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Copywriting Structure Based on Direct Persuasive in Instagram Posts of Hari Peduli Sampah Nasional 2024 Komunitas Ciliwung Depok

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Abstract

In the digital age, copywriting strategies also need to adapt to the popular trends and language among the target audience. Audiences on Instagram, especially the younger generation, are more interested in casual, interactive, and personalized language styles. Copywriting as a persuasive technique and communication strategy has become one of the most effective tools in the digital age, especially on platforms like Instagram. The copywriting structure consists of a headline, tagline (subheadline), body copy, and call to action (CTA), all of which will be integrated into one unit and encourage the audience to understand the message conveyed. The use and clarity of the copywriting structure on "Komunitas Ciliwung Depok" as an environmental care community in addition to having a direct existence, they also form a virtual-based community with an Instagram account. The content of the National Waste Care Day 2024 is the object of research that discusses the structure of copywriting; this is based on the consideration that the existence of waste is often a major problem for humans due to acts of indifference to the environment and ecosystems, especially river ecosystems which play a vital role for human life in fact. In this study, researchers used a qualitative approach with virtual observation techniques and documentation to collect data while in the field and peer debriefing to validate field findings (data). This ensured that the research results could be measured and were highly independent, not related to or affected by conditions that make this research biased.

Keywords: Copywriting Structure; Direct Persuasiveness; Instagram; Virtual Community

INTRODUCTION

Technological developments have profoundly transformed communication media, changing the way we interact, consume information, and share content. As the foundation of the modern communication revolution, the internet has paved the way for global connectivity. Increasingly widespread and fast internet access allows information to spread instantly worldwide. Broadband technology, 5G networks, and internet satellites have expanded accessibility, reaching even remote areas that were previously difficult to reach. The emergence of social media is one of the most significant manifestations of advances in communication technology. The emergence of various communication media platforms such as Facebook, Instagram, Twitter, and TikTok has become the main tool for individuals and organizations to communicate and share content. Social media enables the creation of digital communities where people can interact directly, share experiences, and build networks

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(Nurdiansyah: 2024). It is also changing the way businesses advertise and interact with customers, giving them the tools to reach a wider audience in a more personalized and direct way. Nowadays, the process of delivering communication messages is encouraged to create creative messages. Creative messaging in persuasive communication is a communication strategy that combines elements of persuasion with innovative and interesting approaches, aiming to influence the audience effectively. In this message, creativity is utilized to convey information, evoke emotions, attract attention, and engage the audience in a deeper way. The goal is to move the audience to take a specific action, whether buying a product, supporting an idea, or changing behavior.

For example, imagine an advertising campaign promoting healthy living habits. Instead of simply presenting facts about the benefits of exercise or healthy food, the campaign packages its message in the form of an inspiring visual story. For example, an individual who initially leads an unhealthy lifestyle is shown through a series of images and videos as someone who is sluggish and unproductive. However, over time, after starting to exercise and adopting a healthier diet, this individual slowly changes, becoming more energetic, happy, and successful (Malsen: 2010). The visuals are accompanied by emotionally evocative music and a powerful narrative, depicting life transformation through healthy choices. This message's ability to harness the power of emotion makes it persuasive. Instead of simply stating facts, the message invites the audience to experience first-hand how lives can be transformed with the right choices. The emotions evoked, be it happiness, hope, or even fear of an unhealthy lifestyle, trigger a strong response from the audience. They understand the information conveyed and feel the urge to take action in their lives. In addition, persuasive creative messages often utilize visual elements that are unique and different from conventional approaches. This is important because audiences, who are daily bombarded by a lot of information, tend to be more interested in something fresh and different (Siagian: 2024). In the context of this campaign, the use of bright colors, dynamic scenes, and relatable characters makes the message more memorable and touches the audience personally. Ultimately, despite the creativity used, persuasive messages still have a clear purpose: to direct the audience to act. The campaign might end with a strong call to action, such as 'Start your change today' or 'Be the best version of yourself.' This call to action becomes the key that ties the entire message together, encouraging the audience to be inspired and take concrete steps in line with the message. As such, persuasive creative messaging is a blend of art and strategy. It relies on creativity to attract attention, evokes emotions to make the

