

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer explains the definition of copywriting, the elements of writing a copy, the steps of writing a copy, the definition of the script, the function of script, promotional video, the AIDA model, and Pempek Pelangi.

2.1 Copywriting

2.1.1 Definition of Copywriting

The definition of copywriting in "The ABC of Copywriting" according to Albrighton (2013: 5), copywriting was the optimal use of language to promote or persuade. Agustrijanto (2006: 33) mentioned that copywriting is the art of writing the most persuasive and strong sales message, which is motivated by entrepreneurship through print media. Agustningsih (2021) stated that copywriting is an advertising text material that has a significant share in the creation of advertising works, and is rich in sales messages. Bisoyi et al. (2013) said that copywriting is the use of creativity in words or ideas with the focus of selling products through the creation of brands. Creativity was the ability to solve problems that give individuals the opportunity to create original/adaptive ideas whose full function is to develop (Antara & Yogantari, 2018). Based on the explanation above, the writer concluded that copywriting is a writing skill that aims to promote and persuade the selling of a product.

2.1.2 The Elements of Copywriting

There are three scholars have proposed the elements of good copywriting. Firstly, Albrighton (2013) said there are 6 important elements in building an attractive copy which include:

- (1) Headlines and slogans, which are the most important parts of a copywriting unit to get the attention of the audience, adjust the emphasis of the content, determine the content, or provide emphasis information from the illustrations;

- (2) Structures;
- (3) Company taglines to differentiate a brand from others, add character to the copy, or add value to benefits;
- (4) Metaphors and similes, differentiating one thing from another;
- (5) Calls action, which is a sentence or more that is inserted into a copy containing an invitation to do something concrete, such as buying, expressing interest, making a donation, and others by the purpose of making the copy; and
- (6) Case studies.

Secondly, according to Erwanda (2012), there were four basic elements of copywriting:

- (1) **Headline**

The headline should be catchy. It should grab the readers' attention and tell them what the advertisement in the copywriting is about. Ideally, the function of a headline is to get the reader's concentration, target the viewers, list an advantage, and make an assurance.

- (2) **Greeting and lead paragraph**

Any copywriting which influences the reader has a possibility of being opened and read.

- (3) **Body**

The body of copywriting should use the same tone and endure with the theme of the headline. It also should persist the benefits of a product or service, offer proof of the claim which has been made, provides details of the benefits and the features, and build credibility.

- (4) **Closing**

It is also known as a call to action. The closing should include a telephone number, any social media, an email link, and/or URL.

Thirdly, Bisoyi et al. (2013) also added their seven basic elements of copywriting. They are:

(1) **Headline**

The headline is considered to be the most important element in an advertisement. It aims to create attention and attractiveness from the customers through the promise of the brand.

(2) **Sub-headline**

Sub-headlines carry facts that can be evidence for the claims of the headline. They can also be used to highlight a specific feature that deserves special attention. In short, sub-headlines are used to complete the main messaging of the advertisement.

(3) **Body**

This step is where the advertiser tells the complete communication story. It covers the features, benefits, and utility of the product or service. In the body copy, the writer must speak to the readers' self-interest, explaining how the product or service satisfies the customers' needs.

(4) **Slogan**

A slogan is short and pointedly focused. It should be straightforward. It also should emphasize the communication idea and convey more in a compact form. A good slogan is around 7-8 words.

(5) **Tagline**

The tagline is a variant of a slogan typically used in marketing materials and advertising. A tag line is also known as a baseline, catchline, or punch line. The idea behind the tagline is to create a memorable phrase that will sum up the tone and premise of a brand or a product.

(6) **Jingle**

These are catchy little tunes that a copywriter picks up and hums quite unconsciously most of the time like a refrain registered in our brain which refuses to go away. Jingles make possible the association of memorable phrases with the product or with the company.

(7) **Direct mail.**

Direct mail is medium to contact a prospect directly and elicit a

response without the intervention of a retailer or salesperson.

