

PERSUASIVE POWER IN THE DIGITAL AGE: A STUDY ON GOJEK USERS' PURCHASE INTENTION IN DEPOK CITY THROUGH COPYWRITING, CONTENT MARKETING, AND BRAND AWARENESS

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Abstract: This research aims to examine the influence of Copywriting, Content Marketing, and Brand Awareness on Purchase Intention in Gojek products (Case Study of Gojek Users in Depok City). The type of data used is primary data. The sample used came from 100 respondents. The data source used is the respondents' answers from the questionnaire distributed. The data analysis techniques used are Validity Test, Reliability Test, Classical Assumption Test, Statistical Test, and Hypothesis Test. The results of this research partially show that Copywriting, Content Marketing, and Brand Awareness have a positive and significant effect on buying interest in Gojek products in Depok City. The results of this research simultaneously show that Copywriting, Content Marketing, and Brand Awareness have a positive and significant effect on purchasing interest in Gojek products.

Keywords: Copywriting, Content Marketing, Brand Awareness, Purchase Intention, Gojek

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh Copywriting, Content Marketing, dan Brand Awareness terhadap Minat Beli pada produk Gojek (Studi Kasus pada Pengguna Gojek di Kota Depok). Jenis data yang digunakan adalah data primer. Sampel yang digunakan berasal dari 100 responden. Sumber data yang digunakan adalah jawaban para responden dari kuesioner yang disebar. Teknik analisis data yang digunakan adalah Uji Validitas, Uji Realibilitas, Uji Asumsi Klasik, Uji Statistik, dan Uji Hipotesis. Hasil penelitian ini secara parsial menunjukkan bahwa Copywriting, Content Marketing, dan Brand Awareness berpengaruh positif dan signifikan terhadap minat beli pada Produk Gojek di Kota Depok. Hasil penelitian ini secara simultan menunjukkan bahwa Copywriting, Content Marketing, dan Brand Awareness berpengaruh positif dan signifikan terhadap minat beli pada Produk Gojek.

Kata Kunci: Copywriting, Content Marketing, Brand Awareness, Minat Beli, Gojek

INTRODUCTION

Current technological developments have led to a significant increase in internet usage, with 213 million users in Indonesia as of January 2023. This has shifted marketing strategies from conventional to digital marketing, which makes extensive use of content such as videos, images, text, and captions. Captions are an important element of copywriting in attracting audience attention and encouraging purchasing decisions.

Copywriting aims to persuade the audience to take action, such as purchasing a product or using a service. Effective content can increase brand awareness, build positive perceptions, and foster purchasing interest. However, digital content can also have negative impacts if not managed properly, such as the emergence of opposing opinions, errors in language use, or lacking moral values.

Therefore, companies need to pay attention to the quality of content and message delivery through a combination of appropriate captions and visuals. Errors in advertising text can damage the impression and reduce appeal. An example of the success of this strategy can be seen in Gojek's advertisement, which uses simple and rhythmic words to attract users' attention.

Based on the background described above, there are a number of phenomena related to the independent variables in this study. First, in the copywriting variable, errors in the writing of advertising text were found that could affect the effectiveness of the message intended for the audience. Second, in the content marketing variable, phenomena related to moral values in the content presented emerged, where the quality and ethics of the content became important factors in shaping a positive product image. Third, in the brand awareness variable, there is a phenomenon of negative perceptions of the brand that can affect consumer trust. These three variables will be studied to see the extent of their influence on consumer purchasing interest in Gojek services.

Based on the research questions outlined, this study has several main objectives. First, to determine whether Gojek's copywriting has an influence on consumer purchasing interest in its products. Second, to determine the extent to which Gojek's content marketing influences consumer purchasing interest. Third, to examine whether the brand awareness built by Gojek also influences product purchasing interest. Finally, this study also aims to analyze the simultaneous influence of copywriting, content marketing, and brand awareness on consumer purchasing interest in Gojek products.

