

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The rapid development of internet technology and increasingly powerful social media breakthroughs have opened up new opportunities for businesses to have *real-time* interaction with their audiences. According to Yang (2025) “Information timeliness, which refers to immediate responses to customers’ concerns on social media, has been regarded as an important strategy for service providers to motivate customer engagement and maintain customer loyalty”. Refer to Verma (2025) “The rise of social media has significantly transformed customer interactions, leading to a shift from unidirectional marketing communications to multidimensional engagement models”. This shift implies that the evolution of social media has shifted the conventional marketing paradigm toward dynamic interactive communication. In this context, rapid response and multidimensional engagement have become essential components in maintaining customer loyalty in the digital era.

The evolution of internet technology is also closely intertwined with business communication models, wherein traditional approaches have shifted toward complex and measurable digital ecosystems. Refers to Kartsivadze (2022) “In modern times, globalization and the transition to the digital age have brought the role of social media to the fore, along with the development of the modern direction of marketing, copywriting, which refers to the writing of text for marketing content”. By leveraging the right copywriting and social media strategies, businesses can engage wider audiences with highly personalized and compelling content. Consequently, this fosters a measurable two-way interaction that surpasses the limitations of traditional marketing.

The surging popularity of social media platforms, particularly Instagram, serves as clear evidence of this digital ecosystem. More specifically, Instagram has grown into one of the most effective platforms for reaching millions of potential users from various demographics. According to Manovich (2017)

emphasized that “media platforms such as Instagram continuously change during their histories, these changes include new filters, new features such as Insights, Stories, and Archive, new ways for advertisers to use the medium, changing capacities of cameras in mobile phones, etc. All of this affect the subjects and aesthetics of shared images. As the number of Instagram users grew from 30 million in 2012 to 300 million by the end of 2014, it became a valuable advertising and marketing medium. The number of Instagram advertisers increased from 200,000 in 2/2016 to one million in 3/2017. Over time, the strategies to create and run successful Instagram accounts have been identified and described in endless articles, blog posts, and videos.

To communicate a business on Instagram, content (Reels, carousel, or feed) cannot stand alone, but copywriting is needed. According to Shaw (2012) says “copywriting is content design, and requires all of the design thinking that goes into any other creative aspect of a business”. And he argues writing copy is not as hard as it looks. It’s the creative thinking that goes on behind the writing that is the challenge. And he defines “copywriting is not about is not about copying but it’s about communicating in an original way, it is simply a collection of phrases and words, short sentences, and expressions that characterize your brand”. This emphasizes that every word choice and sentence structure in a post is a strategic representation of a brand's identity. Without original copywriting, visual content loses its communicative power in conveying the unique values that differentiate one business from its competitors.

Use of social media and effective copywriting has opened up many opportunities for businesses. Advan, a prominent Indonesian laptop brand, serves as a compelling case study of a local enterprise successfully adapting to these digital transformations. This is evidenced by the achievements attained from 2024 to 2025. According to Tempo (2024) Advan secured three prestigious titles at the Selular Awards, namely Best AI Laptop for the ADVAN AI-Gen, Most Innovative Company in Technology, and the Excellence in Performance award presented to Advan CEO Chandra Tansri. According to Kusuma (2025) Advan made history by achieving a MURI Record in 2025 as the first electronics company in Indonesia to

demonstrate mobile device product features through live broadcasts from a mobile studio. These milestones serve as concrete evidence of Advan's ability to maintain its relevance and product quality amidst increasingly intense technological competition.

This extraordinary achievement underscores the importance of a solid communication strategy, especially considering Advan's position as a local brand competing against dominant global technology manufacturers. Advan's success in winning innovation awards and breaking market records demonstrates the effectiveness of their business communication tactics in overcoming complex digital challenges through social media copywriting. Thus, the industry recognition in 2024 and 2025 provides clear evidence of Advan.

