methods. Data collection began with a literature review of relevant studies related to copywriting, digital marketing strategies, consumer engagement, and corporate communication on social media. Secondary data are obtained from publicly available sources, including PT Tourezia Cakra Inspira's website, social media content, and digital promotional materials. Primary data are collected through in-depth interviews with internal stakeholders who are directly involved in digital marketing, content creation, and

copywriting activities. These interviews aim to explore internal perspectives regarding current copywriting practices, challenges faced in engaging the target audience, and strategies used to improve communication effectiveness.

4. Data Analysis

Data analysis is conducted using a qualitative descriptive approach. Interview results are analyzed to identify key themes related to copywriting strategy, message consistency, audience targeting, and engagement performance. The findings from interviews are supported by insights from the literature review and observations of digital content. This analysis helped to uncover the main factors influencing the effectiveness of copywriting at PT Tourezia Cakra Inspira, evaluate existing practices, and identify gaps between planned strategies and actual implementation. The results of this analysis served as the basis for formulating relevant and applicable recommendations.

5. Strategy Development

This stage focused on developing strategic recommendations to improve the effectiveness of copywriting in PT Tourezia Cakra Inspira's digital marketing activities. The strategy development process involves designing more targeted and consistent copywriting approaches that align with the characteristics of corporate audiences and the company's brand identity. Recommendations included optimizing the use of persuasive copywriting models, strengthening the integration between textual and visual elements, and adjusting message delivery based on platform-specific characteristics. The objective of this stage is to enhance audience engagement, improve communication clarity, and support the company's digital branding efforts.

6. Conclusion

The final stage of this research framework involved drawing conclusions based on the overall research process. This section summarized the main findings related to the implementation of copywriting strategies at PT Tourezia Cakra Inspira, the identified challenges, and the effectiveness of current digital communication practices. In addition, this stage presented practical recommendations that can be applied by the company to improve copywriting performance and audience engagement in the future. The conclusions are expected to provide both academic contributions and practical value for the company's ongoing digital marketing development.

CHAPTER III
METHODOLOGY

3.1 Research Approach

3.1.1 Type of Research

This research applied qualitative methods to gain an in-depth understanding of copywriting practices within the digital marketing activities of PT Tourezia Cakra Inspira. Qualitative methods are used to explore participants' perspectives, experiences, and interpretations regarding communication strategies as they occur naturally within an organizational setting. According to Creswell (2009), qualitative research is appropriate when the objective is to understand processes, meanings, and contextual conditions from the viewpoints of individuals involved, rather than focusing on numerical data or statistical generalization.

Data collection in this study is conducted through in-depth interviews, observation, and document analysis, which are commonly applied techniques in qualitative research Creswell (2009) emphasize that interviews allow researchers to obtain direct insights into participants' experiences. observations and documents serve as supporting sources to strengthen data credibility and provide contextual depth. These methods enabled the researcher to capture detailed information related to copywriting workflows, message development, and digital communication practices at PT Tourezia Cakra Inspira.

Furthermore, qualitative research allows flexibility and an iterative research process, where data collection and analysis may occur simultaneously. Creswell (2023) highlighted that this iterative nature enabled researchers to refine emerging findings and interpretations throughout the research process. By applying qualitative methods, this study produced context-based insights that are closely aligned with actual organizational practices, ensuring that the findings are relevant for improving

copywriting effectiveness and digital marketing communication strategies at PT Tourezia Cakra Inspira.

3.2 Expertise

This study applied purposive sampling as a qualitative sampling technique, in which informants are deliberately selected based on their expertise, relevance, and direct involvement in copywriting and digital marketing activities at PT Tourezia Cakra Inspira. Purposive sampling is considered appropriate for this research because the objective is to obtain in-depth and context-specific insights rather than to achieve statistical generalization. By focusing on individuals who are directly responsible for strategic decision-making and content execution, the researcher is able to capture rich and meaningful data related to the implementation of copywriting strategies in building consumer engagement.

The strength of purposive sampling lies in its ability to ensure that the selected participants possess sufficient knowledge and practical experience related to the research topic. In the context of this study, the research focused on analyzing copywriting strategies within digital marketing practices, particularly in engaging corporate audiences (B2B & B2G). Therefore, participants were chosen from internal stakeholders who play key roles in planning, creating, and evaluating digital content and marketing communications. This approach allowed the researcher to explore not only what strategies are used, but also how and why certain copywriting decisions are made within the organization.

Based on these considerations, the informants selected in this study consisted of internal professionals at PT Tourezia Cakra Inspira who are directly involved in digital marketing and business strategy. These include individuals from the Head of Digital Marketing and Chief Business Officer (CBO).

The selected informants in this study include :

1. Name : Haris Aji Hogantoro
   Division : Head of Digital Marketing
   Responsible for designing and managing the company's digital marketing strategies, including content and copywriting planning, social media management, and campaign performance evaluation. This role ensured that digital communication aligns with the brand identity and effectively increases audience engagement.

2. Name : Istanto Hudayana
   Division : Chief Business Officer (CBO)
   Responsible for formulating and overseeing the company's overall business strategy, including marketing direction and corporate positioning. The CBO ensures that digital marketing and copywriting strategies support business objectives and long-term company growth.

3.3 Identification of the main problem and research objectives

3.3.1 Main Problem

PT Tourezia Cakra Inspira Faced challenges in developing effective copywriting strategies that are able to consistently build consumer engagement across various digital platforms. Differences in audience characteristics, content objectives, and communication channels often result in uneven message effectiveness. Some digital content platform well in attracting attention and engagement, while other content fails to deliver the intended communication impact. This condition indicated that copywriting strategies have not yet been optimally aligned with audience needs, platform characteristics, and marketing objectives, which may limit the overall effectiveness of the company's digital marketing performance.

3.3.2 Supporting Problems

1. **Lack of audience-specific copywriting adaptation**

One of the supporting problems is the difficulty in adapting copywriting messages to different target audiences, particularly in the B2B and B2G segments. Each segment requires a distinct communication tone, message structure, and value proposition. Without proper audience segmentation and message customization, copywriting content may fail to resonate with its intended audience and reduce engagement levels.

2. **Inconsistent content performance across digital platforms**

PT Tourezia Cakra Inspira utilizes various digital platforms such as Instagram, LinkedIn, and the company website for marketing communication. However, not all platforms show consistent engagement results. Differences in platform algorithms, user behavior, and content formats require specific copywriting approaches, which are not always optimally applied.

3. **Limited integration between copywriting and visual design**

Another challenge is the lack of full integration between copywriting and visual design elements. Effective digital marketing communication requires synergy between textual messages and visual components. When copywriting is not aligned with design and branding elements, the overall message becomes less impactful and harder for audiences to remember.

4. **Rapid changes in digital marketing trends**

Digital marketing trends change rapidly, influenced by social media dynamics, audience preferences, and technological developments. Copywriting strategies that are not adaptive to these changes risk becoming outdated and less engaging. This creates pressure for continuous adjustment in tone, format, and messaging style.

5. **Limited evaluation of copywriting effectiveness**

The company faced challenges in systematically evaluating the effectiveness of

copywriting content. Without clear performance indicators and structured evaluation, it becomes difficult to identify which copywriting approaches are most effective in driving engagement and which require improvement.

Table 3. 1 Problem Encountered Recapitulation

No	Identified Problem	Related search Objectives
1.	**Main Problem :** Ineffective and inconsistent copywriting strategies across digital platforms	To analyze the effectiveness of copywriting strategies used by PT Tourezia Cakra Inspira in building consumer engagement
2.	**Supporting Problem :** Lack of audience-specific copywriting adaptation	To identify how copywriting messages can be better tailored to different target audience segments
3.	**Supporting Problem :** Inconsistent content performance across platforms	To evaluate the suitability of copywriting strategies for different digital marketing platforms
4.	**Supporting Problem :** Limited integration between copywriting and visual design	To examine the role of copywriting–design alignment in strengthening digital communication effectiveness
5.	**Supporting Probem :** Rapid changes in digital marketing trends	To explore adaptive copywriting strategies in response to evolving digital marketing trends
6.	**Supporting Problem :** Limited evaluation of	To assess methods for measuring and improving

	copywriting effectiveness	copywriting performance in digital marketing

3.4 Sources of Data

This research employed both primary and secondary data sources to obtain a comprehensive understanding of copywriting strategies and digital marketing communications in enhancing customer engagement within the corporate market segment (B2B & B2G) at PT Tourezia Cakra Inspira. The integration of these two data types allowed the study to capture both empirical insights and theoretical perspectives relevant to the research objectives.

Primary data refers to data collected directly by the researcher through first-hand methods. According to (Creswell, 2023), qualitative primary data can be obtained through in-depth interviews, focus group discussions, or direct interactions with participants using open-ended questions to explore their views and experiences. In this study, primary data were collected through in-depth interviews with key informants at PT Tourezia Cakra Inspira who hold strategic roles in the planning, development, and implementation of copywriting and digital marketing strategies. These informants included the Head of Digital Marketing, who provided insights into overall copywriting direction and engagement strategies; the Head of Creative Design, who explained the integration of textual and visual elements in communication; and the Chief Business Officer (CBO), who contributed a broader strategic and business-oriented perspective. These interviews enabled the researcher to gain in-depth, contextual, and practical insights into how copywriting functions as a strategic tool for building strong customer engagement in the corporate market.

Secondary data consist of information that has been previously collected,

published, or documented by other parties. In this research, secondary data were obtained from books, international journals, official company websites, industry reports, relevant news articles, and analyses of current trends in digital marketing and copywriting. Books and peer-reviewed international journals provide a strong theoretical foundation and validated research findings, ensuring the reliability and academic credibility of the study. Meanwhile, company websites, industry reports, and news articles offer contextual information regarding PT Tourezia Cakra Inspira's business environment and market dynamics. Additionally, the examination of current trends in digital marketing, copywriting practices, and consumer behavior supports the relevance of the study to contemporary industry developments.

By combining both primary and secondary data sources, this research ensured a well-rounded, valid, and credible analysis of copywriting strategies and digital marketing communications at PT Tourezia Cakra Inspira, particularly in understanding their role in increasing customer engagement within the corporate market segment.

3.5 Data Collection Techniques

According to Creswell (2023), data collection is a series of interrelated activities to obtain relevant and quality information in order to answer research questions. In research, the data collection process can be carried out in various ways, such as using certain instruments or tests, conducting direct observations in the field, or through open interviews without predetermined questions. This approach allowed researchers to obtain in-depth data that is relevant to the research needs.

