



Developing A Video Copywriting to Promote Palembang Traditional Cakes

M. Nadjmuddin^{1*}, Rizka Nabilla², Depi Kurniati³, Eka Lutfiyatun⁴, Algis Akbar⁵, Rahma Fadhillah⁶

¹²³⁴⁵⁶English Department, State Polytechnic of Sriwijaya, 30139, Indonesia

Email: m.nadjmuddin62@gmail.com

<p>ABSTRACT</p> <p>In terms of trading, a place of business needs to be known by many people to become buyers, because buyers have an important role that affects increasing sales and business growth. Unfortunately, there are still local people and tourists who do not know the location of the business and the uniqueness of the products they sell. To ensure that Dapoer Bunda Rayya becomes known to both local people and tourists, it is necessary to promote the business. Based on the statement above, the researchers introduced and promoted Dapoer Bunda Rayya as the seller and maker of Palembang traditional cakes through advertising videos. The study aims to know video copywriting process of Dapoer Bunda Rayya in two languages, English and Bahasa Indonesia, for promoting Palembang traditional dessert. This research was conducted using the Research & Development approach with the preliminary study, model draft, and final product testing and dissemination stages. Data was collected through interviews, observations, and questionnaires. The researchers wrote the copy by using PAS formula, the AIDA formula, and the steps of writing a copy by Rieck. After the final copywriting was approved it was posted on social media. The video copywriting was an effective media to introduce the innovation cakes and also another typically Palembang cakes for local and international tourists.</p>	<p>ARTICLE HISTORY</p> <p>Submitted:18-12-2023 Revised: 20-12-2023 Accepted:22-12-2023 Online first:23-12-2023</p> <p>KEYWORDS</p> <p>Copywriting, Promotional Video, Traditional Cakes</p>
---	--

1. Introduction

Food has been a key attraction for travelers and many destinations have tried to offer special culinary experiences to tourists (Tsai & Wang, 2017). Food is commonly regarded as an important aspect of tourism because it can act as a link between tourists and local people and help strengthen cultural identity. When tourists visit Indonesia, they usually look for unique souvenirs that represent the regions they visit. Food such as traditional snacks and typical cakes can also be memorable souvenirs.

Palembang, the capital city of South Sumatra is very rich in traditional cakes with delicious and unique tastes. There are many restaurants and food stalls that serve a wide range of local-specific foods. One of the shops that provide Palembang traditional cakes is Dapoer Bunda Rayya. This shop sells traditional cakes such as Maksuba, Kojo, Kue 8 Jam, Engkak Ketan, etc. Besides selling traditional Palembang cakes that have been around for a long time, this shop also makes unique innovations. This shop is providing traditional Palembang cakes with a more contemporary look and combines several types of cakes into one such as Masbro (Maksuba Brownies) and MakJoLa (Maksuba Kojo Lapis) to make them more attractive.

In terms of trading, a place of business needs to be known by many people in order to become buyers, because buyers have an important role that affects increasing sales and business growth (Rousta & Jamshidi, 2020). Unfortunately, there are still local people and tourists who do not know the location of the business and the uniqueness of the products they sell. To ensure that Dapoer Bunda Rayya becomes known to both local people and tourists, it is necessary to promote the business.

One common problem faced by small businesses in promoting their products is limited marketing budgets. Small businesses often have limited financial resources, which can restrict their ability to invest in extensive advertising campaigns or hire professional marketing teams. This limitation makes it challenging for them to reach a wider audience and compete with larger companies that have more substantial marketing budgets. Additionally, small businesses may lack the expertise and knowledge to effectively target their audience and create compelling marketing strategies, further hindering their promotional efforts.

In this case, the researchers helped promote Dapoer Bunda Rayya by writing a copy for the product advertisement and then posted it in social media. Unlike print, broadcast, radio, and other basic media, content shared via social media such as Instagram, YouTube, and Facebook can be accessed by users more quickly. Video is an electronic medium for the recording, copying, play backing, broadcasting, and displaying of moving visuals and audio media (Sabri, 2018). Promotion is an activity that serves to convince customers by showing a product or service so as to persuade customers to buy it (Helmold, 2022). A promotional video is one that aims to promote a product or service, but it also aims to share valuable information through the content.

