

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter describes about the related theories of the study. They are copywriting, AIDA Formula, Promotion, Promotion by Video, and Maung Waterfall.

#### **2.1. Copywriting**

According to Moriarty et al (2009), copywriting is a process to demonstrate the value and benefits offered by a brand. A copywriter is someone whose role is to create, shape and create word art in advertising (copy). Arouff (2018) state that, copywriting is the process by which something is written in order to promote ideas or opinions or even a person or business activity. Copywriting is mainly conversational and based on persuading people to take action. Its aim is to hook the prospect and persuade them to act or react to a cause. This may be the purchase of a product or simply by subscribing to something (Act). It may also be used to dissuade people from their beliefs or action (React). It is important to note that advertising is different to copywriting. While advertising creates awareness for a product, copywriting induce people to take action immediately. Agustrijanto (2006) said copywriting must be able to inspire, attract, call, identify, promote togetherness, and also communicate messages with comparative value to society (p. 19). Based on explanation above, copywriting is a technique in a document that is used to attract readers to take action in accordance with the writing.

Copywriters generally work as people who create script, text or all forms of writing as well as verbal in an advertisement, in an advertising agency a copywriter works side by side with an art director and visualizer, together to create an advertisement that has high appeal.

According to Lane et al (2011), in Kleppner's Advertising Procedure, the role of a copywriter in creating an advertisement is as follows:

1. Create a strategy in a good sentence.

The strategy in this case is how the advertising message is processed in a wording (copywriting), a copywriter must be able to create interesting sentences that contain the message of the ad.

2. Reach out to the audience's feelings.

Copywriters must create ad sentences that not only speak, the copy must be able to touch the hearts of the audience more than just reading or listening, the copy will be able to have a bigger effect on the audience.

3. Creating visuals in ad sentences.

The visual in the ad sentence is imagination, related to the art director who will process the copy into a layout, the advertising sentence created by the copywriter must be able to create extraordinary imagination complemented by visuals in the ad layout.

### **2.1.1 Copywriting Elements**

According to Jefkins (1996), copywriting consists of several elements, namely; typography, text, headlines, sub headlines, bodycopy and closing words. The explanation is as follows:

#### **2.1.1.1 Typography**

Typography is the art of choosing a typeface from hundreds of available font designs or designs, then combining a number of words according to the available space and then marking the script for the type setting process, which uses different thickness and font sizes. According to Tinarbuko (2009), there are several types of letter groups that need to be known, namely as follows:

1. Romein letters.

A typeface with a letter line that shows the difference between thick and thin and has a sharp leg or hook on each stem of the letter.

2. Egyptian letters.

A typeface with a letter line that has the same size and thickness on each side. In addition, the legs or hooks are straight and rigid.

3. San Serif letters.

A typeface with a bold look and no legs or hooks. This typeface is the one found most often in most advertisements.

4. Miscellaneous letters.

A typeface that prioritizes decorative value rather than communication value. Or in other words, this typeface is more concerned with decorative and ornamental aspects.

5. Script letters.

A typeface that almost resembles handwriting and is spontaneous.

### **2.1.1.2 Text**

In addition to an attractive graphic display, usually another important element that is considered in creating an advertisement is the element of writing (text). The use of text in advertisements must be persuasive, informative and communicative in order to be able to convey the intended message. The sections of the text consist of a headline (title), sub headline, bodycopy (script / content) and a closing word (closing word).

### **2.1.1.3 Headline**

The headline is the text that is located at the top of an ad, with the largest font size among the others and usually to convey the most important message. Things that must be considered in writing headlines are able to attract readers to read what is written at a glance.

### **2.1.1.4 Sub Headline.**

Sub headlines can also be referred to as transitional sentences that lead the reader from the title to the opening sentence of the script (bodycopy). Sub Headline is a continuation of the headline which explains the meaning or meaning of the headline and usually has a character that is longer than the title. As for the difference between the two, the sub headline usually uses a smaller font size than the headline plus changes the color of the text.

#### **2.1.1.5 Bodycopy.**

Bodycopy is a part to explain or explain clearly and in detail what kind of writing you want to convey. Good and creative text content can make the reader curious as well as have an appeal so that the reader wants to read it in its entirety. For advertisements, bodycopy usually displays the positive value of the product, creatively, the bodycopy can be combined with images of various forms.