message memorable, and uses persuasive elements to encourage the audience to act on the desired goal. This kind of messaging is effective in conveying information and builds a stronger emotional connection with the audience, making them feel engaged and moved. Copywriting and social media are two inseparable elements in today's digitalization era. Both are pivotal in how brands communicate with their audience, create engagement, and drive action (Handley: 2014). In an increasingly digitally connected world, the ability to create effective and engaging messages on social media platforms is key to success. One of the most important aspects of copywriting on social media is its ability to create emotional engagement. In a world of information and distractions, messages that resonate with audiences are more successful. A touching story, humor, or thoughtful controversy can trigger a strong emotional reaction. Creativity also plays an important role in social media copywriting. With so much content competing for attention, a creative and innovative message can make all the difference. This could mean the use of humor, wordplay, or interesting visuals. For example, a marketing campaign that uses memes or funny short videos can go viral, attract widespread attention, and increase brand awareness significantly.

Each social media platform has unique characteristics that affect how copywriting is applied. On Instagram, it is very visual and relies on strong images and videos with short text. Overall, copywriting and social media are a powerful combination that requires a deep understanding of the audience, creativity, clarity, and the ability to adapt quickly. With the right approach, both can be used to create powerful messages, build meaningful relationships with audiences, and achieve desired results in digital marketing strategies (Serafinelli: 2018). Persuasive messages often face a number of problems that affect their effectiveness in conveying objectives to the audience. One of the main challenges is maintaining message clarity. When messages are complicated or full of jargon, audiences can feel confused and need help understanding what is being asked of them. For example, in the world of copywriting, many messages try to appear sophisticated with complex language, but instead lose the essence of what is being conveyed, leaving the audience needing clarification and disinterested.

In addition, emotion is often a key tool in persuasion. However, overuse of emotions can backfire. When messages overly exploit fear or anxiety, audiences can feel manipulated. Instead of being moved to action, they can experience resistance. A common example is campaigns that constantly overemphasize negative consequences, leaving audiences feeling pressured or uncomfortable. Credibility is also a key element in the success of persuasive messages. If the messenger is not perceived as having sufficient authority or expertise, the

audience will doubt the validity of the claims being made. This is often the case in adverts that use famous figures that are irrelevant to the product being advertised, causing the audience to question the relevance or truthfulness of the message (Ijuo Ogah:2022).

Another problem is when persuasive messages fail to match the context of the audience. Messages that consider the values or needs of the audience should be addressed. Cultural context also plays an important role; if not carefully considered, messages can be perceived as insensitive or offensive, as seen in some advertising campaigns that are perceived as racist or stereotypical.

Ultimately, persuasive messages must balance between emotional and rational aspects, maintain clarity, credibility, and consider the context and culture of the audience in order to achieve maximum effectiveness. Komunitas Ciliwung Depok is one of the platforms that has the role of making people aware of the existence of the environment, especially the preservation of the Ciliwung River ecosystem. The development of information and communication technology today has encouraged the adoption of these trends, such as having an Official Instagram account. Based on research conducted by Dian Nurdiansyah (2024), it is explained that the Komunitas Ciliwung Depok has the potential as a forum for education, conservation, and persuasion related to concern for maintaining the Ciliwung River ecosystem, especially since KCD also utilizes networks on social media, namely Instagram with the account name @komunitasciliwungdepok. Consistency in providing information related to the issue of conservation and protection of the Ciliwung River ecosystem made in the content is one of the factors driving researchers to be interested in conducting research related to how the copywriting structure is used, especially in providing environmental conservation messages in a direct persuasive manner. It is necessary to approach and deepen the role in conducting research related to this matter because this research hopes to provide encouragement and illustrate how important it is to understand and care about the environment, especially the existence and sustainability of river ecosystems.

METHOD

In the research to be carried out, the research approach uses a qualitative approach. This means that the qualitative approach always places researchers in conditions that can explore the subject and object of research. According to Creswell (2014), a qualitative approach is research that places researchers in conditions where they can see the visualization of research directly so that they can find hidden data. Meanwhile, according to Hennink et al. (2011), explaining the approach with qualitative methods will try to gain knowledge and understanding of reasons, beliefs, motivations, and perceptions.

