

## CHAPTER II

### LITERATURE REVIEW

This chapter describes about related theories of the study. They are copywriting, AIDA Formula, Tourism, Agrotourism, Website, and Promotion.

#### 2.1 Copywriting

Arouff (2018) states 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 especially conversational and primarily based totally on persuading human beings to do so. Its purpose is to hook the chance and convince them to behave or react to a cause. This can be the acquisition of a product or honestly with the aid of using subscribing to something (Act). It can also be used to dissuade human beings from their ideals or action (React). It is vital to be aware that advertising isn't the same as copywriting. While advertising create cognizance for a product, copywriting induces human beings to do so immediately.

According to Astono (2020), copywriting is the art of selling through writing. A science that every marketer and seller must master. Agustrijanto (2006) states copywriting must be able to inspire, attract, call, identify, promote togetherness, and also communicate messages with comparative value to society.

Based on the above explanation, copywriting is a technique within a writing document used to promote and influence the reader to act in accordance with a copy.

Copywriter is a person who works as a string of words and creative content with the aim of promoting or informing a product or service, and is closely related to the image of a particular company or brand. Copywriters focus on writing that is able to make the reader decide to buy, or be able to persuade consumers.

According to Bowdery (2008), a copywriter is a person who hired to write texts that build a company's image. Copywriters are an important element in the creative process. Without the presence of a copywriter with creative words and

ideas, advertising will not run effectively. In line with Prastari (2011), says that a copywriter has a responsibility in the process of making an advertising script. Copywriters work closely with cinematographers, art directors, and editors to realize creative briefs based on existing scripts. The copywriter also should focus on the message that must be conveyed and the offer that must be offered using a lot of short paragraphs. (Ariyadi, 2017) state that, making a copy is not just writing an article that contains persuasive and inviting sentences. Avoid using paragraphs that are too long. It would be better if you have a lot of short paragraphs rather than a few paragraphs but the content is too long and stacked.

According to YOT (2022), Copywriting is a product marketing technique that has advantages, these advantages are:

1. Customers will be essay to attract

Copywriting can make consumers not only want to buy but also 'must' buy the product or use the service being promoted. Copywriting is essential in the creation of content pieces. Copywriting can ensure effective messaging that can advertise the brand and promote the items or services, whether it's for a website, blog, online ads, or printed marketing materials. It can also help to express a message that is appealing to the intended audience.

2. Improving a good image/reputation

In this instance, copywriters are needed to transmit messages from the company to consumers in a clear and concise manner. When customers believe in the product or service being offered, it signifies that the copywriting has succeeded in impressing them. In other words, the copywriting's goal has been accomplished.

3. Increase Sales

A good image/reputation will have an impact on consumer confidence, with good copywriting consumers will be interested in the product and sales of a product will increase.

## **2.2 Anatomy of Copywriting**

According to Ariyadi (2017), Copywriting consists of several anatomy, namely; headlines, body copy, and closing. The explanation is as follows:

### **1. Headline**

The headline is the text that the same as titles. Being at the top and acting as an opening for a copy or ad, serve to attract interest of the reader. Things that must be considered in writing headlines are able to attract readers to read what is written at a glance.

### **2. Body Copy**

Body Copy contains the message and detailed information center of a copy. Therefore, dense and detailed sentences are used so that readers are satisfied and do not squander time reading something that turns out to be unnecessary.

### **3. Closing**

The final stage is closure or closing. A copy will be closed with action after successfully introducing a product or service and then providing an explanation in the form of offers and associated information. Closing is also the final factor of whether the target market's read and the understood copy are successful in selling the goods or service or vice versa.

## **2.3 Steps of Writing a Copy**

Rieck (2008) explains that there are five steps of writing a copy:

### **1. Prepare**

This step includes information which will get through a question-and-answer section with the client, business, or company. The information are about the description of a product or service, the purpose of product or service for the customer, the price of a product or service, important facts and specification about a product or service, the history or awards from the owner, who the target customer is, and testimonial 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 answer from the questions in the previous step. Here, the information is organized. The copy writing is starting to take shape. Writing and rewriting notes are the 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 copy writing. How to run this is by noticing and fulfilling some of certain anatomy of copy writing. The first is Headline. Review the prime information, choose the information to be emphasized, writes several headlines, and choose the best one. In this step also put the sentence that can make customer pay attention. The second is body copy. It may seem as the hardest part since the body copy will probably require the greatest number of words. In this step also put the sentence that makes people interested and want a product or service. However, body copy is relatively easy to write once headline is ready. The last is closing. Review the prime information, write the closing part including all the information that applies by using active voice and being straightforward and clear, and look at similar advertisement to see how other writers have structured the closing section.

