

# *Copywriter Creativity in Serve Visualization Advertisement on Organic Batik*

Famelia Anindita Simatupang<sup>1\*</sup>, Ika Sartika<sup>2</sup>

<sup>1\*</sup> Digital Communication and Media , Faculty of Vocational School, IPB University, Bogor, Indonesia

Email: simatupangfamelia26@gmail.com

<sup>2</sup> Digital Communication and Media, Faculty of Vocational School, IP B University, Bogor, Indonesia

Email: ika.sartika@apps.ipb.ac.id

Corresponding author: Famelia Anindita Simatupang ; simatupangfamelia26@gmail.com



**Abstract** – This final project is the purpose of this seminar paper which is to explain how the final project and the creativity of copywriters in presenting advertising. Visualization in Organic Batic. The time and place of construction of the final project will be held from february to may 2024, in the organic data sheets obtained in primary and secondary. Data collection techniques do not include interviews, observation, active participation, and library studies. The output is a cinematic advertising video. The publication was made on the official social media Instagram Batik Organik. The creativity of copywriters in advertising and compasses took creativity making sense and creating different. Making sense is two things simple and clear in ideas and visuals, not to confuse the audience with complicated work. Creating different has the spirit to make everything look different from the others, which is expected to stimulate the birth of original and innovative works. Then copywriters get there creativity through the creative process with four stages of preparation, incubation, illumination, and verification.

**Keywords** – Creative, Organic Batic, Promotion.

## I. INTRODUCTION

### Background

UNESCO has established and recognized batik as a inheritance culture world on October 2, 2009 ( Mulyani and Natalliasari 2020). Since moment that , Indonesian Batik experienced rapid development . Wrong One innovation in batik industry is Organic Batik , a business business in the field textiles and clothing offering beauty design traditional with emphasize on the use of ingredients natural and process environmentally friendly production environment , as well as made through technique writing , painting , and stamping. Despite its added value, marketing Organic Batik still faces challenges in attracting wider consumer attention.

For expand market share and increase awareness consumer for Organic Batik , it is needed approach strong creative in packing messages marketing . One of the effort For to win heart consumer is through Advertisement . Advertisement is message a brand, product , or the company that was submitted to audience through the media (Jacob et al 2018). The main objective advertisement is For influence decision purchase Consumers (Son 2022). Advertisement present in various form , start from visual media such as static images , photos and posters, to audio visual media such as videos

with sound ( Primasari and Wibisono 2021). Video ads often used Because capable merge visual and audio elements so that give information clearly and in detail .

Making advertisement involving a number of stage , namely pre-production , production , and post- production . At this stage pre-production , role a copywriter very important For building visuals and imagination of the target audience become real . Visualization in video advertising includes the selection of colors, typography, and other visual elements that stimulate vision. The visualization ability of a product advertisement has extraordinary value, so that it can produce an effective advertisement (Walisyah 2019). Advertising visualization is designed to support and strengthen the message conveyed by the script.

*Copywriter* is individuals who create , shape , and make art of words in advertising ( Rahmanullah and Nurbaiti 2023). A *copywriter* must capable identify the target audience and deliver desire company with right , without violate vision and mission business Therefore . that , accuracy in The choice of words, language and sentences is very important For to form script effective advertising . Therefore, copywriters *play* an important role in integrating visual and narrative elements to create advertisements that are not only aesthetic but also informative and persuasive.

## Formulation of the problem

Based on the background explanation that has been prepared, the formulation of the problem in this seminar results is:

1. What is the picture of the advertising project at Batik Organik?
2. How creative is *the copywriter* in presenting advertising visualizations in Batik Organik?

## Objective

Based on the formulation of the problems that have been prepared, the objectives of this final seminar paper are:

1. Explaining the advertising project overview at Batik Organik
2. Explaining the creativity of *copywriters* in presenting advertising visualizations in Organic Batik.

## II. METHOD

### Time and Place

time starts from January to May 2024. The final project creation location is carried out at the Batik Organik shop located at RT.01/RW.02, Cipaku, Kec. Bogor Selatan, Bogor City, West Java 16133.