LITERATURE REVIEW

1. Copywriting

Copywriting is a persuasive writing technique used in promotions to attract attention, build interest, create desire, and encourage consumer action. Copywriting can be applied to various media, such as advertisements, blogs, social media, and videos. In digital marketing, effective copywriting is used for headlines, descriptions, articles, and other promotional content. Copywriting not only serves to convey information, but also builds emotional closeness through storytelling. Its effectiveness is greatly influenced by the selection of appropriate, concise, clear, entertaining, and easy-to-understand words. Effective copywriting has been proven to increase audience engagement and product

sales. According to Bly (2005), there are four main indicators in copywriting: (1) capturing attention, (2) communicating the message clearly, (3) persuading or encouraging action (call to action), and (4) convincing the audience about the product or service being offered. Copywriting applied strategically, especially on social media platforms like Instagram, can build purchasing interest and become a key factor in the success of digital product marketing.

2. Content Marketing

In today's business competition, content marketing has become an important strategy for attracting consumers' attention through informative and engaging content. According to Nasution et al. (2023), content marketing aims to provide information and encourage the audience to take specific actions. It can take the form of writing, images, videos, and even captions on social media.

Social media has become the primary tool in content marketing because it can reach a wide audience and build a connection with consumers (Saraswati & Hastasari, 2020). Good content is not only visually appealing but also educational and relevant (Huda et al., 2021).

Quality content is assessed based on design, layout, consistent colors (Prajarini & Sayogo, 2021), and the ability to create customer engagement—namely consumer involvement through comments, likes, or shares (Jalantina & Minarsih, 2021). Successful content marketing can increase brand awareness and consumer loyalty (Yunita et al., 2021).

3. Brand Awareness

Brand awareness is the ability of consumers to recognize, remember, and associate a brand with its product category (Mervin et al., 2022). Well-known brands are more likely to be chosen when consumers make purchasing decisions (Clow & Baack, 2022). Brand awareness is built through visual elements such as name, logo, slogan, and packaging (Kotler, 2019). A unique and consistent brand will be easier to remember and build competitive strength (Satria & A.R., 2021). The levels of brand awareness are: (Unaware of Brand) consumers are not familiar with the brand, (Brand Recognition) recognize the brand when they see it, (Brand Recall) are able to remember the brand without assistance, (Top of Mind) the first brand that comes to mind for consumers. Brand awareness indicators include recall, recognition, purchase consideration, and consumption familiarity (Sari et al., 2021).

4. Purchase Intention

Purchase intention is the tendency of consumers to buy a product or service in the future, before a purchase decision is made (Akhsin, 2022; Nurhikmah, 2018). Consumers with purchase intention are called potential consumers, who are influenced by their perceptions of quality, information, and emotional experiences with the product (Cookson & Stirk, 2019).

Purchase intention is formed through a process of comparing alternatives, attitudes toward the product, and beliefs about its quality (Kurniasari & Budiatmo, 2018; Halim & Iskandar, 2019). Information from various sources serves as a reference in making purchasing decisions (Vania & Simbolon, 2021). Consumers with high interest are

usually active in seeking information, willing to pay, and recommending products to others (Yuliani, 2021).

Factors influencing Purchase Intention include: Price: initial pricing strategies can attract consumer interest. Product Quality: influences satisfaction and competitiveness. Service: quality of interaction and communication with consumers. Advertising: builds brand image and drives purchases. Brand: makes it easier for consumers to differentiate and choose products. Purchase Intention indicators according to Ferdinand (2006) include: Transactional interest: the desire to purchase a product. Referential interest: the desire to recommend a product. Preferential interest: loyalty to a particular product. Exploratory interest: the tendency to seek information about a product.