The type of research that will be used in this research is descriptive research, so that in the process and results later it can provide a description and explain the phenomena that occur in the object of research, whether in accordance with the real situation and conditions. Moleong in his book entitled Qualitative Research Methods (2014) explains that qualitative research with descriptive methods can describe, analyze a research result. The method used in the study is a qualitative research type and descriptive approach, and the next method is to use virtual observation to collect data from Instagram media. The observation technique is a technique for obtaining data in the field, where researchers are required to produce understanding and knowledge by observing, interacting, asking, and collecting documentation so that researchers are closer to the data (Paul,2024). Nilamsari (2014) reveals that the documentation technique is used to complement research data, written sources, films, drawings or photographs, and other works that can provide information. The process of analyzing data in the study uses Miles and Huberman (2014) and interactive modeling techniques. The interactive model is a technique in which researchers can interact directly with data and participate actively in the analysis process (ongoing). Meanwhile, to validate the findings (data) in the study, researchers used peer validation techniques (Peer Debriefing), which is one technique to seek credibility and validity of research findings (research data) by involving independent peers in the process of reflection, evaluation, and validation. This technique allows researchers to open up research findings and processes to colleagues who can provide objective, critical feedback, identify potential biases, and offer new perspectives. This technique can also help strengthen the research's theoretical constructs, thereby creating different points of view or proposing alternative explanations that may better fit the data (Janesick, 2015).

RESULTS AND DISCUSSION

In the results and discussion section, several things related to the study results can be conveyed; researchers get some uniqueness related to the findings that can be conveyed. The findings of the study are described as follows on figures 1. In content modelling techniques with carousels, the information is more complete because not one content is uploaded. Instagram carousel content is an upload format that allows users to upload multiple photos or videos in a single post, which followers can swipe through to view further content. This carousel content is a popular choice for sharing in-depth information in a visual and interactive way. According to Jiwantono (2021), the understanding of the carousel technique in Instagram media is the preparation of content about solid information that can be visualized briefly through each page (more than one) about a topic or upload theme. So it

can be concluded that the carousel technique is a way to build content on social media (Instagram) by providing more than one content in one post. The media content manager must be good at building content so that the audience can be educated directly (direct persuasive), usually the content manager in creating carousel content will build the best intro in the first post, or usually also use the inverted pyramid technique in writing news.

