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A Qualitative Content Analysis of Copywriting Elements in @batiksalmacirebon Instagram Posts (March–October 2025)

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Abstract

The rapid growth of digital media has encouraged businesses to increasingly utilize Instagram as a marketing communication platform. This study aims to identify the copywriting elements and categories of advertising copy used in Instagram posts on the @batiksalmacirebon account. Employing a qualitative descriptive approach and content analysis method, the study analyzed a dataset of 187 Instagram posts published between March 1 and October 25, 2025. Data were collected through non-participant observation and documentation of posts containing copywriting elements. The findings reveal that the account consistently applies key copywriting components, particularly headlines, subheadlines, and body copy, while taglines and slogans were not identified in the analyzed posts. Furthermore, the analysis classified the advertising messages into ten copywriting categories, with factual, “you and me,” and teaser copy emerging as the most frequently used forms. The study contributes to social media marketing literature by providing a systematic mapping of copywriting structures and categories employed in Instagram-based batik promotion, offering a clearer understanding of how local creative industry brands communicate through digital platforms. The findings also provide insights into the strategic use of copywriting to support branding and promotional communication for cultural products. However, this study is limited to mapping copywriting structures and categories and does not evaluate audience responses, engagement levels, or the persuasive effectiveness of the advertising messages.

KEYWORDS

element copywriting; instagram; batik Cirebon; social media marketing.

Introduction

The rapid development of internet connectivity in Indonesia has significantly transformed the way individuals and businesses communicate, exchange information, and conduct commercial activities. By 2025, more than 80% of Indonesians had access to the internet, indicating a substantial shift toward digitally mediated communication and online consumer behavior ([Adha, 2022](#); [DataReportal, 2024](#)). This transformation has also reshaped marketing strategies, with businesses increasingly relying on digital platforms to reach target audiences more efficiently and interactively ([Kotler & Keller, 2021](#); [Syaipudin & Awwalin, 2022](#); [Tiago & Verissimo, 2022](#)). Among various digital platforms, social media has become one of the most influential communication channels because of its accessibility, interactivity, user-generated content, and real-time information dissemination capabilities

(Appel et al., 2020; Asosiasi Penyelenggara Jasa Internet Indonesia, 2025; Kaplan & Haenlein, 2010) Social media platforms, particularly Instagram, have evolved into essential tools for contemporary marketing communication. Instagram enables organizations to combine visual and textual content, allowing brands to build narratives, communicate product value, and establish stronger relationships with consumers through features such as feeds, captions, reels, stories, hashtags, and interactive engagement tools (Voorveld, 2019). The platform also facilitates two-way communication, enabling businesses to strengthen customer engagement while simultaneously enhancing brand visibility and market competitiveness (Hennig-Thurau et al., 2024; Kotler, 2022). Consequently, Instagram has become one of the primary digital marketing channels utilized by businesses to maintain long-term customer relationships and reinforce brand identity (Firmansyah & Farikhah, 2024; Jin et al., 2019).

Previous studies have consistently demonstrated that social media marketing contributes positively to customer engagement, brand awareness, purchase intention, and organizational competitiveness (Tafesse & Wien, 2018). Appel et al. (2020) argued that social media has fundamentally changed marketing communication by enabling firms to implement interactive, personalized, and data-driven promotional strategies. Likewise, Dwivedi et al., (2023) emphasized that digital platforms provide businesses with opportunities to develop targeted marketing communication capable of improving consumer interaction and marketing effectiveness. Furthermore, visual-oriented platforms such as Instagram have been shown to attract consumer attention more effectively when supported by creative content strategies and consistent brand presentation (Ashley & Tuten, 2015; Kurniawan et al., 2023).

Within this context, copywriting plays a fundamental role in shaping effective marketing communication. Copywriting refers to the strategic use of language to communicate persuasive messages, attract audience attention, establish emotional connections, and influence consumer perceptions toward products or brands (Anindya, 2021; Belch & Belch, 2021; Musman, 2023). Effective copywriting generally consists of several structural components, including headlines, subheadlines, body copy, slogans, taglines, and calls to action, each serving distinct communicative functions in delivering marketing messages (Mitchell et al., 2019). Moreover, different copywriting styles—including factual, emotional, narrative, and conversational approaches—are employed to adapt promotional messages according to audience characteristics, communication objectives, and brand positioning (Ortiz, 2021; Panda et al., 2019).

