



Implementation Of Copywriting Strategies To Enhance Consumer Engagement At PT Tourezia Cakra Inspira

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ABSTRACT

Digital marketing requires 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 examines the implementation of copywriting strategies at PT Tourezia Cakra Inspira across digital platforms. This study employs a qualitative descriptive approach. Data were 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 were analyzed thematically. The findings indicate that PT Tourezia Cakra Inspira applies a structured copywriting workflow, including content briefing, planning, audience research, drafting, review, and publishing. Copywriting practices emphasize trust-building and engagement-oriented communication rather than direct selling. However, the absence of formal copywriting guidelines, standardized engagement indicators, and structured persuasion frameworks limits consistency and strategic effectiveness. Therefore, further formalization and evaluation are required to strengthen copywriting impact.

INTRODUCTION

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 & Agustini, 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 does not directly influence impulse buying, its impact becomes significant when mediated by persuasive copywriting. This finding highlights 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 underscores the potential of optimized captions and calls to action in enhancing user interaction, especially when tailored to specific audience segments.

Recent data indicate 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 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 shows 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 2 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 3 Self-Declared Platform Use in Indonesia (2025)

Source : Campaign Brief Asia.com

In addition, the Self-Declared Platform Use graph demonstrates 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 aligns with the study by Thomas et al. (2022), which demonstrates that less aggressive and more audience-centered promotional communication tends to generate higher engagement and spending behavior. Recent studies further support 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 focuses 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 aims to provide relevant insights and practical recommendations to enhance the effectiveness of its digital communication efforts.

LITERATURE REVIEW

Copywriting in Digital Marketing

Copywriting is the art and technique of writing texts that aim 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" 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.

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, in line with findings that digital marketing effectiveness is strongly influenced by message relevance and audience understanding (Hidayat et al., 2025)

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 serves 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.

Copywriting and Engagement on Social Media

Social media has become the primary platform for creating engagement between brand and 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 shows that influencer facial expression and the match between products and endorsement types (utilitarian vs. hedonic) significantly influence engagement levels and purchase intent. These findings indicate 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, messages 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 target 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 consisely while still touching on personal aspects. In line with the findings of Shuqair et al., (2024), the integration of effective copywriting and appropriate visual use such as positive facial expression of professional figures can enchace trus and engagement, even in formal business communication such as HR or company service promotion (Hidayat et al., 2025). This argument is further supported by (Prasetyo et al., 2025), who found that social media marketing activities significantly influence consumer brand engagement, which subsequently mediates purchase intention, emphasizing the importance of well-crafted and engaging communication strategies in strengthening audience responses on social media platforms

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 shows that engagement plays a crucial mediating role between marketing activities and purchase intention, while trust strengthens consumers' confidence and reduces perceived risk in the decision-making process (Otopah, 2026). Similarly, Duffett & Maraule (2023) confirms 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) emphasizes 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.

METHODS

This research applies 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, while observations and documents serve as supporting sources to strengthen data credibility and provide contextual depth. These methods enable 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) highlights that this iterative nature enables researchers to refine emerging findings and interpretations throughout the research process. By applying qualitative methods, this study produces 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.

RESULTS

Implementation of Instagram Copywriting Strategy at PT Tourezia Cakra Inspira

PT Tourezia Cakra Inspira implements its Instagram copywriting strategy as a structured and strategic communication process aimed at strengthening brand positioning and audience engagement, particularly within the B2B and B2G segments. Based on interviews and direct involvement during the internship period, copywriting is positioned not merely as creative writing but as a strategic marketing tool aligned with the company's digital marketing objectives. The process begins with content briefing, followed by audience research and content planning using a Google Sheet to organize posting schedules, themes, and communication angles. Although the company does not yet have a formal written copywriting guideline, consistency is maintained through internal coordination and the centralized role of a single copywriter, ensuring uniformity in tone of voice, language style, and message structure across Instagram content.

Figure 4 Instagram Copywriting workflow



Source : Website and Internal PT Tourezia Cakra Inspira

The implementation workflow of this strategy is visually illustrated in Figure 4 which presents six sequential stages: briefing, content planning, audience research, copy editing, internal review, and publishing. As shown in the figure, each stage plays a strategic role in ensuring that Instagram content is purposeful, audience-oriented, and aligned with the company's professional brand identity. The copywriting approach emphasizes emotional resonance, storytelling, soft selling, and contextual calls to action rather than hard-selling messages. Overall, the workflow demonstrates that Instagram copywriting at PT Tourezia Cakra Inspira is conducted systematically rather than on an ad hoc basis, reinforcing brand consistency and supporting the company's broader digital marketing objectives.