## 4. Edit

This step is essential for the copy writing to get the clean and crisp result as it should be. Every word must add to message. If anything is unclear or wordy, cut it out. Long copy is fine. Just make sure that every word is pulling its own 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.

Therefore, it can be concluded step of writing a copy are prepare, organize, write, edit and review. Those steps are needed in writing a good copy and become the foundation in writing a copy.

## **2.4 AIDA Formula**

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 AIDA formula is added (Attention, Interest, Desire and Action) in the copywriting technique in the marketing concept, this AIDA formula is often used in the marketing concept to get attention, get interested, then make interest and so that decisions emerge (Kotler and Keller, 2009).

According to Ferrell and Hartline (2012), the AIDA formula is a product campaign through an advertising medium that ends in the purchase of goods or services by the target audience. There is a change in their attitude from not initially recognizing the product, leading to the target's desire to own the product. Furthermore, the following below is the AIDA formula according to Ferrell & Hartline (2012) are:

### **1. Attention**

Companies cannot sell products if the market or target is not about their products. For this reason, attention is needed to attract people's attention first. According to Neville (2022) the examples of attention sentences are: "Do you have a 401K savings account?"; "Hey, do you work out?"

### **2. Interest**

After getting attention, the company must increase interest in the product by showing its benefits, uses, and features of the product. According to Neville (2022) the examples of interest sentences are: "You're 85% more likely to work out if you schedule time the night before."; "Our insurance

company has been around for 185 years, making us the most dependable insurance company in the United States."

### 3. Desire

After consumers explore the advantages of the product, at this stage consumers will have the desire to buy the product. According to Neville (2022) the example of desire sentence is: "You can do it by hand, or sew dresses 35X faster with this handheld sewing device."

### 4. Action

All promotion methods that were previously carried out must encourage people to make purchases that will provide benefits for the company. According to Neville (2022) the example of desire sentence is: "Sign up to our email newsletter right here to get updates."

Furthermore, Rodgers and Thorson (2012) who stated that AIDA is a simple theory and can be used as product delivery communication. This also proves that attitudes will affect behavior. The attitude here is attention, interest, desire, and action. Which if used properly will result in action, namely the desire of people to buy (p. 121).

From those explanation, the writer concludes that formula of copywriting is used as communication in conveying a product that is initially unfamiliar with the product to become familiar and desire to have the product.

## 2.5 Tourism

Undang-Undang no. 10 of 2009 explains tourism is an activity of traveling to visit places with the aim of recreation, personal development, to learn the uniqueness of the area visited for a temporary period (Article 1 paragraph 1) Tourist attraction is also related to uniqueness, beauty, and value in the form of diversity. natural wealth, culture, and man-made products as the purpose of the visit (Article 1 paragraph 5).

Burkart and Medlik (1981) as cited in Soekadijo (2000: 3) "Tourism means the displacement of people for a while and in the short term to destinations outside

the place where they normally live and work, and work by their activities during the stay at the destination”. Meanwhile, Wahab (in Yoeti, 1995: 107) states tourism is a human activity that is conscious that gets the service alternately between people within a country itself (overseas) covering the standing of other areas (certain regions, a country, or a continent) for a time in the search for the satisfaction of diverse and different from what happened in which he resides.

Based on the above explanation, tourism is an activity journey to a location that is done at a specific moment and for a limited period of time in order to seek enjoyment.

## **2.6 Agrotourism**

Agrotourism is a series of tourism activities that utilize the potential of agriculture as a tourism object, both in the form of the natural scenery of the agricultural area and the uniqueness and diversity of agricultural production and technology activities as well as the culture of the farming community. Agrotourism activities aim to broaden knowledge horizons, recreational experiences, and business relations in the agricultural sector which includes food crops, horticulture, plantations, fisheries, and animal husbandry (Gumelar, 2010).