### Data and Instruments

In general, data can be defined as facts or images in the form of numbers or the like and provide information that can describe the conclusions drawn ( Arhami and Nasir 2020 ). The preparation of this paper uses two types of data, namely primary data and secondary data. Primary data is the type of data that is collected directly ( Balaka 2022 ). Through interviews about Organic Batik which contain a list of questions with the owner of Organic Batik. Secondary data is the type of data obtained through intermediary media such as books, journals, and articles from the internet (

Hikmawati 2020 ). Instruments are tools used in making advertising production in Organic Batik such as laptops, cameras, gimbal *stabilizers* , camera batteries, *lighting* , and tripods.

### Data collection technique

Data collection techniques are systematic and standardized procedures used to obtain the required data. Therefore, the data collection techniques that will be used to compile this proposal are:

#### 1. Survey

The survey was conducted to analyze the final project location. The survey also helps to find out which locations are suitable for making audio visual advertisements.

#### 2. Involvement in production

Actively involved in making audio visual advertisements such as having discussions together with

Organic Batik owners to adjust their promotional needs and desired concept . In addition, they directly contribute to each process, from pre-production, production, to post-production.

#### 3. Interview

Interview is a data collection technique that is generally used by asking and answering questions to sources ( Hermawan 2019 ). Interviews conducted in this project were to meet data needs, both for writing proposals and making advertising videos.

#### 4. Literature study

It is one of the secondary data collection methods commonly used in research. Data collection using literature studies is done by searching for data that matches the theme. Data searches are done by reading reference books, journals, articles, and other reliable sources.

### Work procedures

The work procedure includes activities carried out by *copywriters* in working on the final advertising project at Batik Organik. The flow of making advertisements at Batik Organik is divided into three stages, namely pre-production, production, and post-production. The following are the work procedures carried out by *copywriters* , including:

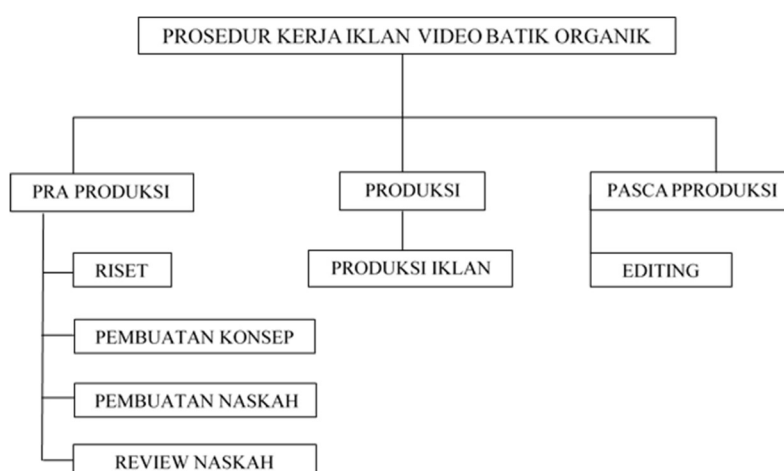


Figure 1 Work Procedure

### 1. Pre-production

research is done by collecting data or information related to Organic Batik and creativity used by *copywriters*. Concept making is done by *copywriters* together with directors to create concept ideas that are in accordance with the needs and objectives of Organic Batik. The existence of a concept makes it easier for *copywriters* to determine the flow of the advertising script that will be raised. After conducting research and creating a concept, the next stage carried out by *copywriters* is to create a script using concepts and ideas that have been arranged into interesting strings of words. The script that has been completed by *the copywriter* cannot be used directly for the *shooting process* but will be adjusted to the partner. The last stage of pre-production carried out by *copywriters* is to *review* the script with partners to adjust to the needs of the partners.

### 2. Production

Entering the production stage, namely *shooting* the advertisement, at this stage *the copywriter* helps other teams, especially the director to direct *the shooting process* according to the existing script so that it runs smoothly.