From both experts in determining the basic elements of copywriting, it could be concluded that Erwanda (2012) and Bisoyi et al (2013) had a different number of basic elements. Erwanda (2012) stated that there are four basic elements of copywriting namely headline, greeting and lead paragraph, body, and closing. Meanwhile, Bisoyi et al (2013) explained that there are seven basic elements of copywriting namely headline, sub-headline, body, slogan, tag line, jingle, and direct mail. The basic elements of copywriting by Bisoyi et al (2013) were more detailed than Erwanda's (2012). However, Erwanda's (2012) was more compact, solid, and clear. It was easy to be understood and implemented. Finally, the writer chose to use the basic elements from Erwanda (2012).

2.1.3 Steps of Writing a Copy

The steps in making copywriting has been proposed by the following two scholars: Bly (2005) and Rieck (2008). First, Bly (2005) stated that there are five steps to writing a copy:

(1) Intensive research

This step can be done by getting all previously published material on the product and asking questions about the product – such as what are its features and benefits? how is the product different from the competition? what do technologies does the product compete against? what problems does the product solve in the marketplace? and many else – to the seller or owner, determining the objective of the copy – such as to generate store traffic, to introduce a new product or an improvement of an old product, to keep in touch with prospects and customers, and so forth.

(2) Interview

Collecting background material is not always enough to fulfill the incomplete data and information. For that reason, a copywriter should get additional facts from the product experts employed by the client: engineers,

designers, salespeople, product managers, or brand managers. In this case, new information will be given at a frantic rate. It is best to use a tape recorder or note-taking.

(3) Organize the information.

The next step to getting ready to write a copy is to type up the notes on a PC and print them out for quick and easy reference. By filtering the information when typing up the data, there will gain more familiarity with the facts of the products. Once a copywriter has gone through the process of typing, the material will be fresh and the copywriter will probably be able to write a copy with only an occasional glance at the pages to confirm a fact or search for a missing bit of data.

(4) Writing process.

Each writer has his or her way of putting the words on paper. Some writers start with a headline and rough drawing of the visual, then fill in the body copy. Others write the body copy first. Then they extract the headline from the body copy or their rough notes. Some writers like to start with the longest or most difficult section of a brochure or annual report. Others prefer to "warm up" by typing up the easy sections first: the list of the board of directors; the company branch offices; the cover note. After all, the key to writing great copy is rewriting two, three, four, five, six, seven drafts, or as many as it takes to get it right.

(5) Documenting the sources.

A copywriter is responsible for documenting the sources for all of the information being used in the copy. For instance, when writing a brochure for a fertility clinic and saying, "one out of six couples in the U.S. is infertile," a copywriter needs to document the source. Some copywriters document references only for facts taken from outside sources, such as articles or Web sites. Others document everything, including facts taken from the client's materials (brochures, ads, Web site) and even phone calls and e-mail correspondence with the client.

Second, Rieck (2008) explained that there are five steps of writing a copy:

(1) Prepare

This step includes information that will get through a question and answer section with the client, business, or company. The information is about the description of a product or service, the purpose of a product or service for the customer, the price of a product or service, important facts, and specifications about a product or service, the and history of awards from the owner, who the target customer is, and testimonials from the previous customers. The information which has been collected is for the background only.

(2) Organize

This step will be run after getting the answers to the questions in the previous step. Here, the information is organized. The copywriting is starting to take shape. Writing and rewriting notes are great ways to focus the mind and shape ideas in this step. The detail items in this step are those most likely to be used directly in the copy.

(3) Write

This step is the start of copywriting. How to run this step is by noticing and fulfilling some of the certain basic elements of copywriting. The first is the headline. Review the prime information, choose the information to be emphasized, write several headlines, and choose the best one. The second is subheads. Review the prime information, choose the information that best expands on the headline, and write the subheads by using active voice and making every subhead a benefit statement. The third is the body. It may seem like the hardest part since the body copy will probably require the most number of words. However, body copy is relatively easy to write once headlines and subheads are ready. The last is closing. Review the prime information, write the closing part including all the information that applies by using an active voice and being straightforward and clear, and look at similar advertisements to see how other writers have structured the

closing section.