3.3.3.1 Observation

According to Johnson R & Christensen L (2014), observation in research is defined as the process of observing patterns of behavior in people in certain situations to obtain information about the phenomenon of interest. Researchers need to be inconspicuous so as not to influence what is being observed. Observation is considered

important because it can record actual behavior rather than relying solely on self-reports, which sometimes do not correspond to actual actions.

In this study, the researcher used the observation method to obtain direct data on the activities of the creative team at PT Tourezia Cakra Inspira. The researcher conducted limited participatory observation of the dynamics of the copywriting team, the creative process of content creation, and the interactions that occurred during the planning of digital campaigns. The observation was carried out at the company's headquarters in Malang, with a primary focus on how copywriting strategies were implemented to increase consumer engagement through the company's social media.

3.3.3.2 Interviews

According to Creswell (2009), interviews are a data collection method in which an interviewer (researcher or research assistant) asks questions to a participant (respondent) to obtain research data. Interviews can be conducted in person or by telephone. The advantage of this method is the interviewer's flexibility in using probes or follow-up questions to obtain clarity or additional information from the respondent

In this study, the interview method was used as a qualitative primary data collection technique to gain an in-depth understanding of copywriting practices in digital marketing activities at PT Tourezia Cakra Inspira. The researcher conducted semi-structured interviews with key informants, namely the Head of Creative Division, Social Media Specialist, and internal Copywriter.

These interviews were conducted in person using a set of questions based on the research questions. The focus of the interviews was to explore information about the company's copywriting strategies, the role of the creative team in building audience engagement on social media, as well as the challenges and adaptations made in the digital content production process. These interviews provided important contextual data and reinforced the researcher's observations during their internship at the company.

3.3.3.3 Secondary data Analysis

Secondary data consist of information that has been previously collected, documented, or published by other parties and is reused to support academic research. The use of secondary data allows researchers to develop a solid theoretical foundation and to understand the research context comprehensively without direct intervention in the research setting. Secondary data are considered reliable when derived from peer-reviewed academic publications and credible institutional sources (Bryła et al., 2022)

In this study, secondary data analysis was employed to support the examination of copywriting strategies within digital marketing activities at PT Tourezia Cakra Inspira. Secondary data were obtained from academic books, international open-access journals, the company's official website, industry reports, and relevant news articles. International journal publications were used to construct the theoretical framework related to content-based marketing strategies, the role of copywriting in social media, and its relationship with consumer engagement. Tamila Kartsivadzer (2022) emphasized that copywriting in social media functions as a strategic communication element that influences audience perception and stimulates interaction through persuasive and relevant messaging. Furthermore, Bryła et al (2022) demonstrated that the quality of social media marketing content including narrative structure and communication style has a significant impact on consumer engagement. Industry reports and analysis of current digital marketing trends were also reviewed to provide empirical context regarding social media usage and copywriting practices in Indonesia. Through this approach, secondary data enable the researcher to connect PT Tourezia Cakra Inspira's copywriting practices with established academic insights and contemporary industry developments.

3.3.3.4 Document and Literatur Review

Document and literature review is a systematic process of examining written sources that are relevant to the research topic, including organizational documents, online publications, and scholarly literature Creswell (2023). This method is essential

for strengthening research validity through data triangulation and contextual analysis.

In this research, document and literature review were conducted by examining information from the official website of PT Tourezia Cakra Inspira to understand the company profile, services, target market, and positioning as an Event Organizer and Tour Organizer in the creative industry. In addition, international open-access journal articles were analyzed to identify empirical patterns related to digital marketing and copywriting practices. Trunfio & Rossi (2021) explained that social media engagement is influenced not only by visual elements but also by the quality of messaging and communication structures that sustain audience attention. Therefore, literature related to copywriting trends, consumer behavior, and social media engagement provides an essential theoretical basis for analyzing the effectiveness of copywriting strategies implemented by PT Tourezia Cakra Inspira. Through this approach, secondary data function as supporting evidence that enhances the analytical depth and relevance of the study.

3.6 Unit of Analysis

The unit of analysis in this study consisted of individuals who have direct and strategic roles in the planning, creation, and management of copywriting strategies and digital marketing communications at PT Tourezia Cakra Inspira. These individuals act as key decision-makers as well as primary executors whose responsibilities significantly influence how content is designed, structured, and implemented to enhance customer engagement, particularly within the corporate market segment (B2B & B2G).

This unit of analysis was selected due to its strong relevance to the research focus on the strategic role of copywriting in digital marketing communications. The individuals involved play a direct role in determining how messages are formulated, delivered, and aligned with the company's business objectives. Their roles were essential in shaping audience perception, engagement levels, and the overall

effectiveness of digital communication strategies. In addition, the researcher's involvement in the research process enabled the acquisition of in-depth insights and practical experience that support the achievement of the research objectives.

The primary units of analysis in this study included the Head of Digital Marketing and the Chief Business Officer (CBO). The Head of Digital Marketing is responsible for designing, directing, and evaluating the company's digital marketing activities, including the implementation of copywriting strategies across various digital channels. This role involved analyzing target audiences, selecting appropriate communication platforms, and ensuring that copywriting messages are aligned with brand objectives and customer engagement targets, particularly within the corporate market segment.

Furthermore, the Chief Business Officer (CBO) is included as a unit of analysis due to their strategic role in overseeing the overall business direction and ensuring alignment between marketing initiatives and organizational goals. The CBO provides a holistic perspective on business development, client relationship management, and the integration of marketing strategies including copywriting into the company's value proposition for the corporate (B2B & B2G) market segment.

By focusing on these two strategic roles, this study captured the integration of strategic and business perspectives within the digital communication process at PT Tourezia Cakra Inspira. This approach enabled a comprehensive understanding of how copywriting is used as a strategic tool to build strong customer engagement in the corporate market segment.

CHAPTER IV
RESULTS AND DISCUSSION

4.1 Result

4.1.1 Implementation of Instagram Copywriting Strategy at PT Tourezia Cakra Inspira

PT Tourezia Cakra Inspira implemented its copywriting strategy on Instagram as a strategic and structured communication process aimed at strengthening brand positioning and audience engagement, particularly within the B2B and B2G market segments. Based on in-depth interviews and direct participation during the internship period, copywriting at PT Tourezia Cakra Inspira is positioned not merely as a creative writing activity, but as a strategic communication tool that supported the company's marketing objectives. The Head of Digital Marketing explained that copywriting is defined as a persuasive and relevant communication approach aligned with the company's brand character and service orientation, where each piece of copy is intentionally developed to achieve specific goals such as building brand awareness, increasing engagement, or supporting conversion. This indicated that Instagram copywriting is integrated into the company's broader digital marketing strategy rather than being treated as an ad hoc content activity.

The implementation of the Instagram copywriting strategy followed a structured workflow that begins with a content briefing stage. During this stage, the Digital Marketing team, copywriter, and intern collaboratively determine content objectives, target audience characteristics, posting formats, and expected calls to action. The researcher was directly involved in this briefing process, enabling participant observation of how strategic decisions are translated into copywriting direction. Following the briefing stage, the process continued with audience research and content planning. PT Tourezia Cakra Inspira utilized a content planning document in the form of a Google Sheet to organize posting schedules, content themes, communication angles, and caption outlines. This document functioned as an operational guide to ensure consistency and alignment between copywriting content

and campaign objectives, although it has not yet been formalized into an official written copywriting guideline.

After the content planning stage, the copywriting process proceeded to the drafting phase, which is handled by a single designated copywriter. The use of one copywriter played a significant role in maintaining consistency in tone of voice, language style, and message structure across Instagram content. In this stage, captions are developed by adapting audience insights, selecting appropriate emotional or informational angles, and applying persuasive techniques such as storytelling, soft selling, and contextual calls to action. Once the draft copy is completed, it underwent an internal review and revision process conducted by the Digital Marketing team to ensure clarity, relevance, and alignment with the company's professional brand identity. Revisions are made when necessary before the content is finalized and published on Instagram.

Instagram is deliberately selected as the primary platform for copywriting implementation due to its engagement-oriented characteristics and its relevance to the company's target audience. The copywriting strategy applied on Instagram emphasized emotional resonance, shared experiences, and relationship building rather than direct promotional or hard-selling messages. Captions are written using a professional, warm, and communicative tone while avoiding overly technical language. This approach reflected the company's effort to balance professionalism with approachability, which is essential in engaging corporate clients and decision-makers who prioritize trust and credibility in brand communication.

Consistency in brand voice is a key characteristic of the Instagram copywriting implementation at PT Tourezia Cakra Inspira. Although the company did not yet possess a formally documented copywriting guideline, consistency is maintained through internal coordination, shared understanding of brand values, and the

centralized role of a single copywriter. The tone of voice consistently applied across Instagram content is professional, warm, and confident, while the language style remains human-centered and easy to understand. This consistency enabled audiences to recognize the brand's communication style across different posts and content formats, thereby strengthening brand identity and reinforcing the company's credibility as a professional event organizer and tour organizer.

To provide a clearer representation of this implementation process, a visual illustration of the Instagram copywriting workflow is presented in Figure 4.1.

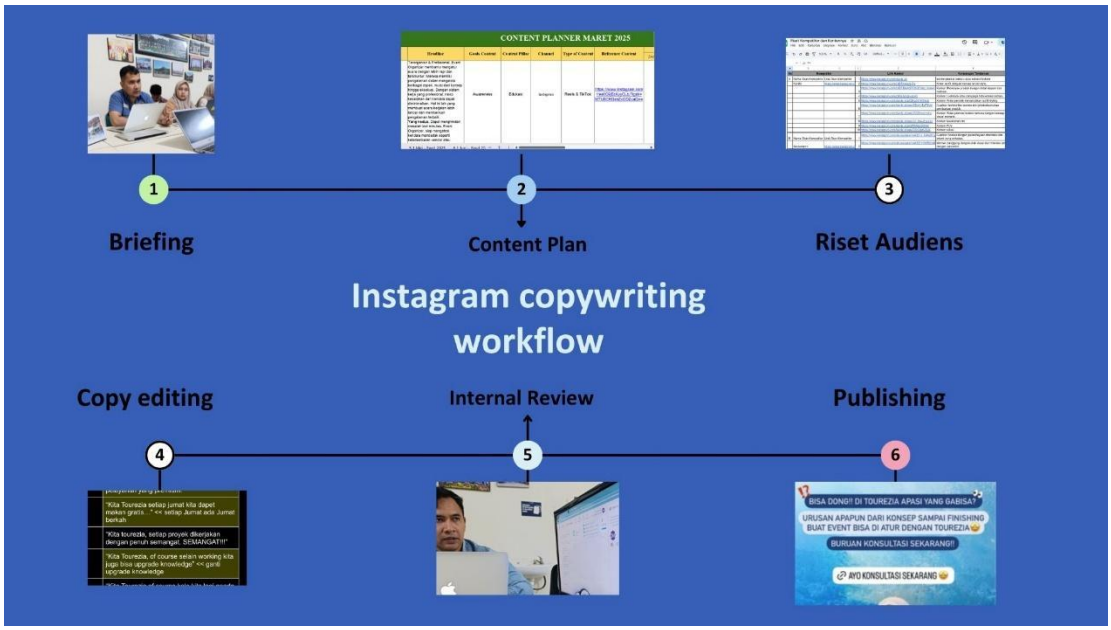

Figure 4. 1 Instagram Copywriting workflow

Source : Website and Internal PT Tourezia Cakra Inspira

Figure 4.1 illustrated the implementation workflow of the Instagram copywriting strategy at PT Tourezia Cakra Inspira, as observed during the internship period. The workflow consisted of six interrelated stages that demonstrate how

copywriting is systematically planned, developed, evaluated, and published on Instagram.