According to Junaedi (2018: 86) Agrotourism is an integrated and coordinated system of activities for the development of tourism as well as agriculture, in relation to environmental conservation, improving the health of farming communities.

It can be concluded that agrotourism is a travel activity that does not damage or pollute nature with the aim of admiring, enjoying, and at the same time preserving the beauty of nature.

## **2.7 Promotion**

Promotion is a priority that should be made in marketing by informing consumers that the company is launching an attractive new product so that consumers are interested in purchasing (Hermawan, 2013). Tjiptono (2008)

suggests that promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to disseminate information, influence/ persuade, and/or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Based on the definitions above, it can be concluded that promotion is an activity to inform consumers about products and services so that they can be recognized and persuade consumers to buy products and services.

### **2.7.1 Purpose of Promotion**

The purpose of promotion is to introduce manufactured goods, with the aim that consumers buy their products, thereby increasing sales volume and increasing company profits. This can be achieved by an industry if the promotion that is run is really right so that the promotion can be successful as effective as possible (Kotler, 2008). In line with Swastha (2001), 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. So, the purpose of promotion is to provide information, attract attention and then influence the increase in sales.

## **2.8 Website**

A website is a collection of pages in a domain that contains various information so that it can be read and viewed by internet users through a search engine. Information on a website generally contains images, illustrations, videos, and text content for various purposes. Usually, the initial appearance of a website can be accessed through the main page (homepage) using a browser by writing the right URL. A homepage also contains several derivative web pages that are linked to one another (Adani, 2020). A website is a way to display some information from text, images, sound, or video on the internet that can be connected to one link of documents with other documents (hypertext) which the users can access through a browser (Yuhefizar (2008).



From the above definition, the writer concludes that a website is a collection of web pages that contain information for various purposes and can be accessed from a network/browser.

### **2.8.1 Benefit of Website**

The following are some of the benefits that you can get when you have a website of your own (Adani, 2020).

#### **1. Building personal branding**

By building good branding, it will also have a good impact on the business products that are developed. So, if your personal branding begins to take shape, it will be easier for consumers to recognize and use your product.

#### **2. Introducing a product or service**

The second benefit of a website is to introduce a product or service. With the web, it can reduce costs for advertising and you can focus more on improving and optimizing your site. With the help of SEO, it will be easier to increase your site's ranking in search engines.

#### **3. Sharing information sources**

The third benefit is as a medium to inform related news, articles, readings, and others. Simply by reading articles or news through the site, you can get the latest information from all over the world. So, currently the position of the website has been able to shift the use of TV and radio media.

#### **4. Getting traffic and make money**

The last benefit is that having a website is able to bring in more visitor traffic.

### **2.8.2 A Good Website**

According to Suyanto (2007) there are seven characteristics of a good website. They are usability, navigation system, graphic design, content, compatibility, loading time, functionality, accessibility and interactivity.

1. Usability

To reach a good level of usability, the website must fulfill five requirements: easy to learn, efficient in the usage, easy to remember, low in error rate, and able to satisfy the users.

2. Navigation System

The navigation system can help the users to find what they are looking for quickly and easily when they browse the website.

3. Graphic Design

Good design will usually use consistent color compositions, consistent graph layouts, easy-to-read text by visitors, and graphics for strengthening text content in the website content.

4. Content

In order for the website to meet good criteria, the website contents must be relevant, interesting, and appropriate. The style of language and writing should also be adjusted to the target of the website so that later the goal of creating a website can be achieved.

5. Compatibility

A good website should provide an alternative for the users who cannot see the site. For example, the users can use Mozilla, Opera, Avant, and others.

6. Loading Time

Website load time is very important because it can affect visitors' satisfaction. If the website fails to appear in a few seconds, usually new visitors are reluctant to wait and decide to leave the website. This often happens to visitors who come from search results where they need the right and short information.

7. Functionality

Functionality means how good the website's work based on technological aspect.

8. Accessibility

Website pages must be able to be used by everyone, both children, old and young, including people with disabilities.

#### 9. Interactivity

A good website allows visitors to interact with other websites, visitors, or the designer. By using hyperlinks and feedback, visitors can interact with other sites.