4) Edit

This step is essential for copywriting to get them clean and crisp results as they should be. Every word must add to the message. If anything is unclear or wordy, cut it out. A long copy is fine. Just make sure that every word is pulling its weight.

(5) Review

This step is done by setting aside the copy for a few days and letting these steps work by showing the copy to a few objective people, making a list of all negatives, and considering one other way to write the advertisement.

From both experts in determining the steps of writing a copy, it can be concluded that they have the same number, five steps. Bly (2005) stated that the steps are intensive research, interview, organizing, writing, and documenting. Meanwhile, Rieck (2008) explained that the steps are preparing, organizing, writing, editing, and reviewing. Finally, the writer chooses to use the steps of writing a copy by Rieck (2008) because they are simple yet complete and solid.

2.2 Script

2.2.1 Definition of Script

The script is a necessary foundation for making a video and television program of any kind. Tristiawati (2014) stated that video scripts are a guide for a scriptwriter in transforming ideas into video, pictures, or images. Norbury (2014) stated that scripts are "sequences of actions or events" presenting focal ideas and can be synchronized with another context script. Writing a script for a video and television program based on an idea usually has specific goals, namely: (1) To provide information or to inform; (2) To inspire; (3) To entertain; and (4) Propaganda

2.2.2 The function of the script

According to Ayu (2019), there are six main functions of a script that the

scriptwriter should know:

- 1). A script is a basic concept.

In this case, the quality of the script that is made will greatly determine the final result of the video-making process later. It is because a script will usually contain important elements in making a video. Some of them contain ideas, thoughts, or messages and information to be conveyed through a storyline.

- 2). A script is a direction.

The script becomes a document that is used by directors, crews, and other staff in carrying out their work in making a video or a project. Here, they must comply with the content and the storyline that has been stated in the script.

- 3). A script is a reference.

The script is used by directors, staff, actors or characters, and others to make ideas, thoughts, and stories into a communicative video. From this function, it can also be understood that all activities related to the video-making process must refer to or be by the script that has been made.

- 4). A script is a cast determinant.

To realize the contents of the story from the script, actors who are by the characters that have been stated in a script are certainly needed, and the script will be used as the main basis.

- 5). A script is a budget calculation.

This is certainly inseparable from the function of the script as a basic concept that contains various elements of a video. The budget for making a video can also be seen or calculated through a script.

- 6). A script is a result determinant.

The script as the basic concept will determine the final result of a video. It plays a role as a determinant of the final result which is also related to the interests and responses of the audience or message recipients to a video that will be displayed. To sum up, those are the 6 script functions in a video,

both the main function and the function in the role, wherefrom the script functions above it can be seen that the role of the scriptwriter in a film or video is very significant.

2.3 A Promotional Video

A promotional video is a video that aims to promote a product or service. Klass (2018) stated that a promotional video should not be more than two minutes because people tend to be bored watching a long promotional video. Moreover, Blundell (2015) said there are three main benefits of having a promotional video. First, a promotional video can influence and persuade people to buy products or services promoted. Second, a promotional video can create company or brand credibility. Lastly, a promotional video is easy to spread. It can also increase the audience's engagement. Furthermore, Maguire (2016) stated that three main elements should be considered when people want to make a good promotional video. First, the content must be straightforward. Next, it is necessary to know the audience of the video. Last, the goal of making the video must be clear. In addition, Maguire (2016) also mentioned that there are some steps to making a promotional video. First, make the concept of the promotional video. Second, create a storyboard for the video. The third step is the production process followed by the editing process. The last step is to distribute and share the final video through the media.