However, despite the undeniable impact of digital copywriting on a brand's success, there is a distinct empirical gap in the current literature. This gap highlights a significant limitation in recent past research, which has predominantly focused on non-technological sectors. For instance, a recent study by Utami et al., (2025) extensively analyzed digital advertising language and copywriting formulas on Instagram. The primary limitation of their research is that it was entirely situated within the educational sector, specifically focusing on university admission campaigns. This creates a contextual void, as the communication strategies required to market educational services are fundamentally different from those needed for complex technological products. In the high-tech industry, a brand faces the unique challenge of systematically translating rigid, complex hardware specifications into engaging and persuasive language.

Addressing this limitation, the novelty of this research lies in the clear differentiation of the object being offered. This study shifts the analytical object away from service-oriented campaigns toward the highly competitive hardware technology industry by specifically examining a domestic laptop brand, Advan. Furthermore, this research offers a differentiated analytical focus by not only examining the structural elements of persuasive business communication but also decoding the underlying cultural myths constructed within Advan's Instagram campaigns. By bridging this empirical gap and offering this novel differentiation,

this study provides a fresh perspective on how local technology enterprises utilize digital copywriting as a strategic tool to compete against the hegemony of global technological manufacturers.

1.2 Formulation of the Problem

This study is guided by two main questions regarding Advan's use of copywriting strategies on Instagram to construct persuasive messages and build trust (myth) among the audience:

1. How do Advan's copywriting elements (headline, body copy, and CTA) construct persuasive message within its laptop campaigns content on Instagram?
2. What myths does Advan construct in the copywriting (headline & body copy) for its laptop campaigns on Instagram?

1.3 Scope and Limitation of the Study

This study focuses on two strategic periods in Advan's product campaign on Instagram: The Advan AI GEN laptop campaign from May to June 2024 (coinciding with the receipt of the "Best AI-Gen Laptop" award) and the Advan Workplus AIR laptop campaign in October 2025 (coinciding with the setting of a MURI record).

1.4 Purpose of the Study

This study aims to achieve two primary objectives regarding Advan's use of copywriting strategies in its laptop campaigns on Instagram:

1. To analyze how Advan's copywriting elements (headline, body copy, and CTA) construct a persuasive message within its laptop campaign content on Instagram.
2. To analyze and uncover the myths constructed in the copywriting (headline & body copy) of the Advan laptop campaign on Instagram.

1.5 Significance of the Study

Here are 3 significances of “An analysis of Persuasive Business Communication through Copywriting: A Case Study of Advan’s Laptop Campaigns on Instagram”.

1.5.1 For Student

This study serves as a comprehensive academic reference for students to understand copywriting as a strategic textual discourse. It provides a practical framework on how various copywriting formulas (AIDA, FAB, and PAS) are utilized to organize structural elements namely the headline, body copy, and call-to-action. Furthermore, it demonstrates how these structures work in synergy with Aristotelian Rhetoric (Ethos, Pathos, Logos) to construct highly persuasive messages, while also providing a methodological guide to uncover the underlying cultural myth constructions embedded within digital textual communication.

1.5.2 For Other Local Brands

This study functions as a strategic copywriting benchmark for Indonesian brands competing in the technology industry. It offers actionable insights into how complex product specifications can be effectively translated into persuasive textual copy by applying specific formulas (AIDA, FAB, and PAS) across headlines, body copies, and calls-to-action. Additionally, it reveals how local brands can strategically combine Aristotelian rhetorical appeals with cultural myth construction to build strong consumer trust and appeal to the local market against global competitors.

1.5.3 For Reader

This study aims to enhance the readers' media literacy regarding persuasive digital marketing. It provides critical insights into how copywriters meticulously construct persuasive messages through calculated structural formulas (AIDA, FAB, PAS) and rhetorical strategies within headlines, body copies, and calls-to-action. Ultimately, it empowers readers to be more critical and analytical of the textual narratives and the hidden cultural myths they subconsciously consume on social media