Video has several advantages in the advertisement because the combination of visual and audio and works well in delivering the messages and attracting viewers' attention (Sabri, 2018). Moreover, there are three main advantages of having a promotional video (Jules Blundell, 2015). First, a promotional video can influence and persuade people to purchase the products or services being promoted. Second, a promotional video can increase the credibility of a company or brand. Last, a promotional video is simple to disseminate. It can also improve audience engagement. It means that videos have potential values and functions in promoting products. Therefore, the purpose of promotional videos is to convey information to make it easier to receive and understand which educates and entertains customers for business products.

Copywriting is an advertising text material that plays an important role in the creation of advertising works and is rich in sales messages (Belch Georg E. & Michael A., 2018). Copywriting is a crucial aspect of promoting products and services effectively. There are four essential elements of copywriting that contribute to its success (Christian Erwanda, 2012). The first element is the headline, which should be captivating and attention-grabbing, conveying the purpose of the advertisement while targeting the intended audience. It should also highlight advantages and provide reassurance to the readers. The greeting or leading paragraph is the second element, and it plays a persuasive role in building consumer confidence to continue reading the marketing materials. The body of the copywriting forms the third element and should maintain the same tone and theme as the headline. It should emphasize the product or service's benefits, offer proof of any claims made, provide detailed information about features and benefits, and establish credibility. Finally, the closing, also known as the call to action, serves as the fourth element. It should include contact details such as a telephone number, social media links, and an email address, prompting customers to take action.

In the field of copywriting, marketers often adopt established marketing concepts and models. The AIDA model is a marketing theory widely utilized in advertising. AIDA stands for Attention, Interest, Desire, and Action (Hadiyati, 2016). It serves as a framework for crafting effective advertising copy. The AIDA model allows advertisers to control the psychological transformation experienced by individuals when they encounter an advertisement, leading up to their purchase decision (Kojima et al., 2010).

The AIDA model comprises four key elements. Attention involves capturing customers' attention by using powerful words or images to make the message stand out. Interest focuses on increasing customer interest by highlighting the product's benefits in detail. Desire aims to create a sense of motivation and convince individuals that the product can fulfill their needs. Finally, Action is about guiding and directing customers to take action, such as making a purchase.

Therefore, copywriting is a valuable skill in today's digital marketing and advertising. Moreover, the researchers used two languages for writing a copy in English and Bahasa Indonesia

on Instagram. The use of Instagram because it is a social media with the most complete features such as uploading advertisements on the timeline and stories, watching various videos for free, and also can make instant orders that make it closer to users (Junawan & Laugu, 2020).

Based on the statement above, the researchers introduced and promoted Dapoer Bunda Rayya as the seller and maker of Palembang traditional cakes through advertising videos. Therefore, the researchers wrote the final report project entitled "*Video Copywriting of Dapoer Bunda Rayya to Promote Palembang Traditional Cakes*". The purpose of this study is to know the process of the development of video copywriting of Dapoer Bunda Rayya in two languages, English and Bahasa Indonesia, to promote Palembang traditional cakes.

2. Method

This research is research development (research & development) using mixed methods. Development research to produce certain products, and test the effectiveness of these products. In this report, the researchers used the Research and Development method that provides the steps for doing research and development (Sukmadinata & Nana Syaodih, 2019) which are divided into three stages namely preliminary study, model development, and final product testing.

a. Preliminary Study

A preliminary study is the first stage of development in the research and development modification stage. A preliminary study consists of three steps: literature study, field survey, and model draft.