Despite these contributions, most existing studies on social media marketing primarily evaluate effectiveness through outcome-based indicators such as audience engagement, purchase intention, consumer trust, customer responses, and marketing performance (De Veirman et al., 2017; Lou & Yuan, 2019; Phua et al., 2020). While these studies provide valuable insights into marketing outcomes, they offer limited understanding of how promotional messages are structurally constructed before generating those outcomes. In particular, previous research rarely examines the internal architecture of copywriting systematically, including the presence, organization, and combination of message components such as headlines, subheadlines, body copy, slogans, taglines, and various copywriting styles within Instagram

promotional content. From a theoretical perspective, analyzing copywriting structures is important because it reveals how persuasive communication is organized at the textual level before influencing consumer responses (Belch & Belch, 2021; Mitchell et al., 2019). Methodologically, such an approach enables researchers to systematically identify, classify, and code copywriting elements, thereby making promotional message structures observable and measurable independently of audience reactions (Denzin & Lincoln, 2018; Krippendorff, 2018).

Therefore, this study addresses an important research gap by systematically mapping the composition and variation of copywriting elements and advertising copywriting categories employed in Instagram-based marketing communication, particularly in the promotion of local batik products. Rather than evaluating marketing effectiveness, this research focuses on understanding how promotional messages are constructed before any assessment of consumer engagement or persuasive outcomes is conducted.

Previous research on batik promotion has predominantly emphasized branding strategies, cultural heritage, symbolic meanings, and visual aesthetics. Studies on Cirebon batik, for example, have highlighted its artistic originality, historical influences, and symbolic motifs as representations of regional cultural identity (Apriliana & Na'am, 2022; Rizali & Irfansyah, 2021). Other studies have also discussed the contribution of visual communication design in strengthening product attractiveness and promotional effectiveness (Sugiyarto, 2025; Sugiyarto & Anggraeni, 2025). Nevertheless, relatively little attention has been devoted to the textual dimension of digital marketing communication, particularly the strategic use of copywriting to support online promotion. This indicates an important gap in understanding how linguistic strategies complement visual communication in promoting culturally significant products through social media (Ashley & Tuten, 2015; Kurniawan et al., 2023).

To address this limitation, the present study employs a descriptive qualitative approach to analyze copywriting practices in Instagram-based marketing communication. The objective is not to measure promotional effectiveness but rather to identify, classify, and describe the existence of copywriting elements and advertising copywriting types within authentic promotional texts. A qualitative content analysis approach allows researchers to examine how promotional messages are organized and communicated systematically.

The Instagram account @batiksalmacirebon was selected as the case study for several important reasons. First, the account demonstrates consistent posting activity and utilizes diverse content formats, including photographs, videos, and promotional captions. Second, with approximately 53.9 thousand followers, the account represents an established regional batik brand that actively implements digital marketing communication strategies. These characteristics indicate communication consistency and brand maturity, making the account an appropriate case for investigating copywriting practices within Indonesia's regional batik industry.

Furthermore, the account operates within an increasingly competitive digital marketplace where numerous batik businesses promote similar products through social media. Under such conditions, effective copywriting becomes a strategic communication tool for differentiating promotional content, strengthening brand identity, and maintaining audience attention amid intense

information competition (Kotler & Keller, 2022; Hennig-Thurau et al., 2024; Yogantari & Ariesta, 2021). Consequently, examining this Instagram account provides valuable insights into how a local cultural enterprise utilizes textual communication strategies to reinforce its digital marketing efforts.

Based on this background, the present study aims to examine the implementation of copywriting elements and advertising copywriting types within Instagram promotional posts published on the @batiksalmacirebon account. The unit of analysis consists of 187 Instagram posts uploaded between March and October 2025. Specifically, the study identifies (1) structural copywriting elements—including headlines, subheadlines, slogans, taglines, and body copy—and (2) advertising copywriting categories represented in both captions and textual elements embedded within visual content. Rather than evaluating audience responses or persuasive effectiveness, the study provides a systematic description of message composition in digital marketing communication. By doing so, this research contributes to the literature by offering an empirical understanding of how copywriting is operationalized in social media marketing, particularly in promoting regional cultural products such as Cirebon batik, thereby enriching discussions on digital marketing communication from a content-structure perspective (Krippendorff, 2018; Belch & Belch, 2021; Kotler et al., 2021).

Methods

This study employed a descriptive qualitative content analysis to systematically investigate copywriting strategies used in Instagram promotional posts. Rather than providing a general justification for qualitative inquiry, this study focuses on a study-specific analytical procedure designed to identify and classify copywriting elements and copywriting types found in authentic promotional texts. Content analysis is considered an appropriate approach because it enables researchers to examine communication messages systematically, objectively, and contextually while preserving the meaning embedded within textual data (Creswell & Creswell, 2018).

The unit of analysis was a single Instagram post, defined as one published content item (photo, video, reel, or carousel post) together with all textual elements embedded within the visual content and its accompanying caption. The dataset consisted of 187 Instagram posts published between March 1 and October 25, 2025, collected using a census technique in which all posts during the observation period were included rather than selecting a sample. Reposted materials and duplicate content formats were excluded to prevent duplication and to ensure that each unit represented a unique communication event (Krippendorff, 2018).