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

Copywriters at PT Tourezia Cakra Inspira hold a strategic and integrative role in shaping audience interaction on Instagram by translating marketing objectives into persuasive, audience-oriented communication. Based on interviews and direct observation during the internship period, the copywriter's responsibilities extend beyond caption writing to include designing interaction patterns, maintaining brand voice, and directing relationship-oriented communication. Audience involvement is intentionally developed through the use of strong opening hooks, adaptive language styles, and message structures tailored to corporate and professional segments. Consistency in tone professional, warm, and confident is maintained through centralized authorship and continuous coordination with the Digital Marketing team, enabling audiences to recognize the brand's communication style and fostering trust and familiarity.

Figure 5 Example of Engagement-Oriented Instagram Story Content at PT Tourezia Cakra Inspira



Source : Instagram PT Tourezia Cakra Inspira

The application of this role is illustrated in Figure 5 which presents a sequence of Instagram Story content designed to encourage participation and support early-stage purchase consideration. As shown in the figure, interaction is built through a sequential narrative process that begins with curiosity-driven polls, followed by conversational reinforcement, and gradually leads to consultation-oriented calls to action. The integration of interactive features, human-centered visuals, and the presence of company personnel enhances authenticity and emotional connection, while contextual CTAs encourage responses beyond passive consumption. Overall, the illustration demonstrates that audience involvement and purchase consideration at PT Tourezia Cakra Inspira are developed progressively through structured message design and interactive communication rather than direct hard-selling strategies.

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

The findings indicate that Instagram copywriting at PT Tourezia Cakra Inspira supports purchase intention indirectly through trust-building, credibility enhancement, and sustained audience interaction rather than direct hard-selling messages. Based on interviews and field observations, purchase intention in the B2B and B2G context is understood as a gradual process that begins with awareness and interaction before developing into inquiries and potential collaboration. Instagram copywriting contributes to this process by emphasizing informative and credibility-oriented messaging, such as highlighting company capabilities, experience, and service processes through educational content and behind-the-scenes storytelling. This

approach reflects the company's understanding that corporate decision-makers prioritize professionalism, reliability, and relevance, and therefore require confidence and trust before considering service engagement.

Figure 6 The Interactive Instagram Content to Build Engagement and Purchase Intention at PT Tourezia Cakra Inspira



Source : Instagram PT Tourezia Cakra Inspira

The implementation of this approach is illustrated in Figure 6 which presents engagement-oriented Instagram Story content designed to encourage participation and support early-stage purchase consideration. As shown in the figure, copywriting is strategically combined with interactive features, contextual calls to action, and human-centered visuals featuring company team members to guide audiences from curiosity toward consultation-oriented responses. Attention-grabbing openings, interactive polls, and conversational prompts transform communication into two-way interaction, while consistent professional and warm tone reinforces authenticity and credibility. Overall, the illustration demonstrates that Instagram copywriting at PT Tourezia Cakra Inspira functions as a relationship-building mechanism that gradually guides audiences from interaction to consideration, confirming that purchase intention in service-based and B2B contexts is shaped through sustained communication rather than immediate promotional pressure.

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 focuses on interpreting how the Instagram copywriting strategy implemented at PT Tourezia Cakra Inspira aligns with established theoretical frameworks and contemporary research, particularly within service-based and B2B marketing environments.

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, despite the absence of a formally documented written guideline. The implementation 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. As illustrated in **Figure 4.1**,

each stage in the workflow is sequentially connected, indicating that the issue identified in the problem formulation relates not to the absence of strategy, but to the lack 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 ranging from building brand awareness to increasing engagement and supporting conversion while remaining aligned with the company's brand character and service orientation."*

This finding is consistent with previous studies which suggest that effective social media copywriting strategies are often embedded in daily operational practices even when formal documentation is limited (Dubbelink & Herrando, 2021). Altamira et al., (2023) further emphasize that structured content planning and strategic coordination serve as key indicators of effective digital copywriting implementation regardless of the existence of formal guidelines, while Ahrens et al., (2022) highlight 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 characterized as structured in practice but informal in documentation, suggesting the need for formalization to enhance consistency, scalability, and long-term strategic control.