The first stage is briefing**,** where the Digital Marketing team, copywriter, and intern collaboratively defined the communication objectives, target audience, content format, and expected call to action. This stage functioned as the strategic foundation of the copywriting process, ensuring that each Instagram post aligned with campaign goals and the company's brand positioning before content development began.

The second stage is content planning**,** which involved organizing content ideas, posting schedules, and communication themes using a structured content planner in the form of a Google Sheet. This planning stage helped translate strategic objectives into actionable content directions and ensured consistency across Instagram posts, even in the absence of a formally documented copywriting guideline.

The third stage is audience research, where the team analyzed audience characteristics, behavioral patterns, and preferences based on platform insights, previous content performance, and competitor references. This stage allowed the copywriter to adapt language style, message structure, and emotional tone to match the expectations of the target audience, particularly corporate and professional segments.

The fourth stage is copy editing, which involved drafting and refining captions based on insights obtained from the briefing, content plan, and audience research stages. At this stage, persuasive techniques such as storytelling, soft selling, and contextual calls to action are applied to ensure that the copy is engaging, relevant, and aligned with the brand's professional yet human-centered tone.

The fifth stage is internal review, where the drafted copy undergwent evaluation by the Digital Marketing team. This review process focused on message clarity, relevance, tone of voice consistency, and alignment with the company's brand identity.

Revisions are made when necessary to ensure that the final copy meets internal quality standards before publication.

The final stage is publishing**,** where the approved copy is uploaded to Instagram and distributed according to the planned schedule. This stage represented the execution of the entire copywriting workflow and marked the transition from internal content development to public audience engagement.

Overall, the flowchart demonstrated that Instagram copywriting at PT Tourezia Cakra Inspira is implemented through a structured and sequential process rather than ad hoc content creation. Each stage plays a strategic role in ensuring that Instagram content is purposeful, audience-oriented, and consistent with the company's digital marketing objectives.

4.1.2 The Role of Copywriters in Building Consumer Engagement at PT Tourezia Cakra Inspira

The findings showed that copywriters at PT Tourezia Cakra Inspira played a strategic and integrative role in building consumer engagement on Instagram. Based on interview results and direct observation during the internship period, the role of the copywriter extended beyond writing captions to designing audience interaction, shaping brand voice, and directing engagement-oriented communication. As explained by the *Head of Digital Marketing* (2025) , a copywriter functioned as a bridge between the company's marketing objectives and audience interpretation by translating strategic goals into relevant, persuasive, and platform-appropriate messages. This indicated that engagement is intentionally constructed through copywriting design rather than occurring spontaneously.

In practice, copywriters contributed to engagement by crafting strong opening hooks that capture attention in the early seconds of content exposure. These hooks are

designed to interrupt scrolling behavior and encourage audiences to continue reading captions or interacting with Instagram Stories. According to interview findings, the effectiveness of Instagram engagement is highly influenced by the ability of copywriters to adapt language style and message structure to audience characteristics, particularly corporate and professional segments. Therefore, copywriting is carefully adjusted in terms of tone, sentence length, and emotional framing to remain professional while still relatable and human-centered.

Copywriters also played a central role in developing interactive content formats**,** especially through Instagram Stories. Engagement-oriented copywriting is applied using interactive features such as polls, quizzes, question stickers, and voting prompts. These features transformed communication from one-way information delivery into two-way interaction, allowing audiences to actively participate rather than passively consume content. This approach supported the company's objective of fostering psychological involvement and strengthening audience connection with the brand. Interview results confirmed that Instagram Stories are deliberately prioritized as the main engagement channel because they enable faster feedback, higher response rates, and more direct audience interaction.

Another important aspect of the copywriter's role in building engagement is the consistent application of brand tone and voice. At PT Tourezia Cakra Inspira, consistency is maintained through the centralized role of a single copywriter and continuous internal coordination with the Digital Marketing team. The tone of voice applied across Instagram content is professional, warm, and confident, while the language style remains humanistic and easy to understand. This consistency allowed audiences to easily recognize the brand's communication style and fostered a sense of familiarity and trust, which are essential components of sustained engagement.

Furthermore, copywriters contributed to engagement by designing contextual calls to action (CTA) that encouraged specific audience responses. Instead of relying solely on generic CTAs, copywriters experimented with more interactive and dialogic prompts, such as inviting audiences to share opinions, experiences, or preferences. These CTAs are tailored to content objectives, whether the goal is to increase replies, comments, profile visits, or initial inquiries. This demonstrated that engagement at PT Tourezia Cakra Inspira is not limited to surface-level metrics such as likes, but is strategically directed toward deeper interaction and relationship-building.

Copywriters are also actively involved in evaluating engagement performance by analyzing qualitative and behavioral indicators, including audience responses, comments, story interactions, and profile activities. Insights from this evaluation process are used to refine future copywriting strategies, adjust language styles, and improve message relevance. This data-informed approach reinforced the role of copywriters not only as creative contributors but also as analytical actors within the digital marketing process. Overall, the findings confirmed that copywriters at PT Tourezia Cakra Inspira played a pivotal role in shaping engagement through intentional message design, interactive communication, and consistent brand expression on Instagram.

Figure 4. 2 Example of Engagement-Oriented Instagram Story Content at PT Tourezia Cakra Inspira

Source : Instagram PT Tourezia Cakra Inspira

Figure 4.2 presented a sequence of Instagram Story content that demonstrated the implementation of interactive copywriting strategies used by PT Tourezia Cakra Inspira to foster consumer engagement and support early-stage purchase intention. The illustration consisted of three consecutive Story framed that integrate interactive elements, persuasive copy, and human-centered visuals to encourage audience participation and sustained attention.

In the first Story framed, the copywriter applied an interactive polling feature accompanied by a curiosity-driven opening question (*"Coba tebak ada berapa nih?"*). This technique functioned as an engagement trigger by inviting audiences to actively participate rather than passively consume content. The use of simple language and multiple-choice responses lowered the cognitive barrier for interaction, making it easier for audiences to engage with the content.

The second Story frame revealed the poll result and provided a follow-up message that reinforced audience curiosity and surprise. By presenting the answer in a conversational and expressive manner, the copy sustained audience interest and encouraged them to continue viewing subsequent Stories. This approach illustrated how copywriting is strategically used to maintain narrative continuity across Story frames, thereby increasing audience retention and interaction duration.

The third Story frame transitioned from engagement-building to purchase intention support by introducing a consultation-oriented call to action. The copy highlighted the company's capability to manage events comprehensively, followed by a clear yet non-aggressive invitation to initiate consultation (*"Buruan konsultasi sekarang"*). This gradual transition reflected the company's strategy of guiding audiences from interaction and interest toward consideration, rather than prompting immediate transactional decisions.

Additionally, the presence of company team members in each Story frame enhanced authenticity and credibility. By featuring real personnel instead of abstract visuals, the content humanized the brand and strengthened emotional connection with audiences. This visual strategy complemented the copywriting approach by reinforcing trust, which is a critical factor in purchase intention formation, particularly in service-based and B2B contexts.

Overall, the illustration demonstrated that copywriting is intentionally designed as a sequential engagement process. Interactive copywriting techniques are first used to stimulate participation, followed by narrative reinforcement, and finally directed toward consultation-oriented calls to action. This confirmed that engagement and purchase intention are built gradually through structured message design and audience-oriented interaction rather than through direct hard-selling strategies.

4.1.3 The Role of Instagram Copywriting Strategy in Supporting Purchase Intention at PT Tourezia Cakra Inspira

The findings indicated that Instagram copywriting at PT Tourezia Cakra Inspira supports purchase intention indirectly through trust-building, credibility enhancement, and sustained audience engagement rather than through direct hard-selling messages. Based on interview results and field observations, purchase intention in the context of PT Tourezia Cakra Inspira particularly within B2B and B2G markets is understood as a gradual process that begins with awareness and engagement before leading to inquiries and potential collaboration. This approach reflects the company's understanding that corporate decision-makers tend to evaluate service providers carefully and prioritize professionalism, reliability, and relevance over immediate promotional persuasion.

Instagram copywriting contributed to this process by emphasizing informative and credibility-oriented messaging**.** Rather than focusing on price-driven or urgency-based selling, captions and Instagram Stories are designed to highlight the company's capabilities, experience, and value proposition as an event organizer. Educational content, behind-the-scenes storytelling, and explanations of service processes are frequently used to position PT Tourezia Cakra Inspira as a knowledgeable and trustworthy partner. This strategy is intentionally applied to reduce perceived risk and increase audience confidence before any purchasing decision is made.

Engagement-oriented copywriting further played a significant role in guiding audiences toward early-stage purchase intention. Interactive Instagram Stories, contextual calls to action, and conversational prompts encouraged audiences to interact with content, respond to polls, or continue viewing subsequent Stories. These interactions functioned as indicators of audience interest and psychological readiness,

which may later translate into profile visits, direct messages, or consultation inquiries. Interview findings confirmed that Instagram content is not expected to generate immediate transactions, but instead served as a channel for nurturing interest and consideration.