### 3. Post production

The final stage in making Batik Organik advertisements is post-production, namely *editing* and publication. *Editing* is the stage to unite all advertising videos, adjust *color grading*, sound arrangement, add effects and *background* to become a perfect advertising video. After completing the *editing stage*, the edited video that has been *reviewed* by the group team will be published on Batik Organik's social media, namely Instagram.

## Output

The final project is a mandatory activity carried out by Diploma (D4) students in the Digital Communication and Media study program of the IPB Vocational School to obtain an applied bachelor's degree. The selection of the final project carried out is a product design packaged in the making of advertisements at Batik Organik starting from concept design to publication. *The output* of this final project aims to provide answers to problems experienced by partners and meet more specific marketing needs. *The output* of this final product design project is an advertising video containing products made by Batik Organik and *brand awareness* regarding the phenomenon of printed batik that has been widely traded by other batik sellers.

### III. RESULTS AND DISCUSSION

#### Overview of Organic Batik Advertisement

The final project at Batik Organik resulted in a product design, namely a video advertisement. The video advertisement produced was packaged in a cinematic model with the title "Back to the Roots" which has a duration of one minute and nineteen seconds. The target audience of this video advertisement is the general public and followers of Batik Organik's Instagram social media. The video advertisement produced aims to be a promotional tool for Batik Organik and to increase awareness or *brand awareness* of the audience towards the increasing phenomenon of batik produced by *printing* or through the screen printing process. This causes people to prefer to buy *printed batik* when faced with the same product, because the price of *printed batik* is much cheaper (Kurniasih 2018).

The video advertisement contains talents who use products from Batik Organik in the form of clothing to highlight the beauty and uniqueness of the motifs on the clothes with the narrative "More than just cloth, this is our cultural heritage" to show every detail of the Batik Organik product and describe Batik Organik as a symbol of rich cultural heritage. This aims to arouse a sense of pride and appreciation for local culture. The visuals shown in this video advertisement are *scenes* of batik cloth motifs inspired by culture and regions in Indonesia. This shows that each piece of batik has its own meaning and story. The use of soft natural colors can help strengthen this message.



Figure 2 Final Project Overview of Video Advertisement

Emotional scenes will also be shown such as the batik designing process with the narrative "Every dot and line tells a story of skill, finesse, and beauty" highlighting the details and intricacies in each batik design. This illustrates that every element of batik is made with great care and expertise. The visuals used in this *scene* are close-ups of batik motifs that show the fine details and complexity of the designs created by the owner of Batik Organik, so that the audience can appreciate the beauty and skill required in the making process.

The video ad closes with a strong message, "Let's celebrate beauty and sustainability together with Organic Batik." This message is expected to inspire viewers or target audiences to choose Organic Batik as part of their lifestyle, while also making audiences aware of the importance of preserving tradition and the environment. Through cinematic video advertising, this final project is expected to convey the message in a captivating and memorable way, leaving a positive impact on the audience who watches.

## Script Writing in Advertising Production at Organic Batik

A good advertisement must have a script as a reference in production so that the advertisement results are effective and the message is conveyed effectively. A script is a writing containing a message created by a copywriter to help other teams in making video advertisements at Batik Organik, therefore script writing needs to be done to support the production process of making advertisements. According to Tahapary 2021, there are five stages of script writing, namely:

### 1. Defining ideas

A mature idea is needed in creating an advertising script so that the resulting video can be structured clearly and optimally. This stage begins with *a copywriter* who comes to the Batik Organik store to dig deeper into the advertised product, such as the advantages and uniqueness of the product. Then the copywriter conducts market research to understand the target audience around who watches the video advertisement, whether the audience is teenagers and adults, and whether the audience of Batik Organik comes from Indonesia or has penetrated the international market. After conducting research, *the copywriter* brainstorms and looks for references from various existing media, one of which is YouTube. *Brainstorming* process involving discussion and exchange idea For create story or interesting narrative .