The modal draft is served as a preliminary version of the final product, outlining the key findings and recommendations based on the data collected. In this research, the experts needed are a producer for Sriwijaya TV in the advertising specialty training program, an expert in English, and an expert in Bahasa Indonesia.

b. Model Development

The second step is model development which consists of two steps, limited testing, and wider testing. For limitedone, the researchers gave a draft model to some experts. The comment, suggestions, and advice will be used as revisions for limited testing. For wider testing, after the model or product draft has been revised in the limited tasting, the researchers showed the model or product draft to the target of the product itself to get comments and suggestions. In this case, the researchers did the wider testing to the people who like to watch the video on Instagram.

c. Final Product Testing and Dissemination

This step is the last step to develop the product. These steps have three stages such as final tasting, revision, and dissemination. Due to time, expense, and knowledge constraints, the student can stop the research until the wider testing step (Sukmadinata & Nana Syaodih, 2019). So, this is

the final step of research and development modification in this research. The product that has already been revised as a result of expanded testing becomes the final product of the research.

Dapoer Bunda Rayya is a shop that sells various types of traditional Palembang cakes. Dapoer Bunda Rayya is located behind Pasar Cinde, Jl. Letnan Jaimas No. 980c, 24 Ilir, Bukit Kecil, Palembang. This culinary business was first established in July 2016. The motivation for the owner of Dapoer Bunda Rayya to start this business was to preserve the unique regional culture, especially in the culinary field. The various kinds of products it sells such as mMaksuba, Kojo, Kue 8 Jam, Engkak Ketan, etc. Over time, the owner of Dapoer Bunda Rayya created innovations for Palembang’s typical cakes, which were more varied with a contemporary look namely MasBro (Maksuba Brownies) and MakJoLa (Maksuba Kojo, Lapis) which are packaged using beautiful hampers.

The subjects of this project are people who will participate and contribute their knowledge and information in implementing the project to the final product. The population of this research data is the management and visitors of the Dapoer Bunda Rayya culinary object. The sample was selected based on purposive sampling. The sample for this study were employees, admins, and visitors to the Dapoer Bunda Rayya culinary object when the researchers carried out the research between July 1st and Oktober 1st , 2023.

Qualitative data were analyzed using a reflective thinking and interpretation approach. And quantitative data were analyzed using the percentage formula. As for revising the product used the following criteria.

Table 1 Product Validation Assessment Criteria

Score	Category	Value Range
4	Very fast / very accurate	86 – 100
3	Fast/accurate	71 – 85
2	Not fast/inaccurate	56 – 70
1	Not very fast / very inaccurate	41– 55

Source: (Sukmadinata & Nana Syaodih, 2019)

The criteria in table 1 are found in the product validation questionnaire filled out by linguists and copywriting experts. This criterion is also found on the consumer test sheet filled in by Dapoer Bunda Rayya visitors. Henceforth, the average value of the questionnaire becomes a benchmark for determining product validity.

3. Result and Discussion

This part describes results of this research and its discussion.

3.1. Results

The findings in this final report are defined into three abstractions; they are preliminary study, model development, and final product. Then, those three abstractions are linked to the steps of writing a copy. The researchers observed and interviewed to collect the data. During the observation, the researchers investigated the location of Dapoer Bunda Rayya, the facilities, and the activities there. Then the researchers did the interview by asking the owner of Dapoer Bunda Rayya. The researchers recorded and wrote the responses on paper, so the researchers could make the transcription. After that, the researchers analyzed the data by categorizing, coding, and organizing it. The study used two formulas. The used of two formulas in developed copy is because each formula can complement the other. The researchers also could assess the content from different perspectives, so content would be more effective in its perception.

1. Preliminary study

In this stage of Research and Development, the researchers did three steps of writing a copy namely preparing, organizing, and writing.

a. Preparing

In this steps, the researchers searched and learned a theory about copywriting. his study used two formulas to develop the copy. The next step was gained the data about the small business, Dapoer Bunda Rayya, who sold typically Palembang cakes. The data includes business location, operating hours, kinds of menu, prices, facilities, and delivery order information. Dapoer Bunda Rayya is located behind Cinde market. This business operates every day from 08.00 - 17.00. The products sold included *maksuba*, *kojo*, *lapis legit*, *engkak*, and *kue 8 jam*. The owner of Dapoer Bunda Rayya also explained the uniqueness of the products and provided information about product orders.

b. Organizing

After did the preparations, the researchers organized the information obtained from the field survey into a coherent structure to help the researchers to make a clear and precise draft. The researchers grouped the data based on the type of related information such as price, product, place, and people.

c. Writing

In this step, the researchers made the first draft of copywriting in Bahasa Indonesia and English version. The first copy draft was composed based on the PAS formula.

