

## THE IMPACT OF COPYWRITING AND FACEBOOK ADS CONTENT DESIGN ON INDONESIAN PURCHASE INTENTIONS

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### *Abstract*

The study explores the impact of copywriting and content design in Facebook Ads on consumer purchasing intention in Indonesia. Employing a Facebook Ads A/B test, this research observes audience response to ads, focusing on copywriting and content design elements. Despite significant link clicks, findings indicate that variations in ads with complex copywriting and content design or those lacking such elements do not significantly influence purchasing intention. Moreover, challenges in the purchasing phase, such as product mismatch, suboptimal user experience, and absence of incentives, also impact consumer decisions. In conclusion, campaign effectiveness relies not solely on click quantity, but on factors encompassing product relevance, user comfort, trust, and purchase incentives.

*Keywords: Copywriting, Content Design, Purchase Intention, Facebook Ads.*

### INTRODUCTION

In this modern era, everything can be done online. Starting from finding and gathering information, shopping, to entertainment can be done using the internet. This happens because technology in the world is growing and people can take advantage of it in various ways. Data found by the Ministry of Communication and Information of the Republic of Indonesia, internet users in 1998 were no more than 200 million people. In 2010 it increased rapidly to 1.7 billion people accessing the internet. Internet users in Indonesia alone reached 30 million (Alyusi, 2016).

One of the things a person can do when using the internet is social media. Social media is a label for digital technology that allows people to connect, interact, produce, and share message content (B.K. Lewis (2010) in Tania et al, 2020). By using social media, people can connect with each other regardless of distance and time.

Facebook and Instagram are among the most widely used social media in Indonesia. It is recorded that social media users in Indonesia reached 191 million people in 2022 (dataindonesia.id). While Facebook is the social media platform with the 2nd most users in Indonesia, followed by Instagram in 3rd place (tekno.sindonews.com). Then in 2012, Facebook officially acquired Instagram (cnbcindonesia.com).

With so many active users on Facebook and Instagram, the two platforms have created one of the tools or features in the form of Facebook Ads and Instagram Ads. Facebook Ads itself has been around since 2014 until now (Rachmadi, 2020). Meanwhile, Instagram Ads was launched in October 2013. Facebook Ads and Instagram Ads are paid advertising service features provided by the platform to businesses to reach a wider audience (Azzahro' & Siti, 2020). Over time, Facebook's advertising features can connect with the Instagram platform.

The feature of advertising via the internet can be called digital marketing. Digital marketing is a way of marketing goods or services that is targeted, measurable, and interactive using digital technology in an effort to promote brands, form a preference and increase sales through various digital marketing techniques (Saputra et al., 2020). People are starting to learn digital marketing techniques, so there are many tips and courses on digital marketing.

Because many businesses use the Facebook Ads feature, of course, each actor must have their own uniqueness and ways so that the advertisements displayed can attract audiences. This is done so that each business has its own uniqueness and brand image. Some ways that can increase the effectiveness of advertising through Facebook are through copywriting and ad content. According to Musman (2021) in his book entitled *Copywriting: Boosting Online Selling with Persuasive Sentences*, copywriting can be defined as the ability of creative advertising in processing words and creating advertising scripts by combining intellectual work and art to fulfill sales messages. Copywriting can bring ads to life in sales promotions. In short, advertising actors create writing on advertisements that are able to attract attention and bind customers to be interested in buying products or services that are being offered or advertised. Thus, copywriting can be used to persuade the audience to attract market attention. Meanwhile, content is also very important to maximize the advertisement itself. Content is created and planned in such a way that it attracts the attention of the audience. Planned content can help businesses determine the direction of the content marketing strategy that will be carried out on Facebook. Advertising content or visual content is important to discuss because visual content is preferred and can represent the message of advertisers. Through content, audiences can psychologically understand each element of the image that makes it

interesting and easy to understand (Budiarto & Alfian, 2020). In short, attractive advertisements can foster audience buying interest.