### 2. Creating a basic story

*The basic story* is the foundation of a story, often referred to as the framework that forms the overall plot of the story (Javandalasta 2021). Usually, *copywriters* write the basic story briefly, concisely, clearly, and on target so that it is only half a page (Prabowo 2022). *The basic story* in the script includes the storyline, setting or *setting* of the place, and also the introduction of the characters.

### 3. Making a synopsis

The synopsis contained in the advertisement script is usually used as an opening to a script that is deliberately made to help the audience know and understand the contents of the script briefly. The synopsis of the video advertisement script at Batik Organik is:

“The ad opens with a talent wearing an organic batik shirt. Through in-depth narration and stunning visuals, the ad highlights every detail and beauty of the organic batik fabric. Every dot and line on the fabric tells a story of skill and finesse. Organic batik also emphasizes the commitment to preserving the natural environment, featuring organic batik products such as bags, shoes, and clothes worn by the talent. Finally, the talent invites the audience to celebrate the beauty and sustainability together by wearing organic batik, because every piece of batik is a valuable story. The talent runs towards the camera and smiles, closing the ad with a strong message about respecting nature and culture through organic batik.

### 4. Making *treatment*

*Treatment* is a document with several pages whose contents are in prose form describing the story in a film script (Manesah *et al* 2024). The way of writing *a treatment* should be made as filmic and plastic



as possible and not too long so that *copywriters* and other teams can easily imagine and imagine the scene in question. As for *the treatment* in script Advertisement on Organic Batik attached in Figure 3.

Naskah iklan video Batik Organik

<b>Treatment</b>	
<u>Scene 1. INT. RUANGAN KAIN</u>	<u>PAGI HARI</u>
Cast: Azka	
Talent melihat dan memegang kain yang telah disusun rapi di gantungan kayu	
<u>Scene 2. INT. RUANGAN KAIN</u>	<u>PAGI HARI</u>
Kamera menyoroti kain-kain batik organik yang disusun sejajar	
<u>Scene 3. INT. RUANGAN KAIN</u>	<u>PAGI HARI</u>
Kamera menyoroti satu kain batik yang dilampirkan pada gantungan kayu	
<u>Scene 4. INT. RUANGAN KAIN</u>	<u>PAGI HARI</u>
Cast: Azka	
Azka sedang terduduk dan memegang kain yang telah dielebarkan, lalu dipegang secara halus.	
<u>Scene 5. INT. RUANGAN KAIN</u>	<u>PAGI HARI</u>
Kamera menyoroti kain batik yang disusun secara sejajar	

Figure 3. A fragment of *the treatment* of the Organic Batik advertisement script.

## 5.Create a script or scenario

A script is a blueprint that serves as a guideline for all members of the production team to carry out every aspect of the project (Alfathoni *et al* 2021). Writing a script means that *the copywriter* pours out all the ideas in his head starting from words turning into a series of meaningful visuals for the benefit of production.

Table 1 is an example of a snippet of an Organic Batik advertising script

Duration	Scene	Narration	Visual	Information
00.00 – 00.10	1	This is where the beauty of organic batik begins.	Batik cloth lined up	Backsound
00.10 – 00.15	2	More than just a cloth, it is our cultural heritage	Talent holds the batik cloth smoothly	Backsound
00.15 – 00.20	3	A story intertwined with nature and tradition	Talent smiled as he walked	Backsound
00.20 – 00.25	4	Every dot and line tells a story of skill.	Shoot owner is designing batik	Backsound
00.25 – 00.30	5	Organic batik is not only proud	Talent runs and looks into the camera	Backsound
00.30 – 00.40	6	luxury and elegance but also promotes sustainability	Organic batik shop shot and some products	Backsound

## Creativity *Copywriter* in Presenting Advertising Visualization in Organic Batik

Creating creative advertisements is not easy, because basically making advertisements is a combination of thoughts between a *copywriter*, director, and company that wants to advertise its products to be used as a promotional video advertisement. Creativity is no longer taboo in many industries such as music, film, advertising and so on. Creativity is the ability to produce new ideas, new concepts, or original and valuable solutions ( Wardana 2022 ). The success of an advertisement cannot be separated from the creativity of the *copywriter* because *copywriters* play an important role in the world of advertising. *Copywriters* are responsible for several things according to Hermanto 2023, namely:

