

Digital Copywriting Strategy: A Pillar of Increasing the Competitiveness of MSMEs in The Midst of Market Competition

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Abstract

The increasingly fierce market competition, especially in the batik industry, requires MSMEs to have a strong differentiation strategy and product branding. The goal is to maintain and improve the competitiveness of the product in the market. Unfortunately, Zahro Batik MSMEs still face obstacles, where digital promotion efforts still tend to be simple, use *social media captions* that are less informative, have minimal appeal, and are not optimal in reaching potential consumers. This condition is caused by the limitation of copywriting skills which are the key to digital marketing. The purpose of this service activity is to improve the understanding and skills of business actors in optimizing marketing communication strategies through the preparation of effective and attractive promotional messages. The method used is socialization and copywriting training. This activity was attended by 15 participants who are employees of Batik Zahro MSMEs and local residents as an expansion of partners. Evaluation was carried out through individual assignments in the form of writing *product promotional captions*, which were assessed based on the suitability of the content, language appeal, and creativity of the message. The results achieved showed an increase in participants' soft skills and understanding, where all participants were able to compile *promotional captions* in a structured manner using the copywriting techniques that had been taught. This increase is expected to strengthen the brand image and product attractiveness, as well as encourage the readiness of Zahro Batik MSMEs to compete and develop in the creative industry.

Keywords: batik; branding; copywriting; digital; MSMEs

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BACKGROUND

Micro, Small, and Medium Enterprises (MSMEs) are a productive economy that is categorized based on certain wealth and sales according to the Law (Evangelista et al., 2023). MSMEs have a very important role in the Indonesian economy, absorbing 97% of jobs, and contributing up to 61% to the Gross Domestic Product (GDP) (Ramadani et al., 2025). MSMEs are widely spread in various sectors, ranging from trade, culinary, to creative industries such as batik, which have high economic and cultural value (Hanim et al., 2021; Reswita & Irnad, 2022). The vital role of MSMEs is also strengthened by their contribution in promoting the creative industry, especially in creating added value for products based on local culture (Krisna, 2024).

In the midst of global economic dynamics, MSMEs have shown quite good resilience, especially because of their flexibility in adapting to market changes and consumer needs. However, in order to be able to compete sustainably, MSMEs need to be equipped with good business management, including in terms of effective marketing strategies (Ramli et al., 2025; Sayyidinaa et al., 2024).



The ability to market products effectively is the key to success for MSMEs. In the context of digital marketing, *copywriting* is one of the most important strategic steps (Jatmiko, 2022). The application of proper copywriting can help MSMEs reach a wider market. Copywriting is the activity of writing marketing text (advertising) to persuade consumers to take the actions desired by MSME actors (Pratama et al., 2023). *Copywriting* is not just about writing, but how to compose words that are able to build a product image, convey a clear message, and encourage actions from consumers (Bahtera et al., 2024). *Copywriting* has a role in business by 80%. Many MSME actors have not been able to communicate the advantages of their products effectively to consumers. One of the reasons is the limited understanding of marketing strategies, especially in terms of crafting attractive and persuasive promotional messages (Supriatna et al., 2022).

Currently, product competition in the batik market is getting tighter. Various innovative brands and motifs began to mushroom. In this situation, the ability of MSMEs to differentiate their products is crucial (Lestari et al., 2020; Romadhon & Fitri, 2020). It is not enough to rely solely on the quality of the fabric or the beauty of the motif, the product must also be able to speak through a strong, convincing and relevant promotional message to the target market. This branding strategy with an effort to create characteristics (differentiation) has been proven to be able to strengthen the position of MSMEs in the market. Unfortunately, promotional efforts carried out by MSME actors in general, including Zahro batik MSMEs, tend to be simple. *Promotional captions* uploaded on social media are often too short, less informative, lack product details, and lack appeal to potential consumers. This condition is due to the fact that many MSME actors still rely on traditional promotions and are less skilled in utilizing digital media (Salam & Imilda, 2024; Setyowati & Dewi, 2025).