Table 2 First Draft of Copy in English version

The Formula	Copy
Problem	Do you need delicious and unique Palembang souvenirs?
Agitate	Searching here and there but have not found it? You get tired and wasting your time.
Solution	Don't worry, you can get unique and of course delicious Palembang souvenirs only here! Get the delicacy of various typical Palembang cakes with creative innovation and the best quality only at Dapoer Bunda Rayya. Dapoer Bunda Rayya is a typical Palembang cake business that offers varied and innovative products. The location of Dapoer Bunda Rayya is at Jalan Letnan Jaimas 980 C. This shop is open every day from 8.00 to 17.00. There are various kinds of cakes here, including maksuba, kojo, lapis legit, enggak, and kue 8 jam. Dapoer Bunda Rayya also presents new innovations so that the products offered here are different from other cakes. The innovation cakes are masbro or maksuba brownies and makjola or maksuba kojo lapis which are the combination of several cakes into one so that create a unique and luxurious sensation. The best selling product here is makjola. This cake has the right sweet taste and appetizing aroma. All cakes here are made using quality ingredients, no artificial flavors, and of course hygienic. The price offered is varied, starting from IDR 300,000.00. The service is also very good and friendly. Here you are allowed to see how the process of making the cake. Another uniqueness of the products sold here is the packaging. Apart from using plastic boxes that can last a long time, Dapoer Bunda Rayya also uses premium hamper packaging and an attractive design so that it is very suitable as a souvenir and gift for loved ones. Very interesting, right? So, what are you waiting for? Come to Dapoer Bunda Rayya or order via its WhatsApp number on the Instagram account @bundarayyanew. Dapoer Bunda Rayya also accepts orders from all regions in Indonesia. Make every moment more special with the delicious cakes in Dapoer Bunda Rayya.

Source: Researchers' data

After the draft of copywriting has been arranged, each sentence would be added to the video.

a. Opening session

In this session, the video displayed the main banner on the front of Dapoer Bunda Rayya with the aim of introducing what will be discussed in the video. The speaker conveyed the opening with an interesting question to draw the viewer's attention to their possible needs.



Figure 1 Opening session on draft model

Source: Researchers' data

b. Main session

In this session, the speaker talked about Dapoer Bunda Rayya's profile including location, information on opening and closing hours, various menus of Dapoer Bunda Rayya, and product advantages. The speaker presented various types of cakes at Dapoer Bunda Rayya and tried them to attract the audience's curiosity to try the cake at Dapoer Bunda Rayya. The speaker also displayed the look of this shop and what's in there.



Figure 2 Main session on draft model

Source: Researchers' data

c. Closing Session

In this session, the speaker ended the video by inviting the audience to come and buy the product. In the video, the speaker showed Dapoer Bunda Rayya's condition as a typical Palembang cake business. This is shown in Figures 4.5.



Figure 3 Closing session on draft model

Source: Researchers' data

2. Model Development

In this stage of Research and Development, the researchers did the fourth and fifth steps of writing a copy.

a. Editing

In this step, the researchers did the limited testing. There were content aspect, Bahasa Indonesia aspect, copywriting aspect, and English aspect.

1) Content Aspect

During the limited testing phase, the researchers presented the content of Dapoer Bunda Rayya to Mrs. Yus Elisa, the proprietor of Dapoer Bunda Rayya, to verify its veracity and precision. Mrs. Elisa expressed her satisfaction with the content, affirming its quality, comprehensiveness, and clarity. Notably, the content was found to be free from any inaccuracies pertaining to Dapoer Bunda Rayya, thus requiring no revisions in this regard.