5. Previous Research

Previous research serves as an important foundation for researchers in developing scientific studies, as stated by Randi (2018), that previous research can enrich theory and facilitate researchers in examining the same topic. A review of several previous studies shows that the variables of copywriting, content marketing, and brand awareness have been extensively studied in relation to purchasing interest. The results are varied; some studies indicate a significant influence, as found by Akhsin (2022), Sulistyo et al. (2022), and Fatimah (2023), while others show no significant influence, as in the studies by Zata Amani et al. (2024), Pasaribu et al. (2023), and Hayati & Kunci (2022). Although these variables have been frequently studied separately, limited research has yet simultaneously analyzed the influence of copywriting, content marketing, and brand awareness on purchase intention within a single research model. Therefore, this study aims to address and formulate the following hypotheses: (H1) Copywriting influences the purchase intention of Gojek products, (H2) Content marketing influences purchase intention, (H3) Brand awareness influences the purchase intention of Gojek products, and (H4) Simultaneously, copywriting, content marketing, and brand awareness influence the purchase intention of Gojek products.

RESEARCH METHODOLOGY

This study uses a quantitative approach, as explained by Sugiyono (2017) in Rahayu (2017), that quantitative research is based on positivism philosophy and is used to examine a specific population or sample using research instruments and statistical data analysis to test predetermined hypotheses. The type of research used is explanatory research, which aims to test theories or hypotheses to strengthen or reject previous research results. The purpose of this study is to determine the effect of the variables Copywriting (X1), Content Marketing (X2), and Brand Awareness (X3) on Purchase Intention (Y) in Gojek products in Depok City. The operational definitions of the variables in this study refer to observable characteristics that allow researchers to measure the object accurately. This operationalization also aims to facilitate data collection, avoid differences in interpretation, and limit the scope of the variables being studied. Each variable is measured using an interval scale with relevant indicators. Copywriting is measured based on indicators of attention-grabbing, communicating, persuading/inviting, and convincing. Content Marketing includes indicators of images (design), layout, and color. Brand Awareness consists of indicators of recall,

recognition, purchase, and consumption. Meanwhile, Purchase Intention is measured based on indicators of transactional, referential, preferential, and exploratory interest.

The data sources used in this study consist of primary and secondary data. Primary data was obtained directly from respondents through the distribution of online questionnaires, while secondary data was obtained from supporting literature such as relevant books and journals. The population in this study is the people of Depok City who are Gojek service users. The sampling technique used is non-probability sampling with the purposive sampling method, which is a technique of selecting samples based on certain considerations, such as age, gender, and domicile in Depok, West Java. Based on data from the Depok City Central Statistics Agency in 2023, the population size is 2,145,400 people, and using the Slovin formula with a margin of error of 10%, the minimum sample size is 100 respondents.

Data collection was conducted through the distribution of questionnaires consisting of statements answered by respondents based on the Likert scale. The Likert scale was used to measure respondents' attitudes, opinions, and perceptions toward a specific object or phenomenon, with response options ranging from strongly agree to strongly disagree, assigned values from 1 to 4.

The data analysis technique in this study began with a validity test to measure the accuracy of the instrument based on a comparison between the r_{hitung} and r_{tabel} values. Next, a reliability test was conducted using Cronbach's Alpha technique with a reliability limit of 0.60. To ensure that the data was free from bias, classical assumption tests were conducted, including normality tests, multicollinearity tests, and heteroscedasticity tests. The normality test used the One Sample Kolmogorov-Smirnov test, the multicollinearity test used tolerance values and the Variance Inflation Factor (VIF), and the heteroscedasticity test used a scatterplot graph of the standard residuals.

Statistical analysis was conducted through descriptive analysis and multiple linear regression analysis to determine the simultaneous effect of independent variables on the dependent variable. The regression equation used is $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y is the Purchase Intention variable, X_1 is copywriting, X_2 is content marketing, and X_3 is brand awareness. The coefficient of determination (R^2) is used to see how much the independent variables contribute to the dependent variable collectively. Hypothesis testing was conducted through partial testing (t-test) and simultaneous testing (F-test) to determine the influence of each independent variable, both individually and collectively, on the Purchase Intention variable. The decision-making criteria were based on a comparison of the calculated t-value and the table t-value for partial testing, as well as the calculated F-value and the table F-value for simultaneous testing.