The Instagram account @batiksalmacirebon was selected based on both its analytical relevance and its active digital marketing practices. The account demonstrates brand maturity through consistent posting frequency, diverse content formats (photographs, videos, reels, and carousel posts), and a sustained promotional focus on Cirebon batik products. Furthermore, the account operates within a competitive digital marketplace, making it an appropriate case for examining how copywriting is strategically employed to communicate cultural values, strengthen brand identity, and differentiate promotional content from competitors.

Data were collected through non-participant observation and archival documentation (Sugiyono & Lestari, 2021). The researcher observed every post published during the study period without interacting with either the account administrator or its followers. Each post was documented, reviewed, and classified according to the presence of identifiable copywriting elements and/or copywriting types. Posts containing no textual information were excluded unless textual messages were embedded within the visual content itself (Creswell & Poth, 2018).

A deductive coding approach based on established copywriting and advertising literature was employed to classify the promotional texts (Jesslyn & Agustingsih, 2021). Two principal analytical dimensions were developed. The first dimension consisted of copywriting elements, including:

- **Headline:** the primary attention-grabbing phrase displayed prominently within the promotional message.
- **Subheadline:** supporting text that elaborates or clarifies the headline.
- **Body copy:** the primary persuasive or informative message, generally appearing in captions.
- **Slogan:** a short, memorable statement emphasizing the principal promotional message.
- **Tagline:** a recurring brand expression representing organizational identity and positioning.

The second dimension comprised copywriting types, referring to stylistic approaches to promotional message delivery. These categories included factual copy, narrative (story) copy, conversational copy, teaser copy, lyrical copy, straightforward copy, imaginative copy, frank copy, hyperbolic copy, and news copy, following established advertising communication literature (Mitchell et al., 2019; Belch & Belch, 2021; Musman, 2023).

The coding categories were not mutually exclusive, allowing each Instagram post to contain multiple copywriting elements and multiple copywriting types simultaneously. For example, one promotional post could contain a headline, subheadline, body copy, and slogan while also employing both conversational and narrative copywriting styles. Coding decisions were based on the dominant linguistic characteristics and communicative purpose expressed in each promotional message (Krippendorff, 2018).

The coding process was conducted by a single researcher, which constitutes one limitation of this study. To enhance coding consistency, iterative coding procedures were implemented through repeated reading, category refinement, and continuous comparison across the complete dataset. A coding manual containing operational definitions for every analytical category was also developed and consistently applied throughout the coding process to improve internal consistency and coding reliability (Krippendorff, 2018).

Data analysis followed the qualitative analysis procedures proposed by Miles and Huberman (2014), consisting of data reduction, data display, and conclusion drawing/verification. After coding had been completed, the frequency of each copywriting element and copywriting type was calculated to identify recurring usage patterns. Subsequently, qualitative interpretation was conducted to explain the communicative functions of these elements within Instagram-based marketing communication for promoting Cirebon batik products (Miles & Huberman, 2014; Krippendorff, 2018).

Result and Discussion

Social media is one of the internet-based advertising mediums with the quickest rate of growth. According to We Are Social, Instagram is the second most popular social media app in Indonesia in terms of user access, coming in second only to WhatsApp. Instagram is widely used as a platform for reaching a large audience with commercial messages and information. With its extensive reach and a variety of interactive features including Stories, Feeds, Reels, captions, comments, likes, and direct messaging, it facilitates indirect but effective connection between consumers and marketers.

As the number of Instagram users rises, more business owners and marketers are using the site to promote their goods through marketing communications. Instagram is a popular tool used by Batik Cirebon entrepreneurs to advertise their goods (Lontoh et al., 2020) one such account is @batiksalmacirebon (Figure 1). Instagram is a platform for sharing current product information with customers through visually appealing product photographs used as marketing. Instagram's caption function is deliberately employed to persuasively communicate important product information in addition to visual display, increasing the efficacy of commercial communication (Soegoto et al., 2022).

From the results of the author's observations, there are several Instagram accounts for Batik Cirebon marketers, including the @batikcirebonan96 account with 279 followers, the @far.batikcirebon account with 893 followers, then the @agung_batik_cirebonan account with 8,514 followers. In contrast, the number of followers for the @batiksalmacirebon account, which has the highest number of followers, is 53.9K. The @batiksalmacirebon account has more uploads than and is more frequent than the other three accounts. As part of a marketing campaign, the content posted to the @batiksalmacirebon Instagram account was made to draw in the target audience. Copywriting cannot be isolated from the submitted material. The 187 uploads that were studied took place between March 1, 2025, and October 25, 2025.