### 1. Creating attractive and informative ads

*Copywriters* must have the ability to combine creativity and relevant information by conducting in-depth research to understand the topic to be conveyed in the advertisement. *Copywriters* need to determine the purpose of the advertisement which will be the guide for the direction and style of an advertisement. The writing that *copywriters* do must be in accordance with the audience and context, in this case *copywriters* need to pay attention to writing style, use of easy-to-understand language and *storytelling*. *Copywriters* need to adapt ads to visuals.

### 2. Reach a wider audience using multiple channels

*Copywriters* need a strategy in advertising marketing so that they can expand their audience reach by using social media, blogs, and websites, email *marketing*, videos and *podcasts*, paid advertising, collaboration with *influencers*, and *events*. The role of *copywriters* needs to adjust ads on each platform used, take advantage of using SEO ( *Search Engine Optimization* ), build and maintain audience engagement.

### 3. Building relationships with consumers and driving purchases

The role of *copywriters* in building strong relationships with consumers can utilize various channels. *Copywriters* can create relevant and useful content to help audiences overcome problems. Message writing needs to be adjusted to audience segmentation. *Copywriters* need to ensure a tone of voice that is consistent with the identity of a brand. This can help build trust and familiarity with the audience. The role of *copywriters* also encourages purchases by writing persuasive advertising *storytelling* and touching narratives, thus building emotional connections and moving the audience to buy the advertised product.

*Copywriters* in carrying out their roles require creativity to create an advertisement that can create audience interest. Through creativity, a *copywriter* can change a product or service that initially seems ordinary into something extraordinary by utilizing reason and emotion and combining diction and the use of the right words ( Setyawan 2017 ).

The work on advertising in Batik Organik certainly requires creativity. There are several stages of work carried out by *copywriters* until the video advertisement can be executed according to Batik Organik's request. Creativity in advertising is a process that includes several stages. Based on the theory of Graham Wallas in Suyanto 2023, the creative process is divided into four stages, namely preparation, incubation, illumination, and verification.

### 1. Preparation

Preparation is a key stage in the creative process to help *copywriters* determine and ensure the success of ideas and their implementation. In this process, *copywriters* collect information from various sources, conduct interviews with Batik Organik owners, surveys, and literature studies. *Copywriters* also understand *brief* client For deepening products and competition in the market. If the preparation stage has been done thoroughly, it will be easy for the *copywriter* to carry out the next processes.



## 2. Incubation

Incubation is a creative process that involves time for *copywriters* to generate ideas without any direct pressure from active thinking. After collecting and conducting research, *copywriters* enter the incubation stage by developing ideas naturally without coercion. The mind processes information and connects it with other information encountered. At this stage, *copywriters* are active in considering ideas that emerged during the preparation stage and also looking for idea references through various existing social media.

## 3. Illumination

Illumination is an effort to bring up ideas or concepts carried out by *copywriters* in the creative process of creating advertisements. At this stage, it is a crucial stage in developing previously unstructured ideas into structured ones. *Copywriters* will find the best way to convey a message into an advertisement. *Copywriters* begin writing scripts with interesting narratives, determining the appropriate tone and style, and ensuring that the message can be conveyed effectively.

## 4. Verification

Verification is an effort to improve an idea or idea and determine if the idea is the right solution. At the evaluation stage, *the copywriter* evaluates and revises the ideas that have been written into the script. *The copywriter* needs to pay attention to the effectiveness of a message, the clarity of the narrative, and the harmony of the text and visualization. At this stage, *the copywriter* can be assisted by *feedback* from other teams.