RESULT AND DISCUSSION

1. Multiple Linear Regression Test Results

The results of this test can be known through the multiple linear analysis formula. The following is a table of multiple linear regression analysis processed through the SPSS 25 program.

Table 1. Multiple Linear Regression Analysis
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,606	1,048		4,397	,000
	Copywriting	,217	,094	,232	2,302	,023
	Content Marketing	,250	,096	,243	2,612	,010
	Brand Awareness	,294	,077	,341	3,805	,000

a. Dependent Variable: Minat Beli

Based on Table 1, the following multiple regression equation can be obtained:

$$Y = 4.606 + 0.217 X_1 + 0.250 X_2 + 0.294 X_3 + e$$

Based on the above multiple linear regression equation, the following explanation can be obtained:

- 1) The constant value of 4.606 indicates the value of the dependent variable (Purchase Intention) before being influenced by the independent variables (Copywriting, Content Marketing, Brand Awareness). If there are no independent variables, the dependent variable does not change.
- 2) The regression coefficient for the Copywriting variable (X₁) is 0.217, which is positive, indicating that this variable has a positive influence on the Purchase Intention variable (Y). This means that every 1-point increase in the Copywriting variable (X₁) can increase the value of the Purchase Intention variable (Y) by 0.217.
- 3) The regression coefficient for the Content Marketing variable (X₂) is 0.250, which is positive, indicating that this variable has a positive influence on the Purchase Intention variable (Y). This means that every 1-point increase in the Content Marketing variable (X₂) can increase the value of the Purchase Intention variable (Y) by 0.250.
- 4) The regression coefficient for the Brand Awareness variable (X₃) is 0.294, which is positive, indicating that this variable has a positive effect on the Purchase Intention variable (Y). This means that every 1-point increase in the Brand Awareness variable (X₃) can increase the value of the Purchase Intention variable (Y) by 0.294.

2. Coefficient of Determination R²

The coefficient of determination is used to see the ability of the independent variable to explain the dependent variable and the proportion of variation in the dependent variable explained by the variation in the independent variables (Akhsin, 2022). The same journal also explains that if the R² obtained from the calculation results shows that it is getting bigger (approaching one), then it can be said that the contribution of the independent variable to the variation in the dependent variable is getting bigger. The following is a table of the results of the coefficient of determination.

Table 2 Determination Coefficient Results

Model	R	R Square	Model Summary	
			Adjusted R Square	Std. Error of the Estimate
1	,651 ^a	,424	,406	1,473

a. Predictors: (Constant), Brand Awareness, Content Marketing, Copywriting

Based on table 2, the Adjusted R-Square value is 0.406, which means that 40.6% of the Purchase Intention variable can be explained by the Copywriting, Content Marketing, and Brand Awareness variables, while the remaining 59.4% is influenced by other variables outside this study.

3. Hypothesis Test Results

a. Partial Test Results (t-Test)

Partial tests are used to determine whether each independent variable partially (each) influences the dependent variable. The t-count value needs to be compared with the t-table value to determine whether the independent variable influences the dependent variable or not. In addition, it is also necessary to compare the sig. value with the probability value (0.05). The hypothesis formulation is used as the basis for determining the test.

- 1) Sig. value <0.05 and t-count > t-table means that there is a partial influence of the independent variable on the dependent variable.
- 2) Sig. value >0.05 and t-count < t-table means that there is no partial influence of the independent variable on the dependent variable.

By calculating through the following formula provisions:

$$T_{table} = (a/2; n-k-1) = (0.05/2; 100-3-1) = (0.025; 96)$$

Then, the ttable can be obtained as much as 1.985. The following is a table of partial test results (t-test).

Table 3. Partial Test Results (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	4,606	1,048		4,397
	Copywriting	,217	,094	,232	2,302
	Content Marketing	,250	,096	,243	2,612
	Brand Awareness	,294	,077	,341	3,805

a. Dependent Variable: Minat Beli

Based on Table 3, several pieces of information can be obtained from this test, namely:

- 1) The Copywriting variable (X1) influences the Purchase Intention variable (Y) because the sig. value is $0.023 < 0.05$ and the t-count value is $2.302 > t\text{-table } 1.985$.