Table 1 shows the monthly upload distribution for the dataset, which includes 65 video postings and 122 image-based posts. Photographs and videos are the two main content formats that are used to communicate different kinds of information, according to observational study. The results show that rather than depending solely on image-based postings, the Instagram account @batiksalmacirebon purposefully combines both static and

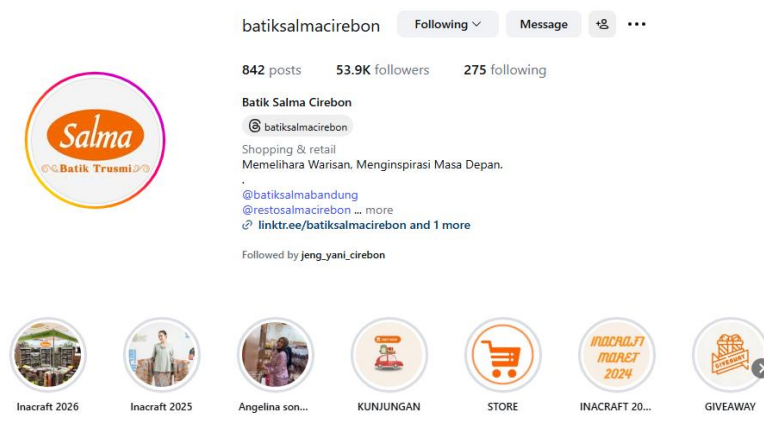


Figure 1. Account of Instagram @batiksalmacirebon

Source: IG @batiksalmacirebon



Figure 2. The feed contained headline, sub-headline & body copy elements

Source: Instagram account @batiksalmacirebon



Figure 3. The feed contained headline & body copy elements
Source: Instagram account @batiksalmacirebon



Figure 4. The feed contained sub-headline & body copy elements
Source: Instagram account @batiksalmacirebon



Figure 5. The feed contained sub-headline & body copy elements
Source: Instagram account @batiksalmacirebon



Figure 6. The feed contained a factual copy.
Source: Instagram account @batiksalmacirebon



Figure 7. The feed contained you and me copy
Source: Instagram account @batiksalmacirebon

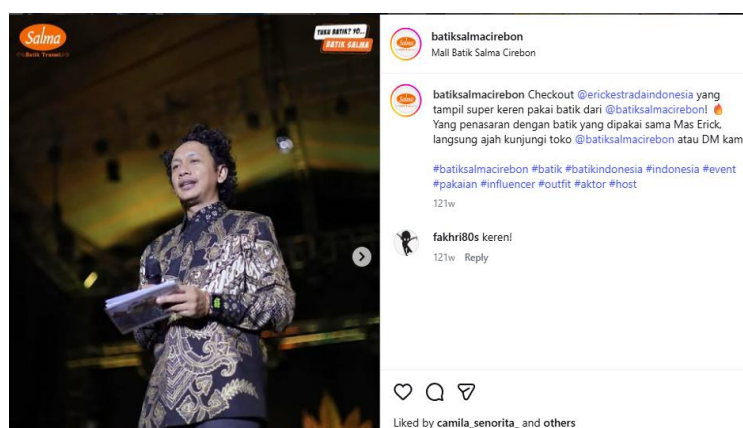


Figure 8. The feed contained a poetic copy
Source: Instagram account @batiksalmacirebon



Figure 9. The feed contained a teaser copy
Source: Instagram account @batiksalmacirebon

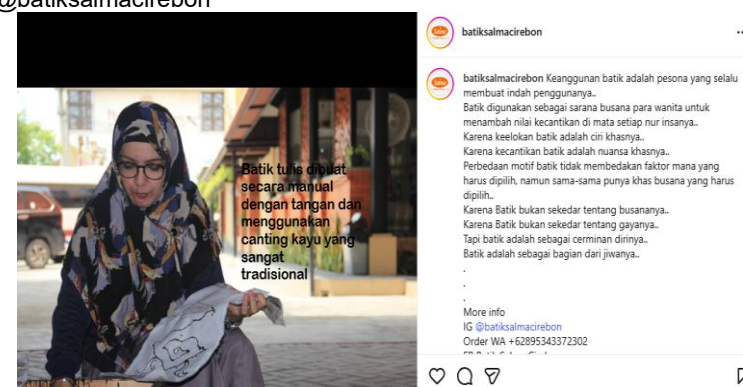


Figure 10. The feed contained a news copy page
Source: Instagram account @batiksalmacirebon



Figure 11. The feed contained a story copy
Source: Instagram account @batiksalmacirebon



Figure 12. The feed contained a straightforward copy
Source: Instagram account @batiksalmacirebon



Figure 13. The feed contained an imagination copy
Source: Instagram account @batiksalmacirebon



Figure 14. The feed contained a forthright copy
Source: Instagram account @batiksalmacirebon



Figure 15. The feed contained a hyperbolic copy
Source: Instagram account @batiksalmacirebon

dynamic visual material. A purposeful communication strategy to maintain customer interest in a visually-driven digital world and improve informational richness is shown in this multiplicity of content types.