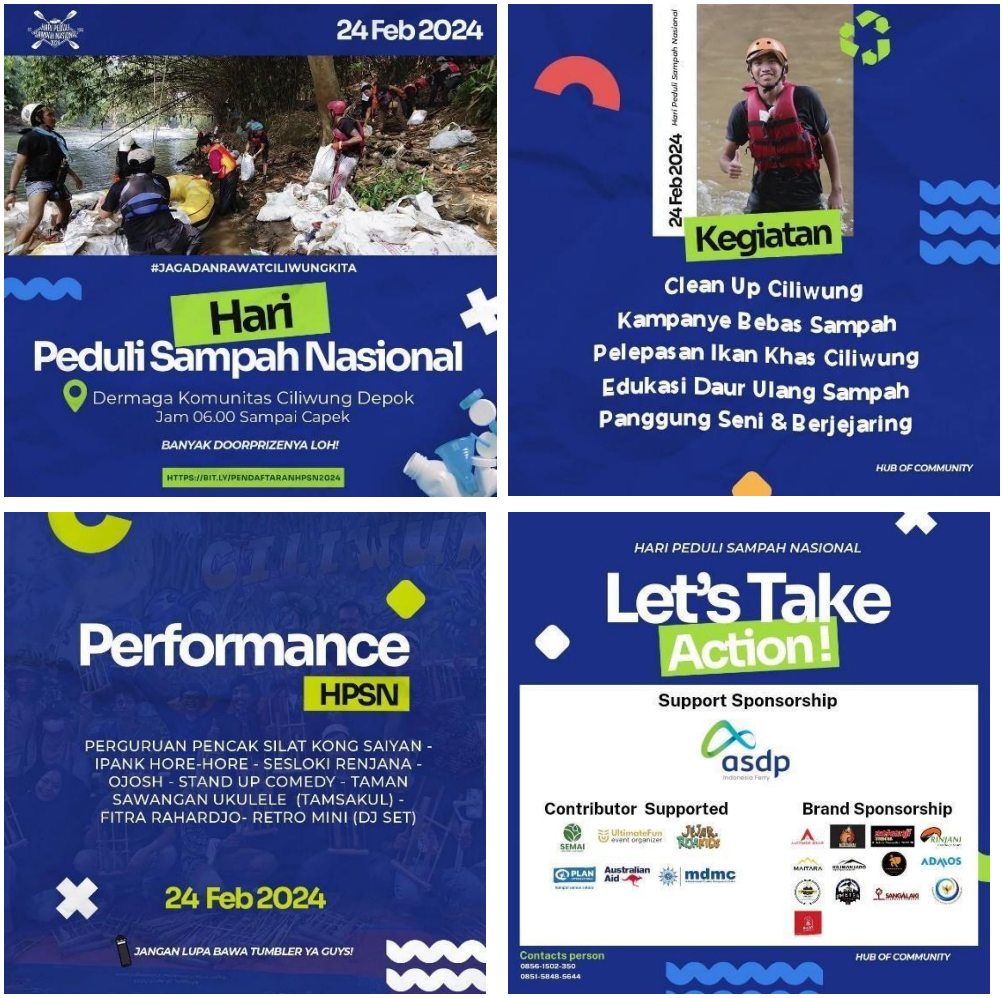


Figure.1 Copywriting Concept in Carousel Content
Source: Doc. Researcher, 2024.

The copywriting approach in this poster utilizes a balance between direct invitation and informality. The use of clear headlines and informative subheadlines makes the audience immediately understand the gist of the event, while CTAs with light-hearted language and the addition of attractive door prizes increase the motivation to participate. The overall message is designed to appeal to people who care about the environment, with inclusive language and visuals that support the context of the activity. According to Shaw (2012), the balance of copywriting is determined by the insight and creativity of the copywriter to build and mix copywriting structures creatively, innovatively, and persuasively. Komunitas Ciliwung Depok is trying to maintain river ecosystem conservation activities through various ways, one of which is still providing education, direct persuasion through Instagram digital content. The

hope is to further encourage the public or virtual audience to be more aware and care about environmental ecosystems, one of which is the preservation of the river environment which is considered increasingly disturbed by its ecosystem.

Headline	This copywriting text for the 'Hari Peduli Sampah Nasional' commemoration was designed to grab the audience's attention with various message elements that work in harmony, provide clear information, and invite participation in this environmental event. The National Waste Awareness Day was chosen as the main headline for this event. With a large size and contrasting colors, this headline immediately grabs attention, making the audience understand the event's main purpose, which is to honor National Waste Awareness Day. Without excessive words, this headline conveys the context of the event in a short but concise manner.
Tagline/Sub Headline	Regarding the use of taglines in the content, if researchers make observations and collect data, the tagline used is the hashtag *#jaga dan rawat ciliwung kita.* It not only symbolizes the purpose of the event but is also an effective branding tool. This hashtag allows audiences to engage further in online conversations and as an activity identity easily searchable on social media.
Body Copy	In the content of the carousel above, the researcher can identify that for the body copy, there is the use of supporting visuals, such as the use of the main visual photo showing a group of people cleaning up rubbish on the riverbank, reinforcing the message of the activity and providing a direct visual example of the activity to be carried out. This is a visual representation that reinforces the call on the poster and helps the audience visualize their role if they participate.
Call to Action	To invite the audience to participate, the Call to Action (CTA) element is delivered in an attractive and friendly style: "Banyak doorprizenya loh!" plus a registration link at "https://bit.ly/pendaftaranHPSN2024." This phrase encourages the audience to register immediately, adding the lure of the prize as the main attraction. The use of informal phrases like "loh!" adds a relaxed and friendly invitation, which strengthens the appeal of the activity. With an easily accessible link, the audience has the opportunity to act immediately and sign up, which speeds up the process of inviting participation. The time details of the event are written in an unusual way, "Jam 06.00 sampai capek," which contains an element of humor and adds a relaxed feel to the event. This sentence evokes an intimate atmosphere, as if to hint that although the event is passionate and purposeful, it will still be conducted in a light and fun atmosphere. As such, the audience feels closer to the event, especially those who may be participating in environmental activities for the first time.