Trust emerges as a key mechanism linking Instagram copywriting and purchase intention. The consistent used of a professional yet warm tone of voice, human-centered language, and the presence of team members in Instagram content contributes to the perception of authenticity and credibility. This consistency enabled audiences to develop familiarity with the brand, making them more receptive to consultation invitations and service offerings. The centralized role of a single copywriter further strengthened this trust-building process by ensuring message coherence and alignment with the brand's identity across all Instagram content.

Overall, the findings demonstrated that Instagram copywriting at PT Tourezia Cakra Inspira functioned not as a direct sales instrument but as a relationship-building mechanism that gradually supported purchase intention. By combining informative messaging, engagement-oriented communication, and trust-based positioning, copywriting guides audiences from initial exposure and interaction toward the consideration and inquiry stages. This confirmed that purchase intention in service-based and B2B contexts is shaped through sustained communication and engagement rather than immediate promotional pressure.

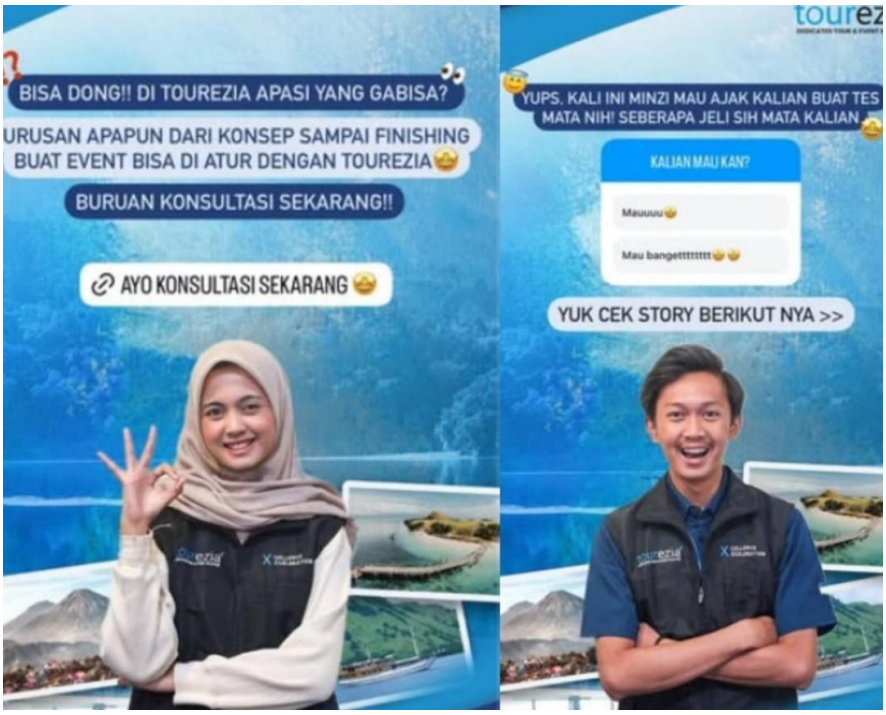

Figure 4. 3 The Interactive Instagram Content to Build Engagement and Purchase Intention at PT Tourezia Cakra Inspira

Source : Instagram PT Tourezia Cakra Inspira

Figure 4.3 illustrated an example of engagement-oriented Instagram Story content used by PT Tourezia Cakra Inspira to encourage audience interaction and participation. The illustration showed a sequence of Instagram Stories that combined persuasive copywriting, visual representation of team members, and interactive call-to-action features. The copy used in this content adopted a conversational and friendly tone while maintaining a professional brand image, which aligned with the company's positioning as a reliable and approachable event organizer.

In the first Story, the copywriter applied an attention-grabbing opening line to stimulate audience curiosity, followed by a clear value proposition highlighting the company's ability to manage events from concept to execution. This is reinforced by a direct call to action such as *"Buruan konsultasi sekarang"* and *"Ayo konsultasi*

sekarang," which guided audiences toward a specific behavioral response. The use of simple, action-oriented language demonstrated how copywriting is strategically designed to move audiences beyond passive viewing toward active engagement.

In the subsequent Story, interactive features such as polling options are incorporated to invite audience participation. The poll question encouraged audiences to respond by expressing interest, thereby transforming the communication from one-way information delivery into two-way interaction. This interactive element allows the company to capture immediate audience feedback while simultaneously increasing engagement metrics such as replies and taps. The inclusion of prompts like *"Yuk cek story berikutnya"* further directed audience flow and sustains engagement across multiple Story frames.

Additionally, the presence of company representatives in the visual content enhanced authenticity and trust. By featuring team members rather than abstract visuals, the copywriting and visual elements worked together to humanize the brand and strengthen emotional connection with the audience. This approach supported the company's strategy of building engagement through relatability and credibility, particularly when targeting corporate and professional audiences.

Overall, the illustration demonstrated how PT Tourezia Cakra Inspira strategically integrates copywriting techniques, interactive Story features, and human-centered visuals to foster consumer engagement. The content exemplified that engagement is not incidental but intentionally constructed through message design, call-to-action formulation, and audience-oriented interaction strategies.

4.2 Discussion

This section discusses the research findings by linking the empirical results presented in Section 4.1 with relevant theories and prior studies on copywriting,

consumer engagement, and purchase intention in digital marketing contexts. The discussion focused on interpreting how the Instagram copywriting strategy implemented at PT Tourezia Cakra Inspira aligned with established theoretical frameworks and contemporary research, particularly within service-based and B2B marketing environments.

4.2.1 How Is PT Tourezia Cakra Inspira's Copywriting Strategy structurally Implemented?

The findings reveal that the copywriting strategy implemented at PT Tourezia Cakra Inspira is strategically oriented and systematically applied, although it is not yet fully documented in a formal written guideline. The implementation process follows a structured workflow consisting of content briefing, content planning, audience research, copy drafting, internal review, and publishing, particularly on Instagram as the main digital platform. Based on the figure illustration in the Results section (Figure 4.1), this structured implementation demonstrated how each stage is sequentially connected within the company's copywriting workflow. This indicated that the issue identified in the problem formulation regarding the lack of a clearly documented structure did not reflect the absence of strategy, but rather the absence of formal standardization.

According to the Head of Digital Marketing (2025) this workflow is intentionally designed to ensure that every copywriting output has a clear objective, whether to build brand awareness, increase engagement, or support conversion, and is aligned with the company's brand character and service orientation. This explanation strengthened the result findings, which showed that copywriting activities at PT Tourezia Cakra Inspira are not executed randomly but are embedded within a strategic operational process.

This finding aligned with Dubbelink & Herrando (2021), who argued that effective social media copywriting strategies are often practice-driven and embedded in daily operational routines, even when formal documentation is limited. Similarly Altamira et al. (2023) emphasized that structured content planning and strategic coordination are key indicators of effective digital copywriting implementation, regardless of whether formal guidelines exist. Ahrens et al. (2022) furthered support this view by highlighting that consistency and strategic clarity in Instagram content are more strongly influenced by workflow discipline and team coordination than by written policies alone.

Therefore, the copywriting strategy at PT Tourezia Cakra Inspira can be considered structured in practice but informal in documentation. This condition suggested that the company has established an operationally effective copywriting process, yet still required formalization to enhance consistency, scalability, and long-term strategic control.

4.2.2 How Is the Optimization of the Role of Copywriters in Building Consumer Engagement?

The findings indicated that the role of copywriters at PT Tourezia Cakra Inspira has been actively optimized to support consumer engagement, particularly through engagement-oriented content design rather than merely caption writing. Copywriters are involved in crafting message structures, determining opening hooks, selecting persuasive language styles, and designing calls to action that encourage audience interaction. Based on the figure illustration presented in the Results section (Figure 4.2), this optimization is reflected in the use of interactive content formats that invite two-way communication between the brand and its audience.

The Head of Digital Marketing emphasized that *"copywriters do not only write attractive words, but also design strategic messages that ensure relevance, persuasion,*

and alignment with the brand's professional identity" This explanation reinforced the findings in the Results section, which showed that engagement is deliberately shaped through structured copywriting practices rather than emerging organically.

This condition supported the argument of Bryła et al. (2022) who stated that engagement in social media marketing is largely driven by the strategic design of interactive content rather than by posting frequency alone. Bonilla-quijada et al. (2023) further explained that copywriters play a crucial role in shaping engagement through storytelling, conversational language, and narrative continuity across Instagram Stories. In addition, Trunfio & Rossi (2021) emphasized that engagement becomes sustainable when audiences are invited into two-way communication, reinforcing emotional and cognitive involvement.

Thus, although PT Tourezia Cakra Inspira has effectively optimized the copywriter's role in creating engagement-oriented content, the absence of structured engagement measurement indicators limited the company's ability to objectively evaluate and compare engagement outcomes across campaigns. This finding confirmed that engagement optimization has been implemented at the content level, but not yet fully at the evaluation level.

4.2.3 What Are the Recommendations for Copywriting Strategies at PT Tourezia Cakra Inspira to Increase Purchase Intention?

The findings suggested that to increase purchase intention, PT Tourezia Cakra Inspira should strengthen the alignment between language strategy, persuasion techniques, and copywriting guidelines, particularly within Instagram content development. Current copywriting practices emphasize trust-building and engagement rather than direct selling, which is appropriate for service-based and B2B contexts. However, the absence of explicit persuasion frameworks and standardized language guidelines limited the strategic direction of copywriting toward purchase intention outcomes. Based on the

visual findings presented in the Results section (Figure 4.3), the copywriting approach implemented by the company highlights engagement-oriented content and consultation-focused calls to action, indicating that purchase intention is positioned as a gradual outcome following audience interaction rather than an immediate transactional goal.

This interpretation is consistent with Islam (2024) who argues that social media marketing influences purchase intention indirectly through engagement, perceived value, and trust formation. Park (2025) demonstrated that Instagram marketing activities contribute to purchase intention by enhancing brand credibility and perceived quality rather than by immediate promotional pressure. Additionally, Bryła et al. (2022) confirmed that engagement acts as a mediating variable between digital content strategies and purchase intention, reinforcing the need for structured persuasion techniques that bridge interaction and intention. This condition is further supported by interview findings *"Instagram content is not designed to directly generate sales, but to build trust and interest first before audiences decide to contact us or request a consultation."* (Head of Digital Marketing 2025)

Based on these studies, the recommendations for PT Tourezia Cakra Inspira included the development of platform-specific language guidelines, the adoption of soft persuasion frameworks such as AIDA or storytelling-based persuasion, and the integration of consultation-oriented calls to action. These strategies would allow copywriting to move beyond engagement generation toward systematically supporting purchase intention while maintaining professionalism and trust.