Purchase interest is a feeling of interest that arises after getting encouragement from the product he sees in order to make a purchase to be able to own the product (Kotler in Sarjita, 2020). Kotler & Keller (2016) state that purchase interest is a response to an object that indicates a person's desire to buy that appears externally (Hartanto & Leni, 2022).

Based on these several definitions, it can be concluded that buying interest is a sense of interest or desire for an object that he sees that arises from within or individual attitudes so that a series of positive response behaviors arise in order to make a purchase decision.

The phenomenon of advertising on Facebook and Instagram has become rampant. Researcher found a phenomenon where every time you open the Facebook and Instagram applications, advertisements from a business or brand will definitely appear. This proves that Facebook Ads have great power in marketing products or services. Copywriting and advertising content from various brands in the world are also becoming increasingly creative.

Therefore, researcher believe that copywriting and ad content on Facebook Ads can influence people's buying interest. When the audience reads and sees the advertisement, if the advertisement is attractive, the possibility of purchase will be greater.

The journal "The Effect of Online Advertising Through Facebook Media on Clothing Purchasing Decisions of Students of the Faculty of Economics and Business, Trunojoyo University Madura" by Hening and Suyono (2014) concluded that there was a significant influence between attitudes towards online advertising, ad recall, and frequency of clicks on online advertisements on clothing purchasing decisions. Both attitude and memory towards online advertising have a positive and significant influence on clothing purchasing decisions, except for the frequency of clicks on online advertisements via Facebook which does not have a significant influence on clothing purchasing decisions. Of the three factors, memorability of online advertising has the greatest influence on clothing purchasing decisions through online advertising on Facebook.

The effect of copywriting and Facebook Ads content design on public buying interest is considered important to study to prove the relationship between these variables. If certain data or information is found, it is considered to be able to help business people in marketing their products or services. Moreover, nowadays there are also many

copywriting tips and how to create interesting content, even courses from educational institutions. Researcher want to prove the correlation of these variables.

## **LITERATURE REVIEW**

Jessica Giovanni Nyio et al (2022) in her journal entitled "The Effect of Online Advertising, Product Quality and E-Word Of Mouth on Buying Interest in Online Bag Products (Study on Bag Store Manado Consumers) concluded that online advertising, product quality and E-WOM have an effect on buying interest, online advertising has no significant effect on buying interest, product quality has a significant effect on buying interest, and E-WOM has a significant effect on buying interest.

The journal "The Effect of Online Advertising on Purchasing Decisions (Survey on Students of 4G LTE Internet Telkomsel Product Users)" by Deni Dwi Prasetyo et al (2016) shows positive results, namely message content, message structure, message format, and message source together have a positive and significant influence on the structure of purchasing decisions.

Findings from the journal "Analysis of the Effect of Online Advertising on Purchase Intention: Case Study of E-Commerce Application Users in East Oku" by Helisia Margahana (2020) show that there is no significant impact of online advertising on the purchase intention of e-commerce users in South Sumatra. These findings differ from previous research, but provide a basis for marketers to improve the quality of online advertising content, especially in terms of information, reduction of irritation, and entertainment elements to further captivate the interest of ad readers.

Adhita Maharani Dewi (2018) in her journal entitled "The Effect of Online Advertising Through Instagram on Purchasing Decisions for Increasing Sales of Local Culinary Products" concluded that there is a positive relationship between the factors of attitude towards advertising, ad recall, and click rates with purchasing decisions. This relationship shows that these three factors have an influence on purchasing decisions. In partial analysis, the factors of attitude towards advertising, ad recall, and click rates all have a significant influence on purchasing decisions. In addition, of the three factors, ad recall on Instagram seems to have the most dominant influence on purchasing decisions.  
H1: Facebook Ads copywriting and content design affect people's purchase intention.