Table 1. Amount of feed in March to October 2025

Month	Amount of Upload	Video	Picture
March	21	7	14
April	24	5	19
May	20	4	16
June	19	5	14
July	23	8	15
August	30	10	20
September	27	8	19
October	23	7	16

Source: Instagram account @batiksalmacirebon and data processed by the researcher (2026)

Successful copywriting plays a crucial role in attracting potential customers; therefore, several key elements must be carefully considered to ensure that communication objectives are effectively achieved. These elements include headlines, subheadlines, body copy, slogans, and taglines. The following section presents the identification and analysis of these copywriting elements in Instagram posts published on the @batiksalmacirebon account during the observation period of March–October 2025, which forms the dataset analyzed in this study.

Table 2. Copywriting element upload on account in March to October 2025

Copywriting Element	The upload amount of the element
Headlines	41
Sub-headlines	23
Slogans	0
Body copy	86
Taglines	0

Source: Instagram account @batiksalmacirebon and data processed by the researcher (2026)

Table 2 displays information from the Instagram content dataset. Only 86 of the 187 uploads in the whole dataset are included in this study because Table 2 only includes postings that, according to the specified coding inclusion criteria, had detectable copywriting elements. These 86 coded postings, not the whole dataset of 187 uploads, are the denominator used for each percentage in the table. In order to guarantee reporting openness, this distinction is now made clear in the updated manuscript. The findings demonstrate that the @batiksalmacirebon

account often employed body content, headers, and subheadlines—all essential elements of copywriting structure. Nevertheless, the coded messages did not contain any taglines or slogans. Since each of these components adds to message clarity and brand consistency and has a unique communication purpose, their absence might be a sign that the copywriting structure is not as comprehensive as it could be. In particular, slogans serve as succinct, memorable expressions that improve brand memory and reinforce important marketing messages. In a similar vein, taglines can direct audience perception and behavior while bolstering brand identification. The lack of both components raises the possibility that some strategic branding features were not properly included into the content under analysis.

Body copy elements are consistently used in all uploaded material. The body copy serves as the main body of advertising copy by providing information about Batik Cirebon items and delivering key points in an organized and understandable way. Readers may quickly understand the intended message since the material is presented in succinct yet clarifying terms. The body content, which is the foundation of promotional communication, is shown through the account's caption uploads and is the primary information that marketers aim to convey. In order to avoid information overload and reader disinterest, the body text is also made to be interesting in both language and visuals. The target audience's interest in the information, which may then affect their purchase intentions, is a sign of effective communication.

Headline elements were present in just 47.83% of the files. From a descriptive standpoint, this shows that although headlines serve as a crucial structural element for arranging and displaying information alongside body content, they were utilized in fewer than half of the examined posts. The visual presentation of headlines can differ based on design decisions such font size and color contrast. Generally, headlines are intended to introduce material and direct audience attention. Additionally, subheadline elements were present in 35.67% of the uploads. Subheadlines serve as extra textual elements that elaborate on the main headline's primary points and offer further details. Similar to headlines, these results are just shown in terms of how frequently they appear in the dataset; no assessment of audience reaction or efficacy is made.

A number of copywriting element combinations were found based on the research findings. These included using headlines, subheadlines, and body copy together, as well as combining headlines and body copy and subheadlines with body copy. Table 3 shows how these combinations are distributed.

According to Mitchell and Wells (2019), copywriting components may be altered and merged to provide more

Table 3. The combination copywriting element upload in March to October 2025

Combination copywriting element	The upload amount of the element
Headlines, Sub-headlines & Body copy	15
Headlines & Body copy	18
Sub-headlines & Body copy	9

Source: Instagram account @batiksalmacirebon and data processed by the researcher (2025)

diversified structures when constructing advertising messages. In this context, the structural structure of promotional text is considered to include combinations of elements including headings, subheadlines, body content, slogans, and taglines. This viewpoint highlights the methodical arrangement of textual elements to facilitate the transmission of marketing messages. Theoretically, the integrated usage of copywriting elements may be seen as a type of message structure within the framework of marketing communication principles, with each part having a specific informative purpose. Slogans and taglines serve as succinct verbal identification components, headlines present the primary message, subheadlines offer clarity, and body copy elaborates the information. Nevertheless, these combinations are only examined in this study as structural differences within the material; they are not linked to audience reaction or efficacy.

Variations in the usage of copywriting element combinations across posts are demonstrated by a number of samples from the Instagram account @batiksalmacirebon shown in Table 3. These examples were chosen to show how textual elements can be found in either whole or partial configurations inside certain content units. As a result, rather of being evaluative in terms of audience perception or behavioral impact, the discussion stays descriptive and structurally interpretive.