2) Bahasa Indonesia Aspect

Following the script's creation, it was submitted to a content informant for an initial evaluation. Subsequently, the script was forwarded to Mrs. Wasitoh Meirani, an esteemed Bahasa Indonesia lecturer at the State Polytechnic of Sriwijaya, renowned for her expertise in language precision.

During her review, Mrs. Wasitoh Meirani identified areas within the script that required attention. These encompassed instances of incorrect capitalization, punctuation misuse, inappropriate diction, and typographical mistakes. Errors were noted for further refinement. Corrections were carefully implemented while preserving the script's original intent and message.

The table accompanying this report highlights the specific words within the script that were identified as erroneous and subsequently corrected. These bolded words signify instances where improvements were made to ensure language accuracy and coherence.

Table 3 Mistakes in Bahasa Indonesia Aspect

No	Original draft	Revised draft
1.	Dapoer Bunda Rayya buka setiap hari mulai pukul 8 pagi hingga pukul 5 sore .	Dapoer Bunda Rayya buka setiap hari mulai pukul 08.00 hingga pukul 17.00 .
2.	Disini tersedia berbagai varian Kue Basah diantaranya , yaitu Maksuba, Kojo, Lapis Legit Engkak, and Kue 8 Jam.	Di sini tersedia berbagai varian kue basah di antaranya , yaitu maksuba, kojo, lapis legit, engkak, and kue 8 jam.
3.	Harga yang ditawarkan cukup bervariasi yaitu dengan kisaran mulai dari Rp. 300.000 an saja.	Harga yang ditawarkan cukup bervariasi yaitu dengan kisaran mulai dari Rp300.000,00-an saja.
4.	Selain itu, pelayanan yang ditawarkan juga baik dan ramah.	Selain itu, pelayanannya juga sangat baik dan ramah.
5.	Buruan datang ke Dapoer bunda rayya atau jika ingin memesan dari rumah bisa melalui nomor whatsapp yang tertera pada akun Instagram @bunarayyanew.	Segera datang ke Dapoer bunda rayya atau jika ingin memesan dari rumah bisa melalui nomor whatsapp yang tertera pada akun Instagram @bunarayyanew.
6.	Jadikan setiap momen semakin spesial dengan kelezatan kue basah kami .	Jadikan setiap momen semakin spesial dengan kelezatan kue Dapoer Bunda Rayya .

Source: Researchers' data

3) Copywriting Aspect

After doing the revision from Bahasa Indonesia expert, the researchers gave the script to Mr. Sinarman Pranatio Arintonang as the copywriting expert to check the copywriting aspects. He corrected the accuracy between the content and the copywriting formula used in this final report. The expert of copywriting explained about the revision. The bold words in the table are words that have been revised by the copywriting expert.

Table 4 Mistakes in Copywriting Aspect

No	Original draft	Revised draft
1	Kamu butuh oleh - oleh yang lezat dan unik?	Kamu bingung mencari oleh - oleh khas Palembang yang lezat dan unik?
2	Kue basah ini memiliki rasa manis, tidak eneg, dan aroma yang sedap.	Kue basah ini memiliki rasa manis yang pas dan aroma yang menggugah selera.
3	Jadi, tunggu apalagi? Buruan datang ke Dapoer bunda rayya atau jika ingin memesan dari rumah bisa melalui nomor whatsapp yang tertera pada akun Instagram @bunarayyanew.	Sangat menarik, bukan? Jadi, tunggu apalagi? Segera datang ke Dapoer Bunda Rayya atau pesan secara online melalui nomor whatsapp yang tertera pada akun Instagram @bunarayyanew.

Source: Researchers' data

4) English Aspect

After doing revision from a Copywriting expert, the researchers translated the script and gave the script in English version to Mr. Ahmad Khoirul Akhir Tanjung as the lecturer of the English Department in State Polytechnic of Sriwijaya. He checked the grammar errors and misspelling in the script. The bold words in the table are the words that have mistakes.