2.4 AIDA Model

In copywriting, a copywriter is a model used in marketing to describe the steps that customers go through in the process of buying a product. According to Hadiyanti (2016), the AIDA model is a marketing theory in a world of advertising based on the customer's perception. Furthermore, this model is very useful in assessing the impact of advertising by controlling every step of the psychological transformation that starts from the individual level to see an advertisement up to the purchase made by the individuals involved (Kojima et al., 2010). The AIDA model has indicated four stages in advertising. An advertisement should primarily create attention/awareness, and generate interest and desire among the consumers towards

the product. Then only the advertisement would call for action. This illustrates the essentialness of an advertisement to attract and hold consumers' attention to lead them to act.

AIDA model is a marketing theory in a world of advertising based on the customer's perception. AIDA indicates Attention, Interest, Desire, and Action. Some definitions of the AIDA model's elements are as follows:

1. Attention – relates to the statement that shows the interest of people, and creates powerful words or visuals to make people notice and understand the message delivered
2. Interest - the step where the people determine whether they have a will to take their time to read the message in detail
3. Desire - according to reference, the step of desire is essential to make people have the motivation to own a product, so the company needs to create the target market's need.
4. Action as stated by, the company needs to direct and encourage buyers to purchase a product.

Based on the theory, it was concluded that the theory about copywriting, a script, a promotional video, and the AIDA model used as the references to guide the writer to write a copy video script of Pempek Pelangi for Pempek SulthanPindang Agan as the owner and the seller.

2.5 Pempek Pelangi

2.5.1 History of Pempek Pelangi

Pempek Sulthan and Pindang Agan were established in 2015, which was found by Fifie Fitri Rizki and Rudiansyah. Starting from a hobby of cooking pempek for their children and trying to take orders from friends. Finally, Fifie trying to open an outlet for the support of her husband and family. Pempek Sulthan and Pindang Agan are taken from the names of their children. The first time Fifie opened his business at Ruko Jakabaring and only sold pempek and pindang, Over time, the owner innovates his product and adds to the new menu is Pempek Pelangi.

2.5.2 The Restaurant of Pempek Pelangi

In 2018, the location of Pempek Sulthan Pindang Agan was located at Jl. Pangeran Ratu, Pasar Induk. Yet, in 2018, the owner opened the new branch of Pempek Sulthan Pindang Agan and it is located at Jl. Letkol Iskandar Ruko Ramayana. The second location of this restaurant is more accessible and modern because the location is easy to find and also there is live music, skywalk, and a lounge in the restaurant.



Figure 2.1

The map of location of Pempek Sulthan Pindang Agan (Pasar Induk)

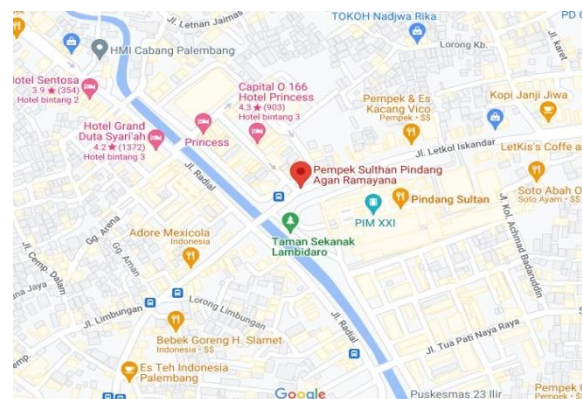


Figure 2.2

The map of location of Pempek Sulthan Pindang Agan (Ramayana)

2.5.3 Ingredients and Methods

For making pempek pelangi, the maker and also the owner uses three colors such as: red, yellow, and green. Red is from dragon fruit, yellow is from carrot, and green is from mustard green. The ingredients uses for making this pempek as the

same as pempek in general, such as Fish, starch, and the juice of fruits and the vegetables.



Figure 2.3 Pempek Pelangi