The headline element in Figure 2, "Elegant (riveting)," is the first element likely to catch the public's attention since it is visually accentuated with a bigger font size. To improve visibility and contrast, the headline contrasts a darker backdrop with a brilliant white hue. By giving more detailed information and implying that the design is engaging because of its meticulous detailing, the subheadline in Figure 2, "dengan detail yang presisi (with precision detail)," serves to explain and strengthen the title. The subheadline is still larger than the main body content, which is displayed in the upload caption, even if it is smaller than the title.

The title "7 natural batik coloring" is the main advertising copywriting feature in Figure 3. It is highlighted by a higher font size and placed in the center of the image against a dark backdrop, drawing visitors' attention. Light-colored typeface improves readability and visual contrast. On the other hand, the upload caption, which contains more thorough information about the content, presents the body copy pieces independently.

The phrase "extraordinary moment, willing to study batik" serves as the sub-headline element in Figures 4 and figure 5, adding details that further develop the primary theme. The layout's typographic hierarchy is strengthened visually by the subheadline's decreased font size compared to the headline. The sub-headline is further reinforced by the body copy that appears in the upload caption, which elaborates on the action as expressed in the text: "extraordinary moment, only willing to learn Batik." Thank you, SDN Kalikoa pals! I'll see you later. In order to

prevent readers from becoming confused or information fatigued, the body text is made to be both interesting and educational.

In addition to using copywriting principles, using a variety of copywriting styles may improve message delivery and encourage audience participation. Depending on the communication objectives and target audience, copywriting tactics can take many different forms, including factual, narrative, conversational, emotional appeal, and inventive copy (Moriarty, Mitchell, & Wells, 2019). Because of these variances, advertising messages may be more convincing and flexible in a variety of media settings(Zia et al., 2018).

The brand's digital communication uses a number of commercial copywriting categories based on the updated coding framework, according to an analysis of the Instagram posts from the @batiksalmacirebon account between March and October 2025. Using a consistent taxonomy throughout the coding procedure, Table 4 provides an organized breakdown of the 10 discovered copywriting types and their frequency distribution throughout the examined posts. Internal consistency in the categorization methodology used in this study is ensured by the alignment of the coding framework, findings section, and tabulated data. The results show that the use of copywriting categories varies, with certain types such as humorous, competitive, and visually dominating copywriting not showing up in the observed dataset over the study period. Rather than being evidence of deliberate strategic exclusion, their absence is reported descriptively as a component of the category distribution. Overall, the findings point to a greater focus on copywriting structures in regional batik marketing content that emphasize product details, promotional message, and cultural tales.

Overall, the language patterns found indicate that @batiksalmacirebon's marketing strategy is focused on showcasing cultural narratives and product value in its Instagram postings. To maintain consistency throughout the narrative, tables, and coding system, this interpretation is restricted to the observed distribution of coded categories and is provided in compliance with the finished taxonomy.

Table 4. Types of uploaded feed in March to October 2025

Types of Advertising Copywriting	The upload amount of the types
Factual Copy	23
You and Me Copy	19
Teaser Copy	17
News Copy Page	17
Story Copy	11
Poetic Copy	9
Straightforward Copy	7
Imagination Copy	5
Forthright Copy	2
Hyperbolic Copy	2

Source: Instagram account @batiksalmacirebon and data processed by the researcher (2025).

The application of factual copywriting, which bases messages on facts, data, information, and observable realities, is demonstrated in Figure 6. With an emphasis on informational rather than persuasive language, the caption characterizes the @batiksalmacirebon account as providing a visually captivating experience through the presentation of diverse batik themes in its collection room. The copywriting in Figure 7 takes a conversational tone, speaking to the reader as though speaking to a single person. By using language that is inclusive and familiar, this style fosters a feeling of closeness and personal connection. The phrase, "Come on, get to know the printed batik main tool," echoes the focus in the body caption. The

word *yuk* (come on) is used to promote interaction in a warm and welcoming way.

The use of artistically focused language, rhythmic repetition, and well constructed words that highlight symbolic significance and emotive style are characteristics of poetic copywriting. These poetic qualities are shown in the repeated and rhyming phrase, "Batik is unforgettable in the unforgettable moment," seen in [Figure 8](#). At the textual level, this repetition enhances the message's visual appeal and memorability. In this instance, the use of poetic language presents batik as a cultural emblem conveyed through expressive and symbolic communication patterns in addition to being a commercial commodity. Therefore, rather than assessing audience emotional reactions or interpretative consequences, the research concentrates on how poetic elements are structurally expressed in the copywriting.

The usage of teaser copywriting, which is defined by presenting incomplete or intriguing information in the opening line, is demonstrated in [Figure 9](#). The title, "It is very sad when this happens," which omits background information and entices people to read the underlying material, reflects this strategy. In terms of structure, teaser copywriting uses ambiguity and wording that piques readers' interest as persuasive communication strategies. This style serves as a literary technique in the examined Instagram material, creating tension and focusing attention on the message's continuance. Teaser copywriting is a popular type of promotional communication in the context of digital advertising that arranges information gradually rather than putting it right at the start of the caption. Therefore, without assessing its efficacy or audience engagement results, the research concentrates on the structural features of teaser copywriting as shown in the dataset.