#### **2.1.1.6 Closing Word.**

Closing words are short, clear, concise, honest and clear sentences that usually aim to guide the reader in making decisions. Closing words can also be in the form of address, sales or product info.

### **2.1.2. Copywriting Types and Styles**

Copywriting must be able to create attractive word arrangements, combine various styles and types of words, or simply use one of them. Copywriting must also be able to optimize the meaning in every word. According to Agustrijanto (2001), in compiling a copywriting, a copywriter needs to understand the types of words and language styles of an advertisement to be conveyed. The styles and types of copywriting are as follows:

#### **2.1.2.1 Explorative.**

Exploring or explaining sharply the nature of products and services in accurate words. The words used exhaust all the abilities that are physically and psychologically the product being advertised. Exploration of the words in question strengthens the image and shows the real facts.

#### **2.1.2.2 Narrative.**

In the form of a story (narrative), describing the advertised product in a storytelling atmosphere. The choice of words contains an element of imagination and keeps consumers prioritizing facts.

#### **2.1.2.3 Argumentative.**

Opinions whose contents affect consumers clearly and realistically. The form of argumentation writing underlines the ideas or thoughts of the writing by

relying on logical and objective opinions or arguments based on evidence. The style and type of words used emphasize the advantages of the product itself so that potential consumers are influenced by the information conveyed.

#### **2.1.2.4 Rhetorical.**

Expressing the truth frankly, the style and type of words are simple but the impression made must be able to be affirmed by everyone who sees it.

#### **2.1.2.5 Informative.**

Inform in detail about the products offered. A number of supporting data is conveyed communicatively and avoids new styles even though in essence it is also information.

### **2.2. AIDA Formula**

AIDA (Attention, Interest, Desire, Action) was the concept first introduced in 1898 by Elias St Elmo Lewis, a marketer and advertising expert from the United States. Lewis developed this concept in the area of consumer behavior in the life insurance industry in the United States. He stated that a marketer will be successful if he follows the four cognitive steps (AIDA) when he meets a customer who will buy a product. AIDA is a simple abbreviation that has been made for a long time as a reminder of the four stages of the marketing process, AIDA stands for *Attention, Interest, Desire, and Action*. This is a model that quite simple and can be used as a guide. In marketing communication, it is necessary to formulate the objectives to be achieved from the marketing communication process that will be carried out. AIDA is a concept in which marketing plays an important role (Rofiq, Arifin, & Wilopo, 2012).

The AIDA formula is the most often used to help plan an advertisement as a whole, and this formula can be applied to an advertisement. Using the AIDA model will clarify the concept of change, attitude, and behavior in relation to an action framework. The theory is a message that must get attention, become interested, become interested, and take action. This theory conveys the quality of a good message (Kotler & Keller, 2009). The AIDA theory states that purchasing decision making is a psychological process that consumers or buyers go through.

Its process begins with the stage of paying attention to a product or service which then follows step into the stage of product or service interest. If the interest is strong, then it will continue to the stage of interest for the needs. If the interest is so strong either because of internal or external influences, the consumer will make a decision to buy, consume, or take the product or service offered (Santi, 2012).

According to Kotler and Keller (2012: 503), the indicator of purchase interest is through the AIDA stimuli model, namely attention, interest, desire, and action. The explanation of each indicator of buying interest is as follows:

1. Attention

A person's buying interest begins with the stage of attention to a product, after hearing or seeing the product promoted by the company.

2. Interest

After getting information about products that are promoted by the company, then there is consumer interest in these products. If consumers are impressed by the stimuli provided by the company, then at this stage there will be a sense of interest in the products offered.

3. Desire

After consumers explore the advantages of the product, at this stage consumers will have the desire and desire to buy the product.

4. Action

At this stage, consumers have gone through several stages, starting from seeing and hearing a product being promoted, so that attention, interest and interest in the product arise. If there is a strong desire and desire, then the decision will be made to buy the product.