Table 1. Identification of Copywriting Structures Carousel Content

Source: Shaw, 2012

This visual language can be understood as a layout arrangement in a carousel design that tells a story by successfully applying the main principles of the layout itself. The 4 main principles of layout are: sequence (hierarchy), emphasis, balance, and unity (Rustan: 2020). As a comparison or search for facts, data, and differences from previous content, researchers take posts with the concept of single posts (Single Content). Holmes (2017) explains that

single posts on Instagram are designed to convey messages clearly and effectively in one view (content) on each post. So, it can be concluded from the expert's opinion that taking single content on the Instagram account of the Ciliwung Depok Community with the same theme as carousel content has a pattern that is not the same, but the pattern of messages based on purpose is similar, so the data that will be obtained is interesting to identify as a form of direct persuasive through a copywriting structure.



Figure. 2 Copywriting Concept in Content Singles
Source: Doc. Researcher, 2024.

Overall, the copywriting elements in this content have been well designed to attract attention, create anticipation, and convey a clear message regarding National Waste Awareness Day and the collaboration of various communities to protect the environment. Message building through wordplay is a creative technique in persuasive communication where words are carefully selected, arranged, and modified to create a more significant impact. Wordplay makes the message more engaging, enhances memorability, creates deep impressions, and often elicits solid emotional effects. It is an effective way to build a connection with the audience while delivering a clear message. Through wordplay, messages are delivered informatively and become more imaginative, engaging, and memorable. It is a way to build a stronger connection with the audience, allowing them to connect with the message through language that is not only intellectually engaging but emotionally as well. In every wordplay, the end goal remains the same: to lead the audience toward understanding and action, and the way it is delivered is made more fun and memorable. In this case, it is in line with what is in the concept of direct persuasiveness itself. According to Lister (2020), direct persuasive is a communication strategy technique carried out to convince or persuade the audience directly and explicitly. Persuasion can also motivate audiences to change their beliefs, attitudes, and behavior through communication. In the concept of persuasive communication is a concept (way) that produces positive reactions and results. So persuasive communication is referred to as correspondence that is expected to change, influence, shape, or cause unambiguous reactions from others. The

pattern in direct persuasive has a pattern that is not much different from the structure of copywriting, which both have the aim of building a clear, effective, strong, and direct message to the audience. In research conducted by Tamila Kartsivadze (2022), it is assumed that copywriting is the process of searching and finding the optimal way to communicate. A professional copywriter is always looking for the right direction. It is important to use the correct volume of text, structure, tone, and words.

Headline	This visual content features a series of copywriting elements designed to grab the audience's attention and convey the key message of the *National Waste* Awareness *Day* commemoration. In the design, the headline 'Hari Peduli Sampah Nasional' is placed at the bottom center with a considerable size and contrasting color, directly conveying the event's central theme. This headline ensures that the audience immediately understands the context and purpose of this visual, which is a reminder of the importance of caring for waste issues.
Tagline/Sub Headline	To reinforce the anti-plastic message, the *tagline* 'No Plastic Fantastic! Say No to Plastic' is displayed in a circle on the bottom left. This slogan is not just an invitation but also a campaign cry to reject the use of plastic, implying a spirit of change towards a more environmentally friendly lifestyle.
Body Copy	On the top right is the phrase 'Collaboration between communities and organizations,' which adds to the collaborative context of the event. This information communicates that this activity involves various parties, which can attract other individuals or communities with similar visions to participate in addition to the addition of this sentence. The body copy has additional visual elements, namely images of plastic waste, such as dented plastic bottles and bottle caps, which support the event's message about caring for waste. This image visually conveys the urgency of plastic waste-related activities, reinforces the main message, and triggers an emotional response related to the environmental issues that must be raised.
Call to Action	*Call to Action (CTA)* elements in the form of the words 'COMING SOON' are prominently placed in several sections, both on the top right side and in the center of the design. This phrase arouses curiosity and anticipation, hinting that more information will come soon. As such, the audience will be keen to keep abreast of developments regarding this event, effectively building momentum.

