

AN ANALYSIS OF PERSUASIVE BUSINESS COMMUNICATION THROUGH COPYWRITING: A CASE STUDY OF ADVAN'S LAPTOP CAMPAIGNS ON INSTAGRAM

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ABSTRACT

This study investigates persuasive business communication through copywriting within Advan's laptop campaigns on Instagram (@advanindonesia), analyzing both structural message persuasion and cultural myth construction. Adopting a qualitative descriptive design, this research integrates copywriting formulas (AIDA, FAB, and PAS) with Aristotelian rhetorical proofs (Ethos, Pathos, Logos) and Roland Barthes' semiotic framework. The findings: headlines utilize AIDA (attention) and FAB formulas combined with a dominant Pathos appeal to instantly capture attention and trigger the audience's emotions; the body copy applies the FAB framework supported by Logos to systematically translate technical specifications into practical, rationally justified consumer benefits; and the Call-to-Action (CTA) employs the AIDA Action technique anchored by Ethos to direct immediate consumer response and establish institutional credibility. Furthermore, the semiotic analysis decodes three primary cultural myths constructed in the campaigns: the *Tech Maturity Myth*, which deconstructs local product inferiority into national pride; the *Inclusivity of Future Technology Myth*, which demystifies advanced AI computing; and the *Uncompromising Modern Professional Myth*, which frames portable hardware as modern lifestyle prestige. Ultimately, this study provides actionable insights for students, local brands, and readers on how domestic technology enterprises can strategically leverage formula-driven digital copywriting and cultural myth construction to successfully compete against global competitors.

Keywords: *Persuasive Communication, Copywriting, Campaign Content, Copywriting Formulas, Aristotelian Rhetoric, Roland Barthes' Semiotics, Instagram, Advan.*