### **2.3 Promotion**

Promotion is a priority that must be carried out in marketing activities by informing consumers that the company is launching an attractive new product so that consumers are interested in purchasing activities (Hermawan, 2013). According to Kotler and Armstrong (2012) promotion is an activity with a strategy of communicating the benefits of a product offered and persuading target consumers to buy the product. Daryanto (2011) argues that promotion is the last

program of the marketing mix with a very important strategy because market conditions have more of a buyer's market characteristic because the final decision occurs when a seller and buyer buy and sell agreement occurs. According to Swastha and Irawan in Widagdo (2011: 3), the main purpose of promotion is to modify consumer behavior, inform, influence, persuade and remind target consumers about the company and the products or services it sells. Promotion aims to disseminate information on products sold by companies to consumers so that consumers are interested in the products offered and finally make purchasing decisions. With the existence of promotional activities, it is hoped that the company's revenue can increase. According to Kotler and Amstrong (2014, p.429) promotion is the tools that can be used to promote a product through several ways, namely:

### **2.3.1 Advertising**

Kotler and Amstrong (2014, p.429) state that advertising is a form of non-personal presentation and promotion of ideas for goods and services paid for by certain sponsors, namely not only companies but also non-profit institutions (such as institutions government, universities, and so on) and individuals. Advertising is a promotional media in the form of messages that are conveyed to a wide audience with the aim of offering a product or service through a medium that can persuade to buy.

### **2.3.2 Individual sales**

Kotler and Armstrong (2014, p.429) give the notion that personal selling is an oral presentation in a conversation with one or more prospective buyers with the aim of creating sales. Individual selling is the right promotional medium for companies in establishing relationships good with its customers. One of the goals of the salesperson is to make sales by meeting in person where a salesperson from a company directly meets customers to offer their products.

### **2.3.3 Sales Promotion**

Kotler and Armstrong (2014, p.429) provide the notion that sales promotion is a short-term incentive to increase the purchase or sale of a good or service where

the purchase is expected to be made now. Promotional activities included in this sales promotion include giving out coupons, sales, contests, exhibitions and others.

### **2.3.4 Public Relations**

Kotler and Armstrong (2014, p.429) provide an understanding of public relations functions to foster good relations between all components in an institution in order to provide understanding, foster motivation and participation. All of this aims to foster and develop understanding and goodwill of the public and gain favorable public opinion. public relations are various programs designed to promote and / or protect the image of a company or its individual products.

### **2.3.5 Direct Marketing**

Kotler and Armstrong (2014, p.429) give the notion that direct marketing is a direct relationship with individual consumers which aims to get direct responses and foster lasting customer relationships. In direct marketing, companies / sellers tend to come directly to consumers to offer their products or services.

Based on the above explanation, it can be explained that the promotion mix is a company's total marketing communication program consisting of advertising, personal selling, sales promotion, public relations, and direct marketing that a company uses to achieve its marketing objectives

## **2.4. Promotion by Video**

Promotional Video is an audio-visual form of information that is the key to a brand or sharing information with customers and end consumers. According to Degey (2016: 9) Promotional videos are videos that are used to promote something. The characteristic of a promotional video is to promote something in more detail with a longer duration than the advertising video because the process of taking pictures for promotional videos must be done regularly from the object you want to promote so that the results of the promotional video are more detailed and include all things related to the object.

Based on the opinion of Epley (2014: 3) using promotional videos may help the professionals meet the need of audiences from diverse geographic, social, and economic environments. Information is able to be accessed and shared at any time



during the day, and professionals are able to meet the needs of online. Using promotional videos can help professionals meet the needs of audiences from diverse geographic, social, and economic environments. Information can be accessed and shared at any time during the day, and professionals can meet online needs.

According to the quote above, a promotional video is a medium is used to promote something that is owned, with a short and interesting duration so that it can attract the interest of the wider community including consumers.

## **2.5 Maung Waterfall**



*Figure 2.1*

*Maung Waterfall*

Maung Waterfall (as shown in Figure 2.1) is located in Rinduhati Village, Gumay Ulu District. The village is located 25 kilometers from the city center of Lahat. The journey that must be done to get to Maung Waterfall is quite challenging. The location of Maung Waterfall can be reached by motorbike or car for 45 minutes