[Figure 10](#) provides an example of the use of the news copy page type, with an announcement-oriented and informational advertising message. As a declarative statement, the subheadline, "Hand-drawn batik is handmade using traditional wooden or bamboo tools," provides accurate details about the product's manufacturing method. Instead of depending on emotive or convincing rhetoric, this type of copywriting emphasizes informative value by providing unbiased, verified data. As a result, the tone used is direct and authoritative, with the goal of improving listener comprehension via precision and clarity.

"Batik actually has two types: hand-drawn batik and printed batik," which expands readers' contextual knowledge by differentiating between various batik manufacturing processes, further reinforces this informative strategy in the body content. Such informative material portrays the commercial as an instructional tool that raises customer awareness of batik workmanship in addition to serving as a promotional message. Additionally, by urging audience participation and pointing viewers to additional audiovisual content, the call-to-action phrase, "Check out this video," expands the copy's instructional purpose. The news copy page type successfully blends informative depth with participatory communication by integrating interactive features and factual explanation, enhancing audience participation and message trustworthiness.

[Figure 11](#) is an example of narrative copywriting, especially with regard to the usage of a subheadline that emphasizes Dlorong mythology's legacy. In this case, the main strategy used to include cultural significance into the advertising material is narrative. The narrative approach creates a contextual framework that links the product to local heritage, traditional knowledge, and symbolic cultural

allusions rather than concentrating just on practical or utilitarian product features. By describing the variety of visual components influenced by Dlorong mythology, which is connected to the name and conception of the theme derived from the medicinal plant unique to the Dlorong highlands, the accompanying body text expands on this story. The audience may comprehend the theme not only as a visual adornment but also as a symbol of regional knowledge systems and cultural identity thanks to this explanation, which places the design within a larger cultural and historical context.

Within this narrative framework, the Dlorong motif is positioned as a symbolic expression connected to regional customs of health awareness and well being activities as well as an aesthetic design element. In this setting, it is portrayed as a culturally ingrained representation of local knowledge and meaning-making in addition to being a visual adornment. As a result, this example's use of narrative copywriting serves to include cultural storytelling into the product's presentation. This method presents the design as a medium that conveys cultural viewpoints on holistic well-being within the local context, symbolic meanings, and historic values.

The advertisement copywriting in [Figure 12](#) uses simple, unambiguous language in the body content section. According to the article, the investigation of Batik Cirebon goes beyond the city's famous sites because batik designs graphically record legendary tales as well as depictions of plants and animals. The presentation of factual information is given priority in the body text by highlighting the variety of Batik Cirebon motifs that have been conserved in the collection area. This kind of advertising copywriting communicates information rationally and plainly rather than through emotive or persuasive appeals, allowing viewers to comprehend the cultural variety and theme variances inherent in Batik Cirebon.

Additionally, the use of clear and informative body text that attempts to improve audience comprehension of the cultural value of Batik Cirebon is indicative of an educational advertising strategy. In this setting, the material serves as a vehicle for information distribution and cultural explication in addition to commercial marketing. Batik Cirebon is portrayed in the marketing materials as a handmade product as well as a kind of cultural record, with its graphic motifs being understood as depictions of regional mythology, natural features, and hereditary symbolic connotations. By using this method, batik designs are placed inside an educational context that inspires viewers to acknowledge their cultural and historical significance. The advertising places batik into larger narratives of legacy and identity preservation by highlighting the product's informative worth rather than just its economic appeal. This tactic helps to maintain the informative nature of commercial communication, where copywriting serves as a tool for cultural knowledge transmission in addition to persuasion. In this way, the educational copywriting method promotes advertising's twin function of educating consumers and aiding in the conservation and appreciation of cultural heritage.

[Figure 13](#) demonstrates the use of creative copywriting, especially in the body text section where a narrative style is used to create an aspirational and forward-looking scenario. This type of copywriting aims to captivate the intended audience by offering an imaginative plot that is purposefully produced and presented in a way that mimics actual social and cultural contexts. By using this method, the message goes beyond just describing the goods and instead focuses on imagining opportunities for cultural continuity and creative engagement. In this instance, the body text highlights the younger generation's contribution to Batik

Indonesia's preservation, arguing that creativity, new ideas, and creative expression may help revitalize this traditional legacy on a national and international scale. The story presents batik as a living tradition that may change via active participation and reinterpretation by new audiences, in addition to being a cultural item.