- 2) The Content Marketing variable (X2) influences the Purchase Intention variable (Y) because the significance value (sig.) is $0.010 < 0.05$ and the t-calculated value is $2.612 > t\text{-table } 1.985$.
- 3) The Brand Awareness variable (X3) influences the Purchase Intention variable (Y) because the significance value is $0.000 < 0.05$ and the t-value is $3.805 > t\text{-table } 1.985$.

b. Simultaneous Test Results (F-test)

The simultaneous test is used to determine whether all independent variables simultaneously (together) influence the dependent variable. The calculated F value must be compared with the table F value to determine whether the independent variables influence the dependent variable or not. Additionally, the significance value must be compared with the probability value (0.05). The results of this test can be seen in the ANOVA table. The following are the hypotheses used as the basis for determining the test.

- 1) If the sig. value is < 0.05 and the calculated F value is $>$ the table F value, it means that the independent variables have a simultaneous effect on the dependent variable.
- 2) If the sig. value is > 0.05 and the calculated F value is $<$ the table F value, it means that the independent variables do not have a simultaneous effect on the dependent variable.

By performing calculations using the following formula:

$$f_{\text{table}} = (k;n-k) = (3;100-3) = (df-3 \text{ to } 97)$$

Then, the f_{table} value obtained is 2.700. The following is the table of simultaneous test results (f-test).

Table 4. Simultaneous Test Results (f-Test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153,162	3	51,054	23,537	,000 ^b
	Residual	208,228	96	2,169		
	Total	361,390	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Awareness, Content Marketing, Copywriting

Based on table 4, it is known that the sig. value is $0.000 < 0.05$ and the f count value is $23.537 > f \text{ table } 2.700$ so that it can be stated that there is an influence of Copywriting (X1), Content Marketing (X2), and Brand Awareness (X3) simultaneously or together on Purchase Intention (Y). Analysis and testing of the research results have been carried out which include the variables Copywriting (X1), Content Marketing (X2), Brand Awareness (X3), and Purchase Intention (Y), then there is a discussion of the research results that have been obtained in this study as follows:

4. The Influence of Copywriting on Purchasing Interest in Gojek Products

The results of this study indicate that copywriting has an influence on the level of purchasing interest in Gojek products, so copywriting needs to be developed regularly to

remain attractive and persuasive. Effective copywriting is achieved by using concise and succinct sentences that convey clear and unambiguous meanings to minimize audience misunderstandings. Furthermore, entertainment elements play a crucial role in capturing attention and building emotional connections with the audience, thereby avoiding a monotonous impression.

Gojek demonstrates its expertise in crafting narratives inspired by the daily experiences of its users, combined with a touch of humor in its copywriting, to enhance brand interaction through advertising. This strategy results in more enjoyable and relatable communication for the target audience, thereby increasing brand awareness and engagement. The presence of narrative elements, humor, and affective language can serve as a bridge in communicating the emotional aspects of the brand. Additionally, each advertising message is relevant to the needs and lifestyles of Gojek users.

The high potential for errors in copywriting raises significant concerns, making careful analysis and word selection crucial in its creation. The implementation of product promotion strategies using copywriting must be based on the accuracy of word selection aligned with the desired objectives. Gojek's copywriting focuses on the benefits offered, not just explaining the features of the service. They explain that their services can solve the problems of their target audience. The consistency maintained by Gojek in language use and writing enhances a strong brand identity, making it easily recognizable as it effectively conveys the brand's personality or unique characteristics that distinguish it from others.

In addition to implementing product promotion strategies, Gojek proactively provides solutions to address and resolve issues that arise, as well as effectively communicating the content of its advertisements. Gojek makes various efforts to contribute positively to society, particularly its consumers.