Table 2. Identification of Copywriting Structures *Singel Content*
Source: Shaw, 2012

Social media content is created with the aim that the target audience is interested in messages related to products, services, businesses, and social environmental campaigns that are introduced through content. Audience interest in content can be raised by using maximum information in content posts by social media account managers (Instagram). The creative content design reflects how the communication strategy between social media account owners in delivering messages in a direct, persuasive manner; one of the creative

content development by maximizing the copywriting side can be seen in the author's identification of the content on the Ciliwung Depok Community account can be systematically classified by compiling a table based on the concepts put forward by Mark Shaw (2012) in his book entitled 'Copywriting; Successful writing for design, advertising, and marketing.'

In validating the data, researchers used peer confirmation techniques (*peer debriefing)*, which is one method used in qualitative research to ensure the credibility and validity of research results (Janesick: 2015). Peer validation aims to check for researcher bias, ensure accurate interpretation, and provide an external perspective to strengthen data and analyses' validity. The following data was obtained from the process carried out by the researcher:

> *'Copywriting as a persuasive technique and communication strategy in the digital era (Instagram) is currently effective?'*
> *'Overall, copywriting on Instagram is currently very effective as a persuasive technique and digital communication strategy. The success of copywriting depends on its ability to grab attention and how well the message can motivate the audience to engage and feel part of the narrative or mission being delivered. In the midst of intense content competition, copywriting is key to differentiating a message among thousands of others, making it more than just a communication technique, but also an element that creates value and long-term relationships in the digital world.'*
> *'Do you agree that Instagram content creators or content managers apply copywriting as the basis for creating their content narratives, especially for content creators engaged in environmental conservation?'*
> *'Copywriting is a very relevant and effective technique for content creators or content managers on Instagram who focus on environmental conservation issues. With its ability to create compelling, emotionally resonant narratives and motivate action, copywriting can be a powerful tool to mobilize audiences, educate the public, and strengthen the environmental movement more broadly. Therefore, for those engaged in environmental content, copywriting should not just be an add-on, but the basis for crafting their messages and campaigns sustainably and consistently.'*

In Shaw's (2012) theory of copywriting structure creation, the view is that copywriting will provide complete information and attempt to persuade readers by highlighting benefits, features, and social proof. It directs the reader to take the desired action with clear instructions cre, creates a sense of urgency, and relates to the persuasive communication process. Copywriting as a persuasive technique and communication strategy has become one of the most effective tools in the digital age, particularly on platforms like Instagram. Compelling visuals and engaging texts are key to getting the message across quickly and creating an emotional bond with the audience in a world of information overload. On Instagram, good copywriting is about selling a product or service and building a brand, creating an authentic narrative, and encouraging audiences to interact, comment, or share content.

CONCLUSION

Copywriting as a persuasive technique and communication strategy has become one of the most effective tools in the digital age, especially on platforms like Instagram. In a world of information, compelling visuals and engaging texts are crucial to getting the message across quickly and creating an emotional bond with the audience. On Instagram, good copywriting is about selling a product or service, building a brand, creating an authentic narrative, and encouraging the audience to interact, comment, or share the content. The structure of using copywriting elements on Instagram content in the Komunitas Ciliwung Depok, in general, after indirect identification, is appropriate and has a content pattern. For example, there are content patterns with single content posting techniques and carousel content, where the content consistently provides information related to the issue of conservation and protection of the Ciliwung River ecosystem to the audience. Copywriting can transform complex narratives into simpler, more interesting, and relatable ones for the audience. In other words, copywriting can bridge the gap between environmental issues that may seem abstract and the audience's daily lives. For example, KCD's narrative on the impact of damage and indifference to the environmental ecosystem of the Ciliwung River through a copy that relates the changes and impacts of the damage to their daily activities so that the audience can understand and feel the impact personally.

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