Table 5 Mistakes in English Aspect

No	Original draft	Revised draft
1.	Searching here and there but have not found it?	You have searched and have not found it?
2.	There are various kinds of kue basah here, including maksuba, kojo, lapis legit, enggak, and kue 8 jam.	There are various kinds of <i>kue basah</i> here, including <i>maksuba, kojo, lapis legit, enggak,</i> and <i>kue 8 jam.</i>
3.	Another uniqueness of the products sold here is the packaging.	Other uniqueness of the products sold here is the packaging.

Source: Researchers' data

b. Reviewing

In this step, the researchers reviewed the final draft copy and the video by doing wider testing. The researchers asked comments and suggestions from the students of English Department at the State Polytechnic of Sriwijaya. There were five participants who provided valuable feedback. The researchers received good feedback about video concepts, video quality, and complete information submitted. However, they also provide some comments and suggestions that need to be improved in the video. It included subtitle fonts and colors, volume of sound, lighting, and the addition of map location.

The first participant is Nyayu Aisha as video editor in the Student Association of English Department. The second participant, Mia Puja, showed a keen interest in video copywriting and displayed proficiency in the English language. The researchers also had three other participants share their thoughts and suggestions. They are Ellse Tertanti, Febriyani Setyawati, and Anggun Tria, the student who is interested in video copywriting and has knowledge about the English language. Together, their diverse perspectives and expertise helped refine and shape the video project, making it even better. Their valuable input contributed to creating an impactful and engaging video for the viewers.

3.2. Discussion

The discussions of this final report informs the copywriting analysis and the accuracy with the theory. The researchers used the PAS formula in the first draft as the structure of copywriting.

1. Problem

The sentence of *“Do you need delicious and unique Palembang souvenirs?”* is placed on the first line of the draft copy as a compelling headline to captures the attention of the target audience with possible problems that occur to them. It also creates curiosity to motivate viewers to continue watching in hopes of finding a solution.

2. Agitate

The sentence of *"Searching here and there but have not found it? You get tired and wasting your time."* is the agitated sentences that use emotional language to convey a clear picture of the hassle, annoyance, or worry caused by. This sentence also described the consequences if this problem is not resolved.

3. Solution

The sentence of *"Don't worry, you can get unique and of course delicious Palembang souvenirs only here! Get the delicacy of various typical Palembang cakes with creative innovation and the best quality only at Dapoer Bunda Rayya."* showed the form of a question as a headline that contained what the audience might need, namely delicious and unique food. Then followed by a sentence containing the consequences or concerns about the problem that must be overcome. Finally, by submitted answers to questions and problems by coming to Dapoer Bunda Rayya.

Meanwhile the researchers used the AIDA formula in the final draft as an attractive perspective in the copywriting. The text analysis used the AIDA to highlight how the text persuades readers to try and buy the delicious and unique Palembang souvenirs from Dapoer Bunda Rayya.

1. Attention

The sentence of *"Are you confused to look for delicious and unique Palembang souvenirs?"* grabs the reader's attention. This question immediately piques the reader's curiosity and addresses a common problem, drawing them into the content.

2. Interest

The sentence of *"There are various kinds of cakes here, including maksuba, koje, lapis legit, enggak, and kue 8 jam."* and *"Dapoer Bunda Rayya also presents new innovations so that the products offered here are different from other cakes. The innovation cakes are masbro or maksuba brownies and makjola or maksuba koje lapis which are the combination of several cakes into one so that create a unique and luxurious sensation."* create interest by highlighting the benefits of choosing Dapoer Bunda Rayya for purchasing *kue basah* (typical Palembang cake). It emphasizes the variety of *kue basah* available. The mention of new innovative cakes (masbro and makjola) that combine several cakes into one also adds an element of novelty and uniqueness to the products.

3. Desire

The sentence of *"This cake has the right sweet taste and appetizing aroma. All cakes here are made using quality ingredients, no artificial flavors, and of course hygienic."* describes the taste and quality of the product. it makes the reader want to try it. Furthermore, the text mentions that Dapoer Bunda Rayya's products have a "right sweet taste and appetizing aroma," appealing to the reader's taste buds.

