

ANALYSIS OF SOCIAL MEDIA COPYWRITING USED BY INDIA'S SPRITE X ACCOUNT

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ABSTRACT

The aim of this research was to find out and describe how are social media copywriting used by India Sprite's X account, this research use descriptive qualitative methodology to analyze the copywriting which is include Tone of Voice, Style, Purpose and Technique. This post aim to promote their product and invite the viewers to participate and collaborate. The data description explains the samples found and the explanation of the copywriting contained in the posts on the Indian sprite in social media X account. The samples obtained come from the Indian sprite media X account in March to April 2023, The post is to emphasize the main message conveyed which is to invite the audience to interact and increase engagement with them. The result showed that the posts on the X @sprite_india account starting from march 2023- april 2023 the most frequently used hasthtag is #thandrakh, the style and tone used in posts on sprite india accounts on twitter are humorous and also relaxed, while their goal is to promote sprite products to the audience and the techniques used are persuasive techniques, where their posts invite and persuade the audience to consume sprite drinks.

Keywords : *India's Sprite X, promote product, social media.*