## RESEARCH METHODS

This research methodology adopts a quantitative analysis approach that implements advertising trials through the Facebook Ads platform. Data was collected by testing different ads with a focus on copywriting and content design elements. Through this testing, people's responses and interactions to different ads are observed. The collected data will be analyzed to identify the relationship between ad elements and purchase intention. This research focuses on product advertisements for Bawang Goreng, a traditional Indonesian condiment (kids.grid.id).

The population that is the subject of the study is Indonesian people with inclusive criteria, namely men and women aged 21 to 65+ years who have a Facebook or Instagram account. This population is considered infinite because it is not possible for researcher to control or predict the exact number of samples that will be involved in the advertising trial. The sampling technique used is non-probability sampling with accidental sampling method, where respondents who participate in the ad trial are selected accidentally according to the determination of the Facebook Ads platform.

In the framework of this trial, there will be two ads tested, namely Ad A and Ad B. Ad A will apply the AIDA (Attention, Interest, Desire, Action) copywriting technique and use content design. Meanwhile, Ad B will not apply the AIDA copywriting technique and not use content design.

AIDA refers to the copywriting technique, which stands for Attention, Interest, Desire, and Action. First, the "Attention" step aims to attract the attention of potential consumers with a striking or attention-grabbing message. Then, the "Interest" step focuses on attracting the interest of potential customers with interesting and relevant copywriting. Furthermore, the "Desire" step focuses on creating the desire or desire of potential customers for the product or service offered through persuasive messages. Finally, the "Action" step encourages potential customers to take certain actions, such as purchase, use, or subscription. By following these steps, it is hoped that potential consumers will become active consumers who take the actions desired by the advertisement (Dini Safitri, 2023).

The budget setting used in this trial is Rp 25,000 for each ad, with a duration of 3 days. Ad placements were set automatically by the Facebook Ads platform. Through this approach, the research aims to understand how advertising elements, such as copywriting

and content design, can influence people's purchase intention in the context of Fried Onion products.

## RESULTS AND DISCUSSION

### Results

#### A/B Test of Facebook Ads

The results of ad testing using the Facebook Ads tool called A/B Test shows that Facebook Ads copywriting and content design have no effect on people's buying interest in Indonesia.

The ads tested led to the Shopee shopping platform when the ads were clicked. Researcher chose 'link clicks' as a reference for ad winners.

**Table 1. Advertising Trial Results**

	Ads A	Ads B
Impression	32.469	25.885
Reach	23.640	19.972
Link Clicks	228	339
CPC (Cost per link-clicks)	Rp 184	Rp 125
CTR (Link click-through rate)	70,2%	131%

Source: Facebook Ads account by author

The ad results showed that although Ad A reached more audience, the ad clicks were lower than Ad B. The success of an advertising campaign depends on various factors, including the target audience, the product or service being advertised, the competition in the market, and the overall marketing strategy.

These ad results may be due to a number of things such as a simple and direct message may be more digestible to the audience, a more honest and straightforward approach may be more appealing, focus is stronger in ads without elaborate designs, a lack of flashy elements such as copywriting and design may create curiosity, perhaps the intended audience prefers a simpler approach, and the timing of the ad airing may have contributed. Such results may not necessarily occur in every situation. In general, both copywriting and design play an important role in achieving marketing objectives, as they help in conveying information effectively, building emotional connections, and creating a favorable impression of the brand.

Both ads that were tested showed a total of 567 link clicks, but none of the audience made a purchase on the Shopee platform. This shows that even though the ads were successful in inviting attention and provoking clicks from the audience, there are likely

barriers or issues that prevented the audience from proceeding to the purchase stage. Some of the issues include:

- a. No product match: it is likely that the ad does not match the needs or interests of the audience. Clicks might happen out of curiosity or initial interest, but when the audience gets to the Shopee platform, they might not find the product or offer that they are really looking for.
- b. Experience on the website: there might also be issues with the user experience or interface on the Shopee platform. If the buying process feels complicated, slow, or unintuitive, the audience may decide not to proceed with the transaction.
- c. Mistrust: sometimes, audiences may feel hesitant to make a purchase on an online platform, especially if they have never shopped there before. Data security issues, payment methods, or return policies can also affect their decision.
- d. Lack of information: if the ad does not provide enough information about the product or offer, the audience may not feel confident to proceed to the purchase stage.
- e. Competition and price: the competitor environment and the price of the product can also be influential. If the product on offer has many alternatives or a better price elsewhere, the audience may choose to shop elsewhere.
- f. No incentives: if there are no incentives or special offers to encourage purchase, the audience may not feel motivated to transact immediately.