4. Action

The sentence of *"Come to Dapoer Bunda Rayya or order via its WhatsApp number on the Instagram account @bundarayyanew. Dapoer Bunda Rayya also accepts orders from all regions in Indonesia. Make every moment more special with the delicious cakes in Dapoer Bunda Rayya."* encourages the reader to take action by visiting Dapoer Bunda Rayya or placing an order through its WhatsApp number or Instagram account (@bundarayyanew). It uses strong call-to-action language, urging the reader to not wait any longer and make their moments more special with the delicious cake from Dapoer Bunda Rayya. The mention of accepting orders from all regions in Indonesia also widens the potential customer base.

Then, the researchers asked several experts to provide comments and suggestions regarding the first draft. Based on the expert's language indication, the copy had several inappropriate things according to the language. Two participants checked the copies to verify the contents of the copies were in Indonesian and English. Mrs. Wasitoh Meirani was an expert who verified the writing in Indonesian grammar and suggested some other better diction to be used in the copy. For example, in writing the preposition *"disini"* must be *"di sini"*. Then she said that do not use capital letters to write the names of the cakes and if the writer wants to make the word stand out, the researchers just needs to make the words bold. Then there is Mr. Ahmad Khoirul Akhir Tanjung as the second participant, he checked and verified the tenses used in the copy based on grammar in English. He said there were some grammatical errors, diction, and mistyping. For example, writing the name of the cake should be italicized because it is Indonesian spelling. Then the sentence *"another"* should be *"other"* because that sentence explained the plural. There were also dictions that must be replaced more simply to make the reader understood the content easily. It is accordance to (Widjono, 2007), effective sentences are short, concise, clear, complete, and can convey the information precisely. So, the researchers changed all of the suggestions to the correct one.

After some advice and suggestions regarding the limited testing, the researchers revised the copy and showed the video draft to the participants. In wider testing, five participants checked the video draft. The first participant is Nyayu Aisha as video editor in the Student Association of English Department. Nyayu said that the sequence of scenes is good, but she suggested changing the color of the subtitles, so the subtitles are more visible and legible. The second participant, Mia Puja, showed a keen interest in video copywriting and displayed proficiency in the English language. She said that the video was good with the information presented and easily understood, so that it became interesting. The third participant is Ellse Tertanti as the student who is interested in video copywriting and has knowledge about English language. In her feedback, she mentioned that the video was interesting, and she believed that the content of the video could influence the society to purchase the products being sold at Dapoer Bunda Rayya, thanks to the presence of some unique products. She also suggested changing the scene of the product to

become brighter. The fourth participant is Febriyani Setyawati. She really liked the video and she suggested that the volume should be slightly raised because it was too low to attract attention. The fifth participant is Anggun Tria. Anggun expressed her appreciation for the video, but also recommended adding a location map to increase persuasive appeal.

The researchers carefully considered the feedback from both experts and participants to craft a compelling copy using the AIDA formula. To capture the audience's attention and interest, suggestions were implemented, such as changing the lighting, increasing volume, changing subtitle colors, and adding detailed information about map location of Dapoer Bunda Rayya to the video. By doing so, potential customers could easily reach out and take action.

The AIDA formula allows advertisers to influence the psychological journey individuals undergo when viewing an advertisement, ultimately influencing their purchase decisions (Kojima et al., 2010). By following this effective formula, the researchers aimed to create a powerful and persuasive copy that would leave a lasting impact on the audience. Based on several considerations, the revised copywriting draft and video based on expert suggestions and comments are considered as the final product. The bilingual videos were uploaded to Instagram as the final product in this final report.