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the findings and discussions presented in the previous chapters, several conclusions can be drawn regarding the implementation of copywriting strategies at PT Tourezia Cakra Inspira within the context of digital marketing activities across multiple platforms.

First, the copywriting strategy implemented at PT Tourezia Cakra Inspira is strategically oriented and systematically applied in practice, although it has not yet been fully structured and formally documented. The copywriting process followed a clear operational workflow consisting of content briefing, content planning, audience research, copy drafting, internal review, and content publishing. This indicated that the issue identified in the problem formulation is not the absence of strategy, but rather the absence of standardized documentation that could strengthen consistency and long-term strategic control across digital platforms.

Second, the role of copywriters in building consumer engagement is effectively optimized at the content creation level through the use of interactive content formats, conversational language, storytelling techniques, and contextual calls to action. Copywriters at PT Tourezia Cakra Inspira did not merely write captions, but actively designed engagement-oriented communication that encouraged audience participation and two-way interaction across digital channels. However, engagement effectiveness is still evaluated in a predominantly qualitative manner, without the support of standardized engagement measurement indicators.

Third, copywriting strategies at PT Tourezia Cakra Inspira supported purchase intention indirectly through trust-building and sustained engagement, rather than through direct hard-selling approaches. The absence of explicit language guidelines and structured persuasion frameworks limited the ability of copywriting strategies to consistently guide audiences from engagement toward purchase-related actions. This confirmed that while current copywriting practices are appropriate for service-based and B2B contexts, further strategic refinement is required to strengthen their contribution to purchase intention across digital platforms.

5.2 Suggestion

Based on the findings and conclusions of this study, several recommendations are proposed to improve the effectiveness and sustainability of copywriting strategies at PT Tourezia Cakra Inspira across digital platforms.

First, it is recommended that PT Tourezia Cakra Inspira develop a structured and formally documented copywriting guideline to support a more systematic implementation of its digital communication strategy. This guideline should clearly outline content objectives, target audience characteristics, tone of voice, language style, and platform-specific standards for digital content. The availability of a formal guideline would help ensure consistency in message delivery, strengthen brand identity, and facilitate coordination among team members involved in content development across different platforms.

Second, the company is advised to strengthen the role of copywriters in designing engagement-oriented content by continuing the use of interactive content formats and conversational calls to action across digital channels. To enhance effectiveness, engagement outcomes should be evaluated using clearer performance

indicators, such as interaction rates, audience responses, content reach, and profile or link visits. This approach would enable the company to assess engagement performance more objectively and refine copywriting strategies based on audience behavior.

Third, to better support purchase intention, PT Tourezia Cakra Inspira should integrate structured persuasion techniques into its copywriting strategy across digital platforms. The adoption of soft-selling frameworks such as the AIDA model, storytelling-based persuasion, and consultation-oriented calls to action is recommended to guide audiences gradually from engagement toward consideration and inquiry stages. In addition, the development of platform-specific language and persuasion guidelines would help align copywriting practices with purchase intention objectives while maintaining professionalism and trust, particularly within B2B and service-based contexts.

Finally, future research is encouraged to extend the scope of analysis by incorporating longer observation periods or additional analytical approaches, such as comparing engagement and purchase-related outcomes across different digital platforms or content formats. This would provide deeper insights into the long-term effectiveness of copywriting strategies and support continuous improvement in digital marketing practices at PT Tourezia Cakra Inspira.

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APPENDIX

Appendix 1

letter of acceptance for internship

tourezia
DEDICATED TOUR & EVENT SOLUTION

Surat Keterangan Penerimaan Magang
No : 079/SKet-HCDE/HCDD/I/2025

Pada hari ini, yang bertanda tangan di bawah ini:

Nama	: Istato Hudayana, S.ST., M.A
Alamat	: Jalan Pogung Raya. 27B-D33A. Sinduadi. Mlati. Sleman
Bertindak atas nama	: CBO PT. Tourezia Cakra Inspira

Dengan ini menyatakan bahwa yang bersangkutan di bawah ini:

Nama	: Arinta Nisa'us Syakiro
Universitas	: Universitas Islam Indonesia
Kontak	: +62 82393127342
Fakultas	: Bisnis dan Ekonomika
Bidang Konsentrasi	: Manajemen

Telah diterima Magang Kerja Industri (MKI) di PT Tourezia Cakra Inspira, terhitung mulai tanggal 5 Februari 2025 s.d. 7 Juli 2025. Jam operasional magang Senin - Jumat 09.00 - 16.00 WIB. Apabila memerlukan konfirmasi, dapat menghubungi nomor telepon 0898-1066-656.

Demikian surat keterangan ini dibuat untuk dipergunakan sebagaimana mestinya.

Yogyakarta, 29 Januari 2025
PT Tourezia Cakra Inspira

Istato Hudayana, S.ST., M.A
Chief Business Officer

Office Jakarta : Infiniti Office, Menara Cakrawala 12th Floor, Jl. M.H. Thamrin, Menteng Jakarta Pusat
Office Yogyakarta : Jl. Pogung Raya D-33A dan 27B, Sinduadi, Mlati, Sleman, D.I.Y.
Phone : +62821 3161 1300 | +62896 7372 3222 | +62 819-2903-4000 | +62274 2920867
Email : info@tourezia.com. Website : www.tourezia.com

Appendix 2

Questions of Interview

Source : Haris Aji Hogantoro *(Head Of Digital Marketing)*

No	Questions
1	How do you define the copywriting strategy implemented at PT Tourezia Cakra Inspira?
2	What stages or processes are involved in the development of copywriting for the company's digital content?
3	Who are the parties involved in the copywriting process, and how is coordination managed among them?
4	Does the company have a language style guideline (style guide) to maintain copy consistency across different platforms?
5	To what extent do data and audience research influence the determination of language style and message structure in copywriting?
6	Which digital platforms are most frequently used for copywriting implementation (e.g., social media, digital catalogs, websites), and why?
7	How is copywriting adapted between social media content and client presentation or proposal materials?
8	Are there differences in copywriting approaches between promotional content and educational or informational content?

Questions related to the Implementation of Copywriting Strategy

No	Questions

1	In your opinion, what is the primary role of a copywriter in supporting the company's digital marketing objectives?
2	To what extent are copywriters involved in designing communication strategies to attract corporate clients?
3	How does copywriting contribute to achieving engagement on digital platforms, such as likes, comments, shares, or link clicks?
4	Which copywriting techniques or approaches do you consider most effective (e.g., storytelling, AIDA, humor, or calls to action)?
5	Are copywriters involved in the evaluation of content performance? If so, what indicators are used to assess effectiveness?
6	How does the team ensure that the copy produced remains relevant to the target audience, particularly corporate clients?
7	In your opinion, what is the primary role of a copywriter in supporting the company's digital marketing objectives?

Questions related to the Role of Copywriters in Building Consumer Engagement

No	Questions
1	What are the biggest challenges you face in creating copy that is both engaging and aligned with PT Tourezia Cakra Inspira's professional brand image?
2	In terms of engagement, which elements of the current copywriting strategy do you consider to be less optimal?
3	What recommendations would you propose to improve the quality and effectiveness of copywriting in future digital campaigns?
4	Has the company ever conducted internal training or benchmarking of copywriting strategies from other organizations? If so, do you consider such initiatives necessary?

5	In your opinion, how can synergy between the digital marketing team, creative team, and copywriters be further strengthened to produce more strategic and effective messages?
6	What are the biggest challenges you face in creating copy that is both engaging and aligned with PT Tourezia Cakra Inspira's professional brand image?
7	In terms of engagement, which elements of the current copywriting strategy do you consider to be less optimal?
8	What recommendations would you propose to improve the quality and effectiveness of copywriting in future digital campaigns?

Questions related to the Recommendations for More Effective Copywriting Strategies

Appendix 3

Interview results data

No	Results
1	The copywriting strategy at Tourezia is defined as a communication approach aimed at delivering persuasive and relevant messages that align with the brand character we have established, in accordance with Tourezia's services. Therefore, we do not only focus on using attractive language styles, but also ensure that every piece of copy has a clear objective, whether to build brand awareness, increase engagement, or drive conversion. At Tourezia, we always begin by developing a thorough understanding of our target audience, including their needs and language preferences, which are then translated into concise yet impactful copywriting. Consistency is also a key principle, as we

	maintain a professional, warm, and confident brand voice across all channels, including social media, websites, and promotional materials.
2	Of course, there is. The copywriting process at Tourezia goes through several structured stages to ensure that the results are relevant, effective, and consistent, with the primary goal of supporting brand communication. The first stage involves briefing and defining content objectives. We begin by understanding the brief, the purpose of the content, the target audience, the platforms to be used, and the desired call to action (CTA). Once these aspects are clearly defined, we proceed to audience and reference research. This includes conducting brief research on audience characteristics, as well as analyzing industry trends and identifying appropriate communication styles. In some cases, we also review competitor references for additional insights, for example by using available tools such as the Facebook Ads Library or other analytical tools. After audience research, the next step is determining the communication angle and value proposition. We first decide on the perspective to be used and then formulate the key value that will be conveyed through the copy. The following stage is copy drafting, where the copywriting team begins writing while paying close attention to the brand's tone of voice, copy length according to the platform, and the use of storytelling or persuasive writing elements when necessary. Once the draft is completed, the next stage is internal review and revision, which includes evaluating language use, message structure, and alignment with brand guidelines. The final stage is content finalization and distribution, where the approved copy is handed over to the design team and then published on social media and other relevant platforms. Copywriting involves cross-functional collaboration, including the digital marketing strategy team, copywriters, creative designers, and supervisors

	responsible for quality control. Coordination is collaborative, starting from briefing, drafting, internal review, revision, visual design, and scheduling. Communication is facilitated through shared tools and meetings.
3	Okay. In the copywriting process, it certainly involves many parties or cross-functional teams, because copywriting cannot stand alone. It must support the overall content strategy. At Tourezia, we involve relevant teams, such as the Digital Marketing strategy team, the copywriter, the creative design team, and supervisors responsible for quality control. The coordination flow is quite collaborative. It begins with the formulation of the brief, followed by the copywriter drafting the content. After that, the process moves into the internal review phase and is revised if necessary. Once finalized, the content is processed for visual design and scheduled for publication. Communication is conducted through tools such as Google Sheets or through direct meetings.
4	Yes, of course, we have a language style guideline or style guide that serves as the main reference in creating copy. Its purpose is to maintain brand communication consistency across various platforms—whether on Instagram, LinkedIn, websites, email, or other promotional media. This guideline covers several important aspects. The first is the tone of voice. We use a tone of voice that is professional, warm, and confident. This is important because audiences are able to recognize the brand's voice even when the message is delivered by different team members. The second aspect is language style. We avoid language that is overly technical or rigid. Our language style is more human-centered, easy to understand, and still reflects our credibility as an experienced event organizer. Another equally important aspect is the selection of calls to action (CTA). We have a list of keywords and CTAs that are adjusted to the