## **Discussion**

The data analysis of this study can be described as follows:

1. Effect of copywriting and content design: The results of the pilot test show that in the context of this study, the difference between ads with complex copywriting and content design and ads without these elements does not have a significant effect on people's purchase intention for the advertised product or service. This means that the copywriting aspect that directs the message and the complex or simple visual design of the ad are not the main factors in influencing purchase intention.
2. Influence of shopping platform: although the ad managed to garner a total of 567 link clicks, the failure to generate a purchase on the Shopee platform hints at the existence of barriers that prevent the audience from proceeding to the purchase stage after clicking on the ad. This may be due to several factors such as the complexity of the

buying process on the platform, lack of confidence in online purchases, or product mismatch with audience expectations.

3. Comparison of ads A and B: although ad A reached more audience, ad B with a lower number of clicks was able to show more positive purchase intent. This shows that in this context, the quality of the audience reached is more important than just the number of clicks. Purchase intent is not just about the number of clicks, but also about the extent to which the audience is interested in proceeding with the purchase action.
4. Factors affecting the results: the analysis showed that several factors contributed to the results obtained. A simple and easy-to-understand message, an honest approach that attracts attention, and a focus on the message without the distraction of a complex design can all influence how the audience interacts with the ad. In addition, the presence of striking elements in the ad can spark curiosity and encourage the audience to click.
5. Challenges in buying: despite the interest in clicking on the ad, some challenges in the buying stage become apparent. Issues such as product mismatch with audience expectations, bad experiences on the Shopee platform, lack of trust towards online shopping, insufficient product information, price competition, and lack of incentives might prevent the audience from proceeding with the purchase.

Throughout this analysis, the research shows that the effectiveness of an advertising campaign is the result of a complex interaction of various elements, including message, design, user experience on the platform, as well as audience psychological factors. The success of an advertising campaign cannot be measured through a single factor such as the number of clicks, but requires a deep understanding of the audience, as well as efforts to overcome barriers in their buying journey.

## **CONCLUSION**

Based on the results of this study, several conclusions can be drawn:

1. Copywriting and content design: tests using the Facebook Ads A/B test tool show that copywriting and content design on Facebook ads do not significantly affect people's buying interest in Indonesia.



2. Shopping platform influence: ads directed to the Shopee shopping platform had a significant number of clicks. However, despite the large number of clicks, no purchases occurred on the platform.
3. The influence of clicks and purchase intent: although ad a reached more audience, clicks on ad b were lower but had better results in terms of purchase intent. This shows that the number of clicks is not the only factor that determines the success of an ad campaign.
4. Factors affecting the results: the results obtained may be influenced by a number of factors, such as a simple message that is easily understood by the audience, an honest approach that attracts attention, a focus on the message without the distraction of a complex design, and a lack of flashy elements that trigger curiosity. There may also be factors such as the audience's preference for a simpler approach and the timing of the screenings.
5. Challenges in buying: both ads show that even if the audience is interested in clicking on the ad, there are obstacles or barriers that prevent them from making a purchase on the Shopee platform. Issues such as product mismatch, poor user experience, distrust of online shopping, lack of information, competition and pricing, and lack of incentives, can all affect the audience's purchase decision.

In conclusion, the results from this study show that the effectiveness of an advertising campaign depends not only on the number of clicks but also on factors such as product relevance, user experience convenience, trust, and purchase incentives. It is important to understand the audience and identify potential barriers in their buying journey to increase conversions and the overall success of the advertising campaign.

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