The use of simple sentences to improve memorability, following trends in language usage, and applying rhyme in sentence structure are some of Gojek's strategies in applying copywriting to its advertisements. Gojek proactively adjusts this strategy to keep up with developing trends. The implementation of these strategies is intended to maximize the effectiveness of advertisements.

The results of this study align with research conducted by (Akhsin, 2022) on Instagram users in Tanjung Selamat Village, Medan, which stated that copywriting has a positive influence on Instagram users' purchasing interest. Other studies conducted by (Sulistyo et al., 2022), (Jesslyn & Agustiniingsih, 2021), and (Sheriff et al., 2019) found similar results, namely that there is a relationship between copywriting and Purchase Intention.

5. The Effect of Content Marketing on Purchasing Interest in Gojek Products

Research findings indicate that the implementation of content marketing has a significant impact on Purchase Intention in Gojek products, underscoring the need to develop innovative and creative approaches in content creation. Content marketing activities not only provide information and benefits but also aim to entertain or capture attention. High-quality and ethical Gojek advertising content can serve as a strategic step

to enhance the company's reputation, ensuring the public recognizes Gojek as a friendly and courteous product.

Moral values in content serve as a strong foundation for enhancing the company's reputation. Negative stigma in digital content can be minimized, enabling effective implementation of content marketing expansion strategies. The visual appeal of Gojek's images conveys a modern impression. Consistent use of green in all content can be established as the company's identity. The strategic layout of text or images ensures smooth reading and understanding for the audience. The harmony between visual elements and design, including layout and color, creates an aesthetic appeal in marketing content, thereby capturing attention and enhancing audience comfort in processing information.

The platforms used for distributing marketing content are highly varied. Gojek is active on various platforms, such as social media, the Gojek blog, or collaborations with influencers or content creators. Interactive content encourages user participation, such as giveaways or concerts. The content presented by Gojek also involves the audience emotionally, such as liking, commenting, or sharing it with others. The content presented by Gojek has inspirational, educational, and even humorous elements.

Marketing content is distributed by including relevant, meaningful, and valuable information. Adherence to moral values in marketing content is very important because the content serves as an informative tool. The connection between content and moral values can prevent a decline in company performance. The presence of moral values in content marketing can be a step towards building a stronger and more competitive brand.

The findings of this study align with research conducted by (Antika et al., 2023) on TikTok Shop users, which indicated a positive influence of Content Marketing on users' purchasing interest in TikTok Shop. Other studies conducted by (Pratiwi et al., 2023), (Nabillah & Lubis, 2023), (Agustini et al., 2022), and (Irianto, 2020) found similar results, namely that there is an influence between content marketing and Purchase Intention.

6. The Influence of Brand Awareness on Purchasing Interest in Gojek Products

The results of the study explain that the Brand Awareness variable has an influence on the level of purchasing interest in Gojek products, so it is very important to make regular improvements so that the public can always remember the Gojek brand. The brand awareness that Gojek has built up to date has reached a strong point, so that the majority of the public knows, recognizes, and even trusts this product. The presence of brand awareness can attract Purchase Intention, which has a significant likelihood of influencing purchase decisions, including repeat purchases.

Gojek is able to align its brand by demonstrating a strong alignment between the brand and consumer interests and needs. Gojek understands these needs by simplifying daily life, aiming to provide effective and efficient services in line with the fast-paced and practical lifestyle of Indonesian society. The use of simple language that is directly relevant makes it easier for the public to understand, accept, and remember the Gojek brand.

Adapting to technological developments and the dynamic needs of society can enhance brilliant innovations, preventing a sense of boredom. Gojek also utilizes various marketing channels, including television ads, social media, and on-site promotions via videotrons. This is implemented to ensure reach across all audience segments, facilitating more aggressive branding expansion.