	content objectives, whether for engagement, education, or service offerings. To further maintain consistency, we also pay attention to writing format, including headline construction, emoji usage, sentence length, and paragraph structure. This style guide is continuously evaluated and developed in line with digital trends and the brand's communication needs.
5	How significant is it? The role of data and audience research is very crucial in determining language style and message structure in copywriting. Without a strong understanding of who our audience is, the messages delivered may become irrelevant, unappealing, or even miss the target. At Tourezia, we always begin the copywriting process by considering several data and research aspects, such as audience characteristics, behavior, and pain points. We also analyze platform insights to support this process. Based on platform insight data, we usually adjust message structure, copy length, and the type of CTA used. Lastly, we conduct A/B testing and evaluate copy performance. We rely on performance data from previous content, such as which content achieved higher engagement, which CTAs were most effective, and which content had the highest reach. These parameters then serve as the basis for refining language style in future copywriting efforts.
6	Alright. At Tourezia, the digital platform most frequently used for copywriting implementation is Instagram. Instagram serves as the primary platform because a large portion of our target audience is active there. In addition, we also apply copywriting on LinkedIn, as this platform is used to build the company's credibility as a professional event organizer. Third, we use copywriting in digital catalogs and proposals, particularly for B2B purposes or client pitching. In this context, the copywriting used is informative, to the point, and

	emphasizes the value proposition of our services. We also implement copywriting on the website, especially for website copy, to ensure it is SEO-friendly and able to generate higher conversion rates. Here, message structure must be clear, with engaging headlines, descriptive content, and well-directed CTAs. Website copywriting is also applied in articles. In addition, we also use TikTok as one of our platforms. Although its use is still limited, we have begun exploring TikTok for more casual branding purposes. On this platform, the copy tends to be shorter and relies more on storytelling elements and video narration.
7	The adaptation of copywriting between social media and presentation materials involves different audiences and contexts. Therefore, the language style and message structure also differ, as the objectives are different. For social media, we use a language style that is lighter, concise, and communicative. The purpose is to attract audiences, stimulate interaction, and ensure the message is easy to understand within a short time frame. In contrast, the language style used for client proposals or presentations differs from that of social media. We apply a more formal, professional, and informative tone, with a focus on solutions, service advantages, and evidence of credibility. Regarding message structure, social media content is delivered in a brief and fast-paced format aimed at capturing attention. Typically, the structure includes an engaging hook, concise content, and an easily digestible CTA. For proposal materials, the message structure is more comprehensive and systematic, starting from background information and objectives, followed by proposed solutions, and ending with budget estimates or case studies. The copy must directly address client needs and expectations. In terms of copywriting objectives, social media content primarily aims to build brand awareness, encourage engagement,

	and provide light educational value, while proposals and presentations aim to build trust and persuade clients to collaborate with us. Thus, although both rely on copywriting, the approaches differ significantly. We consistently adjust tone, format, and content according to the media context and the intended audience.
8	Of course, there are differences in the approaches, although both must remain aligned with the same brand voice and overall focus. For promotional content, the approach is more persuasive and action-oriented. The objective is clear, which is to encourage audiences to take action, such as making a purchase, registering, or contacting us. In promotional content, the characteristics typically include the use of strong and emotionally engaging language. We also highlight service benefits and advantages concisely, use clear calls to action, and often incorporate a sense of urgency. In contrast, educational or informational content adopts an approach that focuses more on building trust and providing added value to the audience. The objective is to strengthen the brand's position as a credible and relevant source within the industry. The characteristics of this type of content usually include a more neutral language style and a focus on insights, tips, or knowledge related to events and the industry. It is not overly sales-driven, but may still subtly incorporate soft-selling elements. In conclusion, promotional content emphasizes short-term actions, while educational content focuses on building long-term relationships. We balance both approaches according to campaign needs and audience behavior across different platforms.

Results of interviews related to the implementation of copywriting strategies

No	**Results**

1	The primary role of a copywriter is to bridge communication between the company or brand and its audience across platforms. In digital marketing, a copywriter is not only responsible for writing attractive words, but also for structuring messages that are strategic, relevant, and goal-oriented. How important is this role? First, a copywriter ensures that every message remains relevant across social media, websites, advertisements, and email. This reflects the company's identity and tone of voice. Second, a copywriter plays a role in encouraging audience action, commonly referred to as a call to action (CTA). Copywriters design messages that are able to move audiences to take action, such as clicking, registering, purchasing, or contacting the company, all of which are crucial in the conversion process. Third, the purpose of a copywriter is to educate and build trust. Through educational and informative content, copywriters build long-term trust, which is essential in purchasing decisions or business collaboration. Fourth, copywriters help optimize content performance. Through effective copywriting techniques such as storytelling, appropriate word choice, and well-structured messaging, copywriting is expected to increase engagement, click-through rates (CTR), and the effectiveness of digital advertising. Therefore, copywriters have a strategic role in ensuring that digital messages are not only appealing, but also have a direct impact on the company's marketing objectives.
2	Okay. Copywriters have a very strategic role in designing communication to attract corporate clients. At Tourezia, we usually apply an approach that goes beyond proposal or presentation design, focusing on how our messages can be precise and able to reach or capture the attention of clients and potential clients. The main contribution of a copywriter, first, is formulating the key message. Copywriters help

	structure the core message to be delivered to prospective clients, including how our service advantages are packaged to be relevant and attractive from a business perspective. Second, copywriters are involved in developing pitching and proposal content, starting from the opening statement, service descriptions, to the closing section, all of which require a professional, clear, and persuasive copywriting approach. Third, copywriters adapt language style to the target industry. Corporate clients from government, finance, or technology sectors certainly require different communication approaches. In this case, copywriters adjust the tone and structure to remain relevant without losing the company's brand identity. Fourth, copywriters collaborate with the marketing and business development teams. In many cases, copywriters are involved from the early stages in formulating the communication strategy used during campaigns, whether through email, LinkedIn, or websites. Another role of copywriters is building brand credibility. Copywriters also contribute to developing content that builds trust through materials such as case studies, client testimonials, and thought leadership articles, all of which strengthen the company's appeal in the eyes of corporate clients.
3	Good question. Copywriting plays a very significant role in driving engagement on social media. Its contribution usually involves several aspects, one of which is creating an attractive hook in the first sentence. Copywriters design strong opening lines so that audiences stop scrolling and start reading. This is very important because social media algorithms pay close attention to the duration of engagement. The second aspect is using language styles that suit the audience. Copywriting is adjusted to the characteristics of followers. For example, for younger audiences, we use a more casual and relatable language

	style. For professional audiences, a different approach is applied by using a more formal and to-the-point language style. This greatly helps in building connections with the audience. Another important aspect is having clear calls to action (CTA). CTAs such as "Tag a friend who can relate" or "Click the link in bio for more information" are the result of copywriting strategies designed to encourage audience interaction on our platforms. Next is storytelling. Content with an emotional narrative flow becomes more shareable and easier for audiences to distribute. Copywriters arrange narrative structures that are touching, entertaining, or informative, which encourage audiences to share and leave comments. Lastly, there is content format optimization. Copywriters determine when to use long or short captions, when to use bullet points, or open-ended questions. All of these are adjusted according to the type of post and its engagement objectives.
4	Yes. In my opinion, there is no single copywriting technique that is the most effective for all situations. What is most effective actually depends on the content objectives, the platform being used, and the target audience. However, based on experience, several approaches have proven effective at Tourezia. The first is storytelling. This technique is very effective in building emotional connections. For example, when we share participants' experiences or behind-the-scenes moments of an event, audience responses tend to increase. Storytelling also makes the brand feel more human and relatable. Regarding the AIDA technique, this structure is very suitable for promotional or offer-based content. We frequently use AIDA to structure Instagram captions, advertising content, and copy in digital catalogs. The purpose is clear, which is to make messages more focused and easier to understand. Another important element is having clear calls to action. Clear CTAs play a

	crucial role in encouraging engagement or conversion. CTAs such as "Free consultation" or "Click the link to view our portfolio" usually generate higher clicks or UTM results compared to more generic CTAs. Another key point is using flexible and contextual language. Sometimes humor or a more casual tone can also be effective, especially on platforms such as Instagram or TikTok. However, it must remain professional and aligned with the brand tone so as not to reduce professionalism. In conclusion, I believe in using a combination of techniques that are adjusted to the context.
5	How significant is it? The role of data and audience research is very crucial in determining language style and message structure in copywriting. Without a strong understanding of who our audience is, the messages delivered may become irrelevant, unappealing, or even miss the target. At Tourezia, we always begin the copywriting process by considering several data and research aspects, such as audience characteristics, behavior, and pain points. We also analyze platform insights to support this process. Based on platform insight data, we usually adjust message structure, copy length, and the type of CTA used. Lastly, we conduct A/B testing and evaluate copy performance. We rely on performance data from previous content, such as which content achieved higher engagement, which CTAs were most effective, and which content had the highest reach. These parameters then serve as the basis for refining language style in future copywriting efforts.
6	Yes, at Tourezia, copywriters are involved in the performance evaluation process, because insights from these evaluations are very important for improving future strategies. The evaluation is conducted collaboratively with the Digital Marketing team, and copywriters play a crucial role in analyzing the effectiveness of the messages delivered—whether they are

	attractive, relevant, and capable of encouraging audience responses that generate leads. Some of the indicators we usually pay attention to include the engagement rate, which can be seen through likes, comments, shares, and saves. These indicators show how interesting and relevant the copy is to the audience. Another indicator is the click-through rate (CTR), which is used to measure the effectiveness of CTAs in advertising content or content that directs audiences to click specific links, such as catalog links, WhatsApp, or the website. We also consider reach and impressions. Although copywriting performance is influenced by visuals and algorithms, engaging copy at the beginning plays an important role in increasing reading duration, which can encourage algorithms to distribute content more widely. In addition, we analyze qualitative comments by examining the nature of audience responses, whether they simply write "Great" or genuinely respond to the message content. Finally, we assess the conversion rate, which is specifically used for campaign content. For soft-selling or promotional content, conversions are usually observed through direct messages or WhatsApp interactions. Therefore, copywriters are not only responsible for writing copy, but also for understanding performance data in order to continuously refine the messages delivered.
7	Okay. To ensure that the copy produced remains relevant to the target audience, such as HR professionals or corporate clients, we usually apply a more research-based approach involving segmentation and message validation. The process involves several important steps. We begin by developing an in-depth understanding of the audience profile. We conduct research on the roles, challenges, and needs of B2B clients, particularly HR personnel, as they are often the decision-makers in procuring events or training programs for their organizations. Based on

	this understanding, we craft messages that are more precise and appealing to them. Next, we adjust the language style and format accordingly. For professional audiences, we use a more formal, efficient, and solution-oriented language style. We avoid internal jargon and focus more on concrete value propositions, such as efficiency, credibility, and the impact of activities on their human resources. The third step is delivering relevant benefits. Copywriting is directed to address the potential needs of clients, rather than merely promoting products or services. The fourth step involves internal validation and client feedback. Before publication, the copy is reviewed by the internal team to ensure alignment with the pitching approach. We also frequently conduct evaluations based on client feedback to assess whether the message is clear, engaging, and professional. Another important aspect is selecting the appropriate platform and timing. Copy intended for HR audiences is usually distributed through professional channels such as LinkedIn, digital catalogs, or email campaigns, rather than general social media platforms. In these channels, both tone and content are specifically designed to suit the audience's context.

