

ABSTRAK

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Program Studi : Fakultas Ilmu Komunikasi
Judul Laporan Skripsi : Aktivitas *Copywriter* dalam menciptakan Tindakan (*Action*) Audiens pada Media Sosial Instagram Ben's Pizzeria Periode Juli – September 2022
Pembimbing : Eka Perwitasari Fauzi, S.Sos, M.Ed.
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Ben's Pizzeria merupakan bidang usaha makanan atau F&B (*Food and Beverage*) berlokasi di Jl. Wijaya IX No.6, Melawai, Jakarta Selatan. Menyediakan produk pizza yang didirikan pada tahun 2020 oleh Gendra Tri Nugraha Sjaifwan. Komunikasi pemasaran digital penting untuk keberlangsungan mitra, didukung oleh pemilihan *copywriting* menarik yang dapat menciptakan respon suatu aksi sehingga dapat meningkatkan *bonding* dengan adanya interaksi antara audiens dan *brand*.

Metode yang digunakan di dalam *project* ini adalah metode pembuatan karya aplikatif di mana penulis sebagai seorang *Copywriter* bertugas untuk menciptakan tindakan (*action*) audiens melalui aktivitas penyusunan penulisan (*Copywriting*) pada akun media sosial Instagram mitra Ben's Pizzeria.

Dalam *project* aplikatif ini penulis sudah membuat beberapa penyusunan penulisan (*Copywriting*) untuk media sosial Instagram Ben's Pizzeria. Semua bentuk penulisan (*Copywriting*) yang dibuat ini sudah berdasarkan syarat dan hasil *brainstorming* antara pihak mitra dan tim.

Hasil dari aktivitas *Copywriter* dalam menciptakan tindakan (*action*) audiens yaitu melalui teknik *copywriting* yang menarik di mana dapat dilihat dari *insight* postingan terbanyak pada konten "Cara Makan Pizza Ala Italia" sebesar 914 *engagement* dari total jumlah 18 *comments*, 79 *likes*, 10 *share* yang di dalamnya juga terdapat *call to action* yang mempersuasi audiens melakukan sesuai keinginan *copywriter*.

Kata Kunci : media sosial, instagram, *copywriter*, ben's pizzeria.

ABSTRACT

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Title Thesis Report : Copywriter's activities in creating audience actions on social media Instagram Ben's Pizzeria
Period July – September 2022
Counsellor : Eka Perwitasari Fauzi, S.Sos, M.Ed.
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Ben's Pizzeria is a food or F&B (food and beverage) business located on Jl. Wijaya IX No. 6, Melawai, South Jakarta. Providing pizza products, which were founded in 2020 by Gendra Tri Nugraha Sjafwan. Digital marketing communication is important for the sustainability of partners, supported by the selection of attractive copywriting that can create an action response to increase bonding with the audience through the interaction between the audience and the brand.

The method used in this project is the method of creating applicative works, in which the author, as a copywriter, is tasked with creating audience actions through copywriting activities on Ben's Pizzeria partner's Instagram social media accounts.

In this applicable project, the author has made several copywriting arrangements for Ben's Pizzeria's Instagram social media. All forms of writing (copywriting) that have been made are based on the terms and results of brainstorming between the partners and the team.

The results of the copywriter's activities in creating audience actions, namely through interesting copywriting techniques, which can be seen from the insights of the most posts on the content "How to Eat Italian-style Pizza," amounted to 914 engagements out of a total of 18 comments, 79 likes, and 10 shares shared. It also contains a call to action that persuades the audience to do as the copywriter wishes.

Keywords : social media, instagram, copywriter, ben's pizzeria.