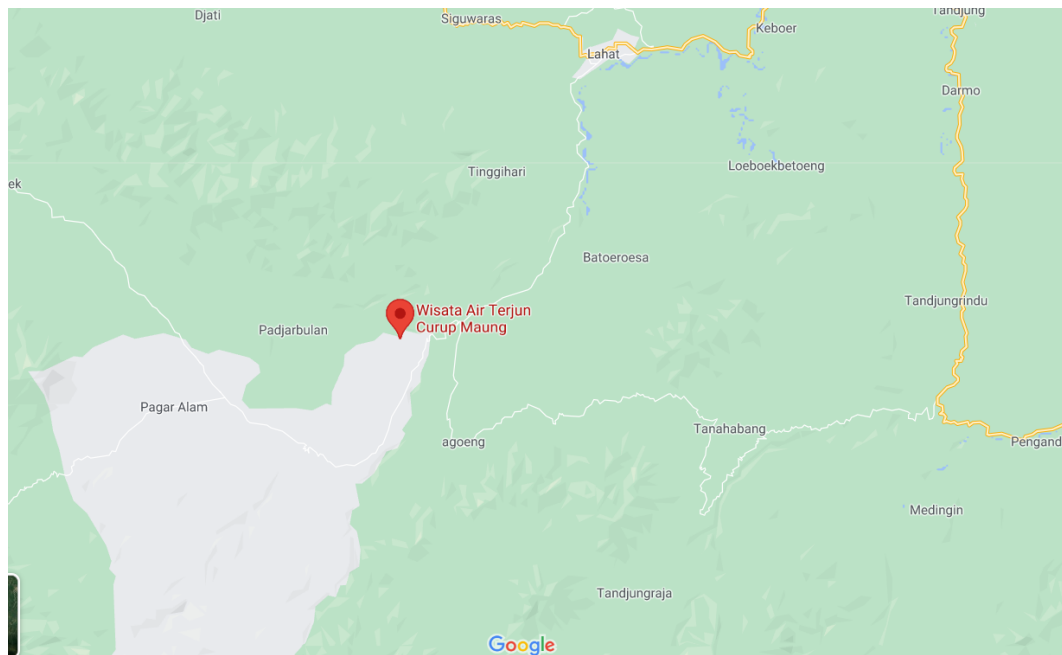
to 70 minutes from the city center. Arriving at Padang Muaro Duo Village, Gumay Ulu District, we have to park the vehicle that we take to the parking lot provided by local residents. From here you have to continue the journey by tracking or walking for about an hour through the path, through the forest to the coffee plantations owned by local residents with a descending terrain with a 30-45 degree slope.



*Figure 2.2*  
*Maung Waterfall*

Maung Waterfall is one of 76 waterfalls in Lahat Regency, South Sumatra. Besides being famous for the Lematang River, waterfall is one of the famous attractions of the city of Lahat. Maung Waterfall has a uniqueness that is rarely found from other waterfalls. This waterfall has a height of close to 80 meters. Maung Waterfall is still very exotic even though it has been visited by many tourists. Throughout the 80 meters, the flow of Maung Waterfall water is divided by ravines and green grass, this is what makes it look stunningly beautiful and

different from most waterfalls. On the right side of this Maung Waterfall there are two twin waterfalls that flow swiftly. The location of Maung Waterfall in map is displayed in Figure 2.2.



*Figure 2.3*

*Maung Waterfall Map (Google Map,*

*<https://www.google.com/maps/place/Wisata+Air+Terjun+Curup+Maung/@-3.9898475,103.3902868,17z/data=!3m1!4b1!4m5!3m4!1s0x2e3757e255555555:0xd1ebb046d918c79f!8m2!3d-3.9898475!4d103.3924755> )*

## 2.6 Previous Research

There are several previous researchers involved in the copywriting, including:

No	Research Title	Researcher	Research Year
1.	The E-Booklet Copywriting of Sagarurung as Traditional Food from PALI Regency	Riska Ramadania	2020
2.	The Video Copywriting of Menumbing Hill to Promote Bangka Island Tourism Object	Dewi Ayu Lestari	2020
3.	The Video Copywriting of Telok Ukan As a Traditional Food In Palembang	Nadila Ramadhoni	2020

*Table 2.1*  
*Researchers were Researching Copywriting*

From the table above, it can be seen that there were 3 students/researchers from POLSRI conducting research on copywriting such as the names in numbers 1,2, and 3. They made similar titles but with different stories. For research methods, the majority use the Research and Development (RnD) method, To be clearer, the Research and Development Method used by numbers 1,2, and 3 uses the modified results and models from Sukmadinata (2017). The results of the research both show that readers understand in terms of stories, and also the effectiveness of copywriting as a form of cultural preservation.