The risk of negative brand awareness for Gojek may arise from service failures or negligence. Brand awareness is created through unforgettable memories. Gojek consistently provides high-quality service to consumers, leaving a positive impression on every consumer's mind. This also enhances Gojek's image as a renowned company with high competitive value. However, Gojek is not without its shortcomings in service. Nevertheless, Gojek wisely demonstrates its ability to address these shortcomings swiftly and effectively.

Brand awareness is closely related to brand equity. Gojek has built a very strong brand, enabling its reputation to create brand equity, as evidenced by consumer trust and confidence. The formation of strong brand equity is also based on high customer loyalty, which in turn impacts increased sales, attracts new investors, and expands into new markets.

The results of this study align with research conducted by (Prayogo et al., 2023), which states that "consumer understanding of what they want to buy is a top priority for building strong brand equity." This means there is a positive influence of Brand Awareness on Consumer Purchase Intent. Other studies conducted by (Mayasari & Swarnawati, 2024), (Fatimah, 2023), (Bahrunsyah & Iskandar, 2018), and (Nurhikmah. S, 2018) found similar results, namely that there is a relationship between Brand Awareness and Purchase Intention.

7. The Influence of Copywriting, Content Marketing, and Brand Awareness on Purchase Intention in Gojek Products

The results of the study explain that carrying out Copywriting, Content Marketing, and Brand Awareness simultaneously can affect the level of Purchase Intention in Gojek Products so that it is very necessary to do it to obtain greater profits. These three variables need to improve the Copywriting, Content Marketing, and Brand Awareness strategies so that they remain competitive products, even though the products are currently quite good.

Gojek's ability to implement Copywriting, Content Marketing, and Brand Awareness strategies has led this Company to become a competitive entity in the market. Consumer interest in the neatly packaged advertising narrative and their involvement in the content presented are factors in Gojek's success. In addition, the brand introduction, reminder, and connection strategies implemented well by Gojek have increased and increased the public's familiarity with this Company.

The art of writing persuasive text is carried out by Gojek by utilizing copywriting strategies in its marketing, such as advertisements, slogans and e-mails to attract public attention. Gojek integrates unique copywriting into its content, such as videos and images, to create more persuasive content and encourage engagement. The creation and distribution of relevant and valuable content can attract and retain target audiences. This

can be seen from Gojek's proactive attitude in producing various quality and unique content so that it can build good relationships with consumers. The content created by Gojek also helps brand awareness by conveying brand values and benefits.

The researchers in this study briefly stated that the emergence of buying interest in Gojek products can be influenced by Copywriting, Content Marketing, and Brand Awareness activities, if carried out together. There have been many studies conducted regarding the relationship between Copywriting, Content Marketing, and Brand Awareness on Purchase Intention, but no research has been found that tests the influence of Copywriting, Content Marketing, and Brand Awareness on Purchase Intention in one research framework. Various previous studies have been conducted by (Akhsin, 2022) to test the influence of Copywriting and Content Marketing on Purchase Intention. Research on the influence of Content Marketing and Brand Awareness on Purchase Intention was conducted by (Fatimah, 2023).

CONCLUSION

Based on the results of the research and discussion on the influence of copywriting, content marketing, and brand awareness on Purchase Intention in Gojek products, with a case study on Gojek users in Depok City, several important conclusions were obtained. Partially, copywriting is proven to have a positive and significant influence on Purchase Intention, so that the first hypothesis (H1) is accepted. Furthermore, content marketing also shows a positive and significant influence partially on Purchase Intention, so that the second hypothesis (H2) is accepted. The same thing also applies to brand awareness, which partially has a positive and significant influence on Purchase Intention, so that the third hypothesis (H3) is accepted. Simultaneously, the three independent variables - copywriting, content marketing, and brand awareness - have a positive and significant influence on Purchase Intention, so that the fourth hypothesis (H4) is also accepted. Even though the items are currently very good, these three variables need to strengthen the copywriting, content marketing, and brand awareness tactics in order to remain competitive. According to the study's researchers briefly mentioned that, when combined, copywriting, content marketing, and brand awareness initiatives can impact the emergence of purchasing interest in Gojek items.

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