The text aims to create emotional resonance and a sense of participation in cultural preservation initiatives through this creative framing. "Do you want to learn or synergize together for #batiknusanantara?" is the last invitation. "Visit the Batik Salma Cirebon workshop today" serves as a call to action that connects the fantastical story with practical interaction, encouraging viewers to actively engage in cultural education and artistic cooperation. Additionally, this kind of creative copywriting serves as a tactical link between audience participation behavior and cultural preservation discourse. The message lowers the barrier between the audience and the cultural practice being promoted by incorporating an invite tone into a narrative structure, making involvement in batik-related activities seem both approachable and significant. In this approach, the copywriting not only conveys cultural values but also creates a relational environment that inspires viewers to see themselves as possible contributors to Batik Indonesia's survival.

The advertising message in [Figure 14](#) demonstrates the use of frank copy in commercial copywriting by plainly communicating information about product availability and restricted supply circumstances. The straightforward, open, and unadorned presentation of factual information is what distinguishes this type of copywriting. Frank copy stresses clarity by openly presenting actual product circumstances, including supply restrictions, in a clear way, as opposed to depending on overstated promises or extremely convincing wording. This strategy emphasizes honesty and factual correctness in the advertising message by removing ambiguity and reducing promotional hyperbole. By doing this, it invites viewers to interact with the material from a more educated and realistic standpoint, enabling them to evaluate product availability based on genuine circumstances rather than seductive framing.

In the context of digital marketing, this kind of openness can help increase perceived legitimacy and lessen customer distrust. Therefore, the growth of trust-oriented communication between brands and audiences may benefit from straightforward copywriting. In this instance, the brand's dedication to transparency and moral promotional practices in its marketing endeavors is reinforced by the use of straightforward language, which places authenticity as a crucial communicative value. Additionally, the strategic alignment between communication style and consumer decision-making demands in digital marketplaces where quick access to precise product information is crucial is reflected in the usage of honest copy in this context. The message helps control audience expectations and lowers the possibility of misunderstandings or post-purchase discontent by explicitly explaining availability constraints. In this way, transparency serves as a useful tool for enhancing the effectiveness of consumer decision-making and fostering more enduring brand customer relationships in addition to being an ethical communication strategy.

This study defines hyperbolic copy as a type of advertising copywriting characterized by exaggerated wording intended to emphasize the attractiveness, uniqueness, or superiority of a product ([Figure 15](#)). In the analyzed dataset, this category was identified through textual indicators such as intensified adjectives, superlative expressions, amplified descriptive phrases, and claims of distinctiveness that extend beyond neutral

product descriptions. During the coding process, posts were classified as hyperbolic copy when their textual content contained explicit linguistic exaggeration designed to strengthen promotional emphasis. The identification of this category was based on observable language features within the Instagram posts of @batiksalmacirebon rather than on assumptions about audience interpretation or persuasive outcomes. Accordingly, the analysis focuses on the structural and linguistic characteristics that distinguish hyperbolic copy from other copywriting categories found in the dataset.

Conclusion

Advertising is an important component of marketing communication, and social media platforms such as Instagram have become widely used channels for presenting promotional messages ([Shimp, 2014](#)). Within this context, copywriting plays a central role in organizing and delivering advertising content. This study mapped the copywriting structures found in Instagram posts published on the @batiksalmacirebon account during the observation period. The findings identified the presence and distribution of several copywriting elements, including headlines, subheadlines, body copy, slogans, and taglines, although some elements appeared more frequently than others. The analysis also classified the advertising messages into ten copywriting categories, revealing variations in how different copywriting forms were represented across the dataset. These findings provide a descriptive overview of the structural characteristics of copywriting used in Instagram-based batik promotion. However, the study is limited to the identification and mapping of copywriting elements and categories within the analyzed content. It does not demonstrate causal relationships between copywriting structures and communication outcomes, nor does it measure audience response, interest, curiosity, engagement, purchase intention, or the persuasive effectiveness of the advertising messages.

Author contributions

Author 1 contributed to the conceptualization of the study, research design development, and formulation of the analytical framework for copywriting classification. Author 1 also played a major role in supervising the overall research process and ensuring methodological consistency throughout the study. Author 2 was responsible for data collection, including the identification and compilation of Instagram posts from the @batiksalmacirebon account within the defined study period. Author 2 also conducted the initial coding process, including categorization of copywriting elements and types based on the established coding scheme. Author 3 contributed to data analysis and interpretation of findings, including the examination of patterns in copywriting usage and the preparation of tables and descriptive statistical summaries. Author 3 also took the lead in drafting and revising the manuscript, ensuring alignment between results, discussion, and conclusion sections in accordance with reviewer feedback and journal requirements.

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Conflict of interest

The authors declare that there are no conflicts of interest regarding the publication of this study. The research was conducted independently without any financial, commercial, or personal relationships that could be construed as a potential conflict of interest. This statement is provided to ensure transparency, objectivity, and the integrity of the research findings.

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