Results of interviews related to the Role of Copywriters in Building Consumer Engagement

No	Results
1	The challenge lies in maintaining a balance between creativity and professionalism. As an event organizer company that serves many corporate clients, Tourezia's image must remain trustworthy, well-structured, and credible. At the same time, the content also needs to be engaging and attractive, especially when presented on social media.

	Therefore, the challenge involves balancing language styles across different platforms, avoiding overly sales-driven language, translating creative concepts into clear messages, and addressing a diverse audience.
2	Based on the results and trends in content performance, in my opinion, what needs to be optimized is the exploration of more varied CTA formats. So far, the CTAs used tend to be repetitive, such as "click the link in bio" or "contact us now." In fact, more creative CTAs can feel more personal, such as "share your version in the comment section." Another aspect that needs improvement is the lack of copy that invites dialogue. Some content still appears one-way, providing information without encouraging audience interaction. The third point is the limited experimentation and use of light humor. For platforms such as Instagram and TikTok, a lighter and more emotional approach without reducing professionalism—can actually enhance audience connection. Overall, the basic copywriting strategy is already solid. However, to achieve the next level of engagement, more experimentation is needed, particularly by exploring emotional nuances and building two-way communication with the audience.
3	There are several recommendations that, in my opinion, can be applied to improve the quality and effectiveness of copywriting. The first is using data insights as the foundation for copywriting development. Copywriting should be based on an accurate understanding of the audience. I recommend that each campaign begin with data insights derived from the performance of previous content. Another recommendation is to develop copywriting templates tailored to each platform. Each platform used has different characteristics and algorithms. For example, copy for LinkedIn should be more professional and value-driven, while Instagram content should be more human-

	centered and visually driven. Therefore, creating platform-specific copywriting templates would greatly help maintain consistency and efficiency in the content production process.
4	Up to this point, we have not conducted formal training. However, we usually engage in self-directed learning through e-courses or YouTube. For benchmarking, we typically schedule internal benchmarking sessions once a week, focusing on competitor brands or other inspirational brands that demonstrate strong impact on social media. In these sessions, we observe competitors and conduct benchmarking using available tools. This process does not rely solely on data collection, but emphasizes the importance of continuous benchmarking as a necessary practice. The purpose is to maintain the relevance and quality of Tourezia's communication so that it remains competitive within the broader market environment.
5	Good question. Synergy between teams particularly the Digital Marketing team, the creative team, and copywriters is very crucial. This synergy is essential to produce messages that are not only visually appealing but also well-targeted. So far, our collaboration has been quite good, but there is still room for improvement. There are several approaches that, in my opinion, can be strengthened to enhance cross-team collaboration. First is integrated briefing from the beginning. The briefing process should be conducted cross-functionally from the outset. This means that when there is a new goal or campaign, the Digital Marketing team can explain the target audience and campaign objectives, the creative team can present visual ideas, and the copywriter can develop messages that are clear and impactful.

	Second, there needs to be a shared brand narrative agreed upon by all teams. All teams must have the same understanding of Tourezia's brand voice, tone, and positioning. This is very important to avoid differences in perception between visual and verbal messages. These guidelines should be developed collaboratively, not by a single division alone. In conclusion, synergy can be improved not only through tools, but also through unified early-stage communication, open discussion spaces, and shared understanding of strategic content objectives. With this approach, every element visuals, text, and digital tactics can function in a strong and consistent direction.

Results of interviews related to the Recommendations for More Effective Copywriting Strategies

Appendix 4

Intership Certificate

Appendix 5

Documentation of the implementation of internship activities

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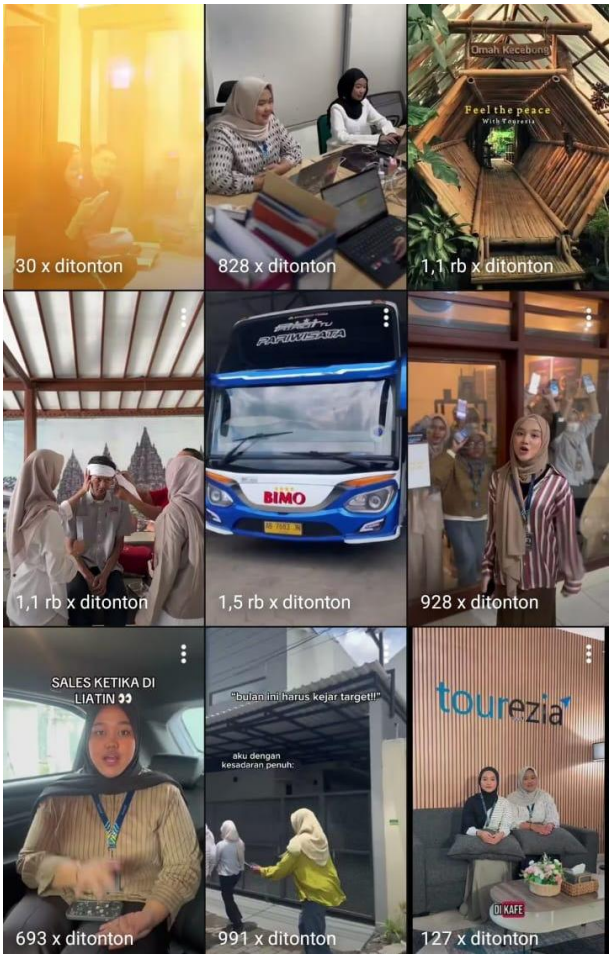
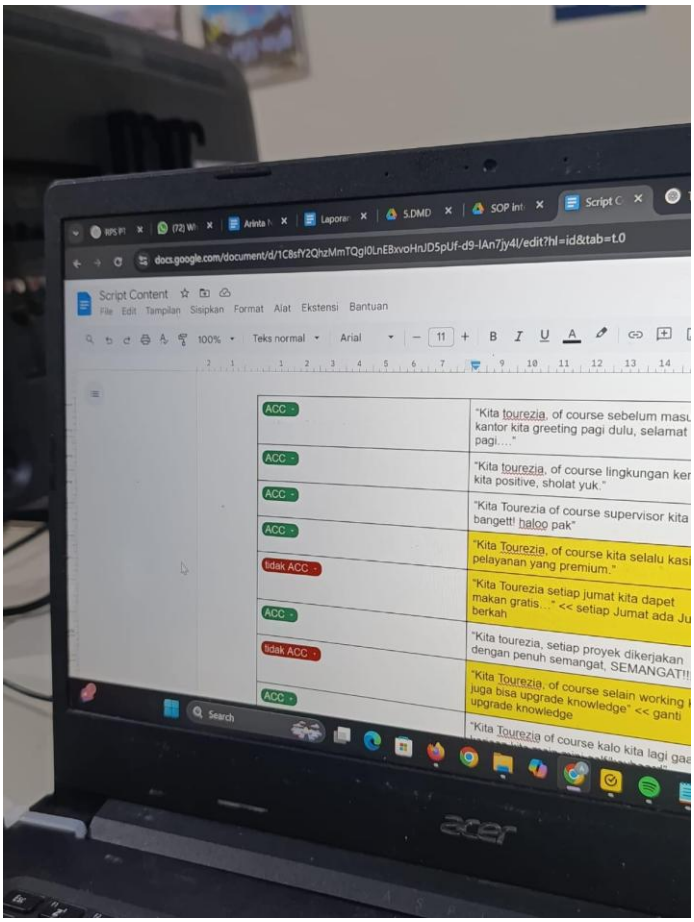
Appendix 6