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

The findings indicate that the role of copywriters at PT Tourezia Cakra Inspira has been actively optimized to support consumer engagement 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. As illustrated in Figure 5 this optimization is reflected in the use of interactive content formats that enable two-way communication between the brand and its audience. The Head of Digital Marketing emphasized that copywriters function not only as writers of attractive words, but as designers of strategic messages that ensure relevance, persuasion, and alignment with the brand's professional identity, reinforcing the view that engagement is intentionally shaped through structured copywriting practices rather than emerging organically.

This finding is consistent with prior studies which argue that engagement in social media marketing is primarily driven by the strategic design of interactive content rather than posting frequency alone (Bryła et al., 2022). Bonilla-quijada et al., (2023) further highlight the role of copywriters in shaping engagement through storytelling, conversational language, and narrative continuity across Instagram Stories, while Trunfio & Rossi (2021) emphasize that sustained engagement emerges when audiences are invited into two-way communication that reinforces emotional and cognitive involvement. However, despite the effective optimization of the copywriter's role at the content creation level, the absence of structured engagement measurement indicators limits PT Tourezia Cakra Inspira's ability to objectively evaluate and compare engagement outcomes across campaigns, indicating that optimization has not yet been fully achieved at the evaluation level.

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

The findings suggest 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 limits 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) demonstrates 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) confirms 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 include 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.

CONCLUSION

Based on the findings and discussions presented in the previous chapters, it can be concluded that the copywriting strategy implemented at PT Tourezia Cakra Inspira is strategically oriented and systematically applied in practice, although it has not yet been fully formalized through standardized written documentation. The copywriting process follows a clear operational workflow consisting of content briefing, content planning, audience research, copy drafting, internal review, and content publishing across digital platforms. This finding indicates that the main issue identified in the problem formulation does not lie in the absence of strategy, but rather in the lack of formal documentation, which limits consistency, scalability, and long-term strategic control of copywriting activities.

Furthermore, the role of copywriters at PT Tourezia Cakra Inspira has been effectively optimized at the content creation level to support consumer engagement and indirectly influence purchase intention. Copywriters actively design engagement-oriented communication through interactive content formats, conversational language, storytelling techniques, and contextual calls to action, rather than merely producing captions. However, engagement effectiveness is still assessed primarily through qualitative observation, without standardized measurement indicators. In addition, although current copywriting practices appropriately emphasize trust-building and sustained engagement in line with service-based and B2B contexts, the absence of explicit language guidelines and structured persuasion frameworks limits the strategic capacity of copywriting to consistently guide audiences from engagement toward purchase-related actions across digital platforms.

SUGGESTION

Based on the findings and conclusions of this study, it is recommended that PT Tourezia Cakra Inspira strengthen the effectiveness and sustainability of its copywriting strategies through greater structural and strategic refinement. The company should develop a formally documented copywriting guideline that clearly defines content objectives, target audience characteristics, tone of voice, language style, and platform-specific standards.

The availability of such guidelines would support consistency in digital communication, strengthen brand identity, and improve coordination among team members involved in content development across digital platforms.

In addition, PT Tourezia Cakra Inspira is encouraged to further optimize the role of copywriters by combining engagement-oriented content design with clearer performance evaluation and structured persuasion techniques. Engagement outcomes should be assessed using measurable indicators such as interaction rates, audience responses, reach, and profile or link visits to enable more objective evaluation and strategy refinement. To better support purchase intention, the adoption of soft-selling persuasion frameworks such as AIDA, storytelling-based persuasion, and consultation-oriented calls to action is recommended, along with the development of platform-specific language guidelines. Finally, future research may expand the scope of analysis by applying longer observation periods or comparative approaches across digital platforms and content formats to provide deeper insights into the long-term effectiveness of copywriting strategies.

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AS: Conceptualization, Methodology, Data Collection, Data Analysis, Writing – Original Draft, Visualization, Review and Editing

ADS: Supervision.

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4. **Research Ethics:**

The study did not involve any intervention, biological specimens, vulnerable groups, or sensitive personal data. Participation was voluntary, and the confidentiality of the respondents was maintained.

5. **Use of Artificial Intelligence (AI):**

No Use of AI. The authors declare that generative AI was not used in the preparation of this article.

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