## IV. CONCLUSION

Promotional video ads are an effective choice to provide information about Batik Organik. The creativity of *copywriters* in presenting advertising visualizations in Batik Organik consists of two main aspects: "*making sense*" and "*creating difference*". "*Making sense*" refers to simple and clear thinking in ideas and visuals, which does not confuse the audience with complicated works. Meanwhile, "*creating difference*" emphasizes the spirit of making things look different, with the hope of stimulating the birth of original and innovative works. The process of working on advertisements in Batik Organik requires creativity that goes through several stages, namely preparation, incubation, illumination, and verification. These four stages help *copywriters* in producing video advertisements that are in accordance with Batik Organik's requests and are able to attract the audience's attention effectively.

## REFERENCES

### Book

- [1]. Arhami M And Nasir M. 2020. *Data Mining Algorithm And Implementation* . Yogyakarta: CV Andi Offset .
- [2]. Balaka YM. 2022. *Quantitative Research Methodology*. Bandung: Widhina Bhakti The Kingdom Bandung.
- [3]. Hermanto A. 2023. *Self-Study Copywriting For Beginners* . Jakarta: Serayu Publishing
- [4]. Hikmawati F. 2020. *Research Methodology*. Depok: PT RajaGrafindo Persada.
- [5]. Javandalasta P. 2021. *Proficient in Making Films*. Surabaya: Batik Publisher
- [6]. Pujiyanto. 2013. *Public Service Advertisement* . Yogyakarta: PT ANDI
- [7]. Prabowo M. 2020. *Introduction to Cinematography* . Semarang: *The Mahfud Ridwan Institute* .

- [8]. Setyawan H. 2017. *Writing Advertisement Scripts (Radio and Television)*. Yogyakarta: Indonesian Communication Academy
- [9]. Suyanto M. 2023. *Graphic Design Applications for Advertising* . Yogyakarta: ANDI
- [10]. Tahapary H. 2021. *Digital Cinematography in Television and Film Production*. Yogyakarta: Deepublish
- [11]. Wardana AM. 2023. *Creativity and Innovation* . Badung Regency, Bali: CV Intelektual Manifes Media

## Journal

- [12]. Alfathoni MAM, Syahputra B, Roy J. 2021. Scriptwriting in the loading of the short fiction film “Haroroan”. Redaksi Journal [accessed on 2024 May 25]; 7(8):52-64 <https://www.doi.org/10.22303/proporsi.7.1.2021.52-64>
- [13]. Jacob AA, Lopian SLVHJ, Mandagie Y. 2018. The influence of advertising appeal and product image on purchasing decisions of Chitato chips products on FEB UNSRAT students. EMBA Journal . [accessed 2024 Jan 28]; 6(2):988-997
- [14]. Kurniasih R. 2018. Analysis of Consumer Behavior Towards Banyumas Hand-Written Batik Products. Journal of Economics, Business, and Accounting (JEBA) , [accessed 2024 May 15]; 20(01):1–12
- [15]. Manesah D , Alfathoni MAM, Lestari S, Derajat D. 2024. Development and skills training in writing film scripts at SMA AL Munadi Medan. Jurnal Masyarakat Madani Indonesia [accessed 2024 May 20]; 3(1):1-8 <https://doi.org/10.59025/js.v3i1.167>
- [16]. Mulyani E, Natalliasari I. 2020. Exploration of Ethnomathematics of Sukapura Batik. Mosharafa: Journal of Mathematics Education [accessed 2024 Jan 27]; 9(1):131-142
- [17]. Primasari HC, Wibisono YP. 2021. Video advertisements as a means of increasing public impressions of Kotabaru Yogyakarta UMKM community products. Journal of Community Service and Empowerment. [accessed 2024 Jan 30]; 3(2):2684-8570
- [18]. Putra SSDPI. 2022. Analysis of video advertising content on the TikTok application to increase brand awareness. Nusantara Hasana Journal. [accessed 2024 Jan 30]; 2(3):393-401
- [19]. Walisyah T. 2019. Forms of Visual Communication in Advertising. Jurnal Komunikasi Islamika . [accessed 2024 Jan 30]; 6(1):2355-7982