4. Conclusion

The video copywriting of Dapoer Bunda Rayya is in two languages, English and Bahasa Indonesia. The steps used were preliminary study and model development. The researchers wrote the copy by paying attention to the PAS formula, the AIDA formula. The draft script got any comments and suggestions from the experts of Bahasa Indonesia, English, and copywriting and also is implemented the script into video and posted on social media. The researchers concluded that this final report gave information and knowledge to the readers on how to write copywriting by followed the formula copywriting and steps of writing a copy. This video copywriting can be used to promote Dapoer Bunda Rayya as a culinary tourism of typically Palembang cake. The video copywriting of Dapoer bunda Rayya in Bahasa Indonesia and English versions was expected to be an effective media to introduce the new innovation cakes and also another typically Palembang cakes for local and international tourists.

In making video copywriting, this suggested that a copywriter must be skilled in using and choosing the right words and involve the audience, so that the audience is interested in watching the video. Making video copywriting also requires participants to assess and provide suggestions to make copywriting much better. Additionally, it will help the small business prepare the launching of a new advertisement, when they want to get into a new market, or looking for ways to improve their advertising strategies. It is necessary for the small business to follow the

elements of copywriting in order to make the advertisement more interesting so that they can make their advertisements stand.

5. Author's declaration

Authors' contributions and responsibilities

Write the contribution of each author here, or mark the following column.



The authors made substantial contributions to the conception and design of the study.



The authors took responsibility for data analysis, interpretation and discussion of results.



The authors read and approved the final manuscript.

Funding

The research got funding from PNBP of State Polytechnic of Sriwijaya.

Availability of data and materials



All data are available from the authors.

Competing interests



The authors declare no competing interest.

Additional information

Write additional information related to this research, if any.

6. Acknowledgement

Thanks to State Polytechnic of Sriwijaya who support the researchers to establish this research by granting funds for lecturers and students co-research program 2023.

7. References

- Belch Georg E., & Michael A. (2018). Advertising and promotion an integrated marketing communications perspective, sixth edition. *Sereal Untuk*, 51(1).
- Christian Erwanda. (2012). *The complete newbie's guide to effective copy writing*. Homerun Copywriter Formula. <https://www.getfreebooks.com/the-complete-newbies-guide-to-effective-copywriting/>
- Hadiyati, E. (2016). Study of marketing mix and AIDA model to purchasing on line product in Indonesia. *British Journal of Marketing Studies*, 4(7). <https://www.eajournals.org/wp-content/uploads/Study-of-Marketing-Mix-and-Aida-Model-to-Purchasing-On-Line-Product-in-Indonesia.pdf>
- Helmold, M. (2022). Sales Management. In *Management for Professionals: Vol. Part F376*. https://doi.org/10.1007/978-3-031-10097-0_5
- Jules Blundell. (2015). *Capture more customers with video; the why, what, and how*. Camberwell.
- Junawan, H., & Laugu, N. (2020). Eksistensi media sosial, Youtube, Instagram dan Whatsapp ditengah pandemi Covid-19 dikalangan masyarakat virtual Indonesia. *Baitul 'Ulum: Jurnal Ilmu Perpustakaan Dan Informasi*. <https://doi.org/10.30631/baitululum.v4i1.46>
- Kojima, T., Kimura, T., Yamaji, M., & Amasaka, K. (2010). Proposal And Development Of The Direct Mail Method PMCI-DM For Effectively Attracting Customers. *International Journal of Management & Information Systems (IJMIS)*, 14(5). <https://doi.org/10.19030/ijmis.v14i5.9>
- Rousta, A., & Jamshidi, D. (2020). Food tourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1). <https://doi.org/10.1177/1356766719858649>
- Sabri, M.-. (2018). The making of promotional video of tourism in Rupert island. *INOVISH JOURNAL*, 3(1). <https://doi.org/10.35314/inovish.v3i1.290>
- Sukmadinata, & Nana Syaodih. (2019). *Metode penelitian pendidikan*. PT. Remaja Rosdakarya.
- Tsai, C. T. S., & Wang, Y. C. (2017). Experiential value in branding food tourism. *Journal of Destination Marketing and Management*, 6(1). <https://doi.org/10.1016/j.jdmm.2016.02.003>
- Widjono, H. (2007). *Bahasa Indonesia: mata kuliah pengembangan di perguruan tinggi*. Grasindo.