Internship project results

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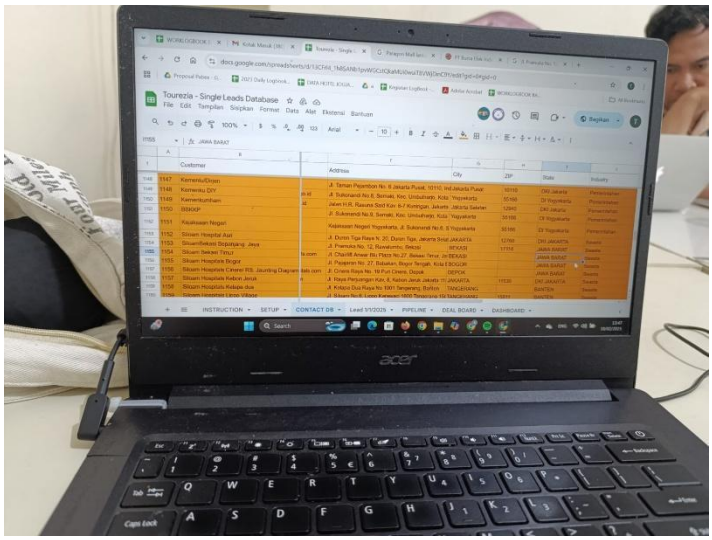
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KENAPA SIH HAL HAL KAYA GINI HARUS BOHONG?!
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DAN TERNYATA, BIKIN EVENT JUGA BISA SIMPLE TANPA RIBET LOH. MULAI DARI KONSEP HINGGA EKSEKUSI SEMUA BISA DI ATUR DENGAN MUDAH
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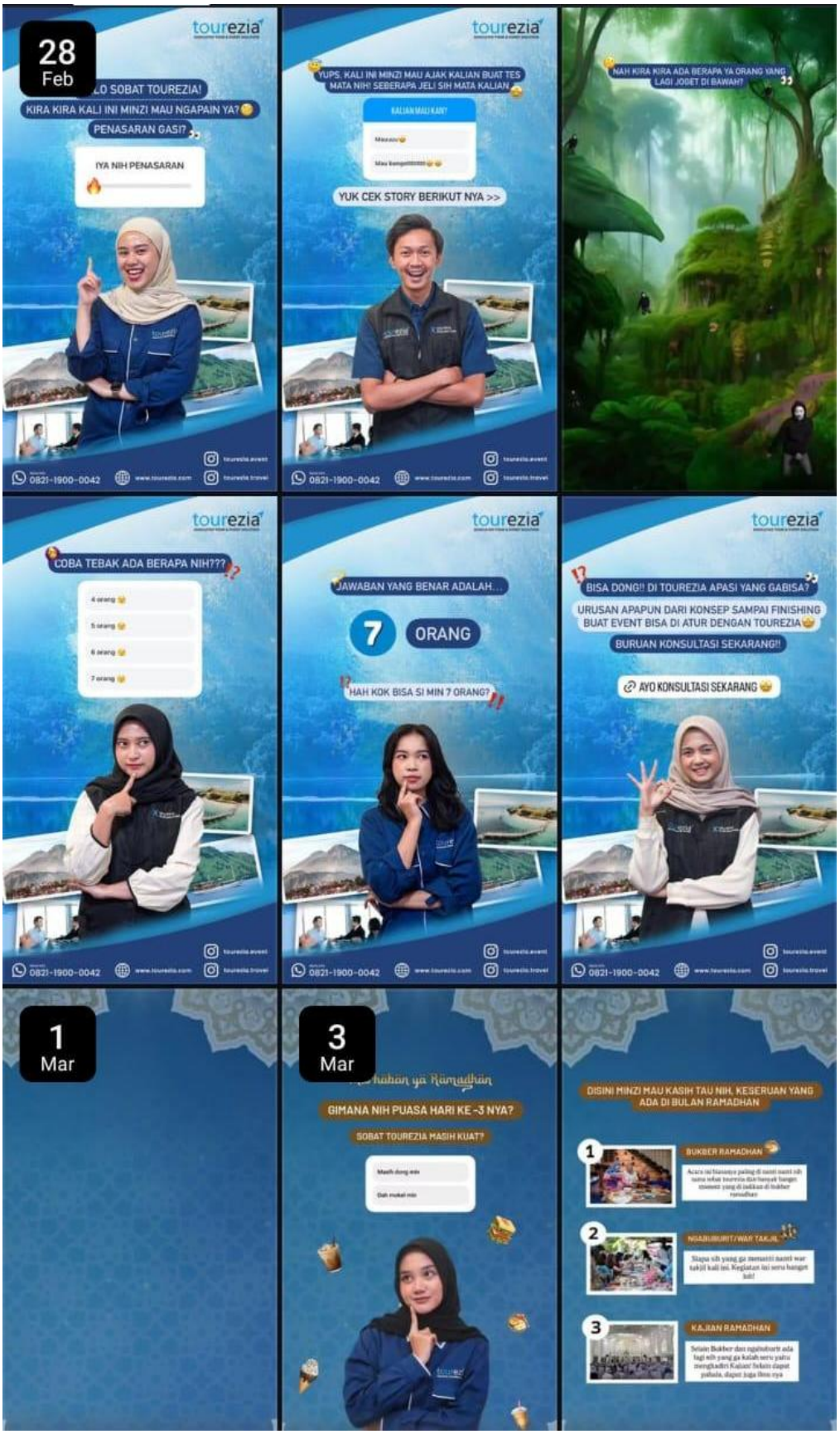
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2
NGABUBURIT/WAR TAKJIL
3
KAJIAN RAMADHAN

GIMANA KALAU NGABUBURIT?
NGABUBURIT
KALAU BUKBER SEBERAPA EXCITED NIH KALIAN?
BUKBER
JADI KALIAN EXCITED YANG MANA NIH?
KALAU MINZI SIH EXCITED NYA SAMA TOUREZIA
YUK KONSULTASIKAN SEKARANG
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TAHUKAH KAMU?
ADA SATU ISTILAH UNIK DALAM DUNIA EVENT YANG SERING DI PAKAI OLEH ARTIS & PERFORMER LOH!
JAWABANNYA ADALAH
RIDERRR!
RIDER ADALAH PERMINTAAN KHUSUS DARI PEMBICARA, ARTIS ATAU PERFORMER SEBELUM TAMPIL. BISA BERUPA MAKANAN, MINUMAN, ATAU BAHKAN SET PANGGUNG TERTENTU.
CEK STORY BERIKUTNYA >>>
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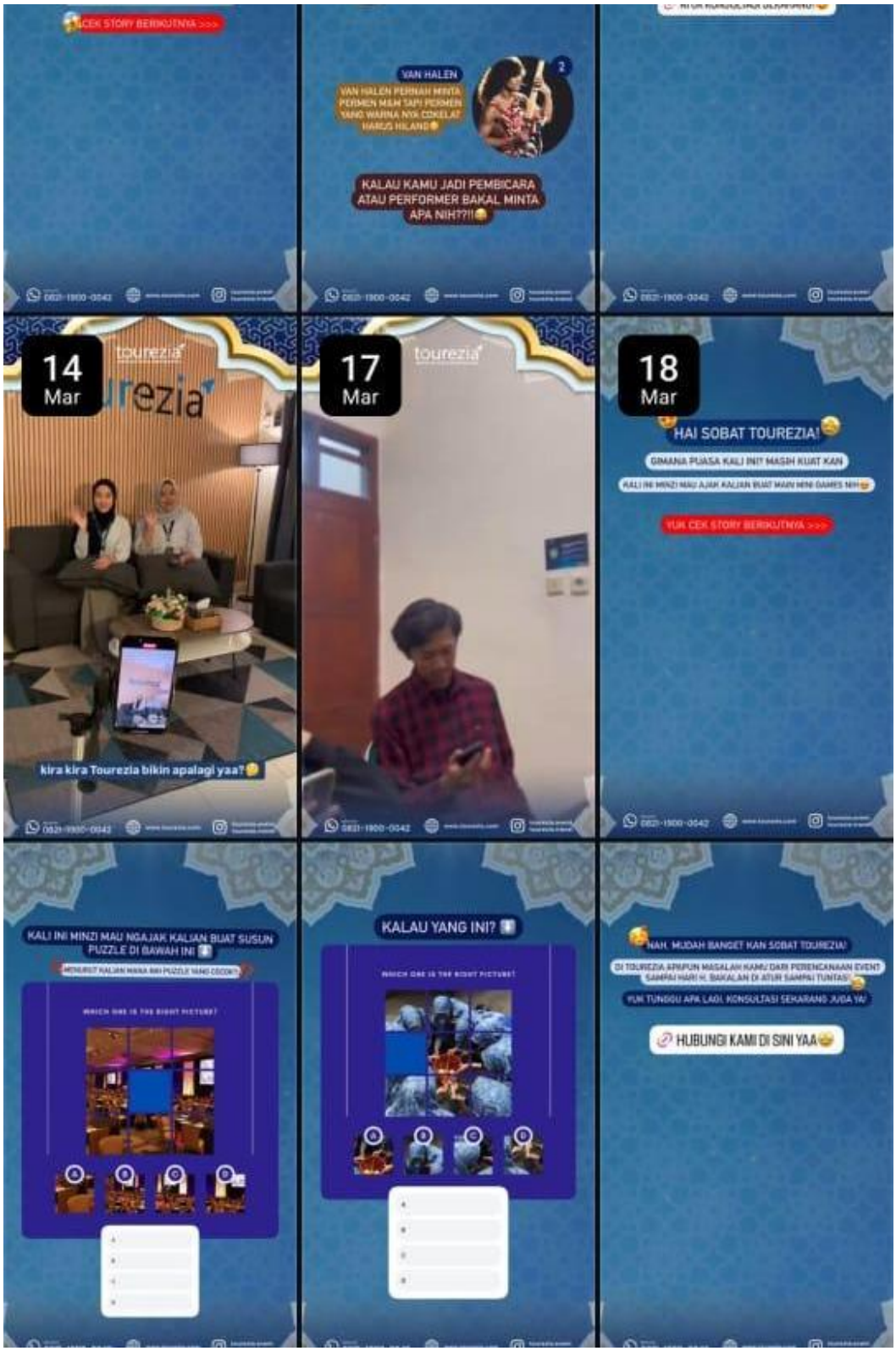
KALAU KAMU JADI PEMBICARA ATAU PERFORMER BAKAL MINTA APA NIH???!
SO, JADI PAHAM KAN APA ITU RIDER!
MAU TAU LEBIH BANYAK DUNIA EVENT? YUK CEK TERUS AKUN TOUREZIA!
BILA PERLU, KONSULTASI SEKARANG UNTUK BIKIN EVENT YANG PREMIUM DAN BERKUALITAS!
AYOK KONSULTASI SEKARANG!


CEK STORY BERIKUTNYA >>>
VAN HALEN
VAN HALEN PERNAH MINTA PERMEN MILK TAPI PERMEN YANG WARNA NYA COKELAT HARUS HILANG
KALAU KAMU JADI PEMBICARA ATAU PERFORMER BAKAL MINTA APA NIH??!!
14 Mar
tourezia
kira kira Tourezia bikin apalagi yaa?
17 Mar
tourezia
18 Mar
HAI SOBAT TOUREZIA!
GIMANA PUASA KALI INI? MASIH KUAT KAN
KALI INI MINZI MAU AJAK KALIAN BUAT MAIN MINI GAMES NIH
YUK CEK STORY BERIKUTNYA >>>
KALI INI MINZI MAU NGAJAK KALIAN BUAT SUSUN PUZZLE DI BAWAH INI
MENURUT KALIAN MANA NIH PUZZLE YANG COCOK?
KALAU YANG INI?
NAH, MUDAH BANGET KAN SOBAT TOUREZIA!
DI TOUREZIA APAPUN MASALAH KAMU DARI PERENCANAAN EVENT SAMPAI HARI H, BAKALAN DI ATUR SAMPAI TUNTAS!
YUK TUNGGU APA LAGI, KONSULTASI SEKARANG JUGA YA!
HUBUNGI KAMI DI SINI YAA