The impact of this condition is that branding efforts are hampered and make it difficult for MSMEs to compete. Therefore, *copywriting* is not only a promotional tool, but also an important strategy to maintain the position of Batik Zahro in the midst of increasingly complex competencies. The ability to craft relevant messages and encourage consumers to buy is what is needed to reach a wider market. Based on this urgency, socialization and *copywriting* training are an urgent need to equip business actors with effective marketing communication skills (Permatasari et al., 2023; Pertiwi et al., 2022). This is supported by the latest research that *copywriting training* plays an important role in improving digital marketing performance and strengthening *brand awareness* of MSME products. Thus, this training is a strategic step to maximize the *digital marketing potential* of MSMEs.

Socialization and *copywriting training* activities at Batik Zahro MSMEs aim to improve the understanding and skills of business actors in optimizing marketing communication strategies through the preparation of effective promotional messages. Through the application of *the right copywriting* technique, this activity is expected to strengthen the product image (*branding*) and increase the competitiveness of Zahro Batik MSMEs in the market, both offline and digitally.

IMPLEMENTATION METHOD

1. Implementation method: Activities are carried out through collaboration between lecturers and students. Lecturers act as field supervisors who coordinate the entire series of activities. Meanwhile, students play the role of implementers of activities through Real Work Lectures (KKN) activities. The focus of the students is the

implementation of activities in the field in accordance with the plan that has been prepared together.

2. Brief description of the partner profile: The partners in this activity are Batik Zahro MSMEs located in Teritip Village, Balikpapan City. Batik Zahro is a micro, small, and medium business engaged in the production and sale of Kalimantan-patterned batik.
3. Implementation Steps:

- (1) Pre Activity

Pre-activity is carried out through initial observation to identify conditions and problems faced by partners. The results of these observations are the basis for the formulation of an activity plan that will be applied at the stage of service activities.

- (2) Activities

The service activities were carried out in the form of socialization and *copywriting training* for batik promotion. The purpose of this activity is to improve the understanding and skills of business actors in optimizing marketing communication strategies through the preparation of effective promotional messages that are able to attract the attention of consumers. The schedule for the implementation of the activity is shown in Table 1 below.

Table 1. Schedule of Activities

Yes	Stages	Meta	Presenters
1	First	Introduction of MSME digital promotion strategies	Service team
2	Second	The basics of <i>copywriting</i> and effective promotional language	Service team
3	Third	Batik <i>product</i> caption writing practice	Service team
4	Fourth	Review and assistance in promoting writing	Service team

Meanwhile, the chart or flow of service activities can be shown in the following Figure 1.



Figure 1. Flow of Service Activities

- (3) Monitoring and Evaluation

Monitoring and evaluation are carried out to assess the effectiveness of the activity and measure the level of understanding of partners after participating in the activity. Monitoring is carried out during the activity by observing the activeness of participants in each session. Meanwhile, the evaluation is carried out through individual assignments, namely writing *promotional captions* based on the batik products marketed. The results of the participants' writings were then assessed based on three main aspects, namely the suitability of the content

with the product, the attractiveness of the promotional language, and the creativity of the message delivery.

RESULTS AND DISCUSSION

1. Pre Activity

The service activity began with observation and initial interviews with the Batik Zahro MSMEs. The goal is to identify the problems faced by partners (Rahadjeng et al., 2023). Based on the results of initial observations and interviews, it is known that MSMEs have not fully implemented copywriting techniques in the production process and product marketing activities.



Figure 2. Initial Observation and Interview



Figure 3. Examples of Writing on Social Media Batik Zahro

As shown in Figure 2, Zahro Batik MSMEs have not implemented effective promotional writing tactics in digital marketing media. *Captions* used in social media uploads generally only contain a brief decryption of the type of batik motif, without writing down promotional elements that are attractive to consumers.

2. Activities

The service activity was held on Thursday, August 14, 2025, at the Zahro Batik production house, Teritip Village, Balikpapan City. The participants of the activity amounted to 15 people consisting of Batik Zahro MSME employees and residents of RT 30 and RT 39.

The activity started at 09.00 WITA and ended at 15.00 WITA. The order of implementation began with the official opening, remarks by the field supervisor, and remarks by the chief executive. The core session was in the form of delivering material, then continued with copywriting exercises, namely the practice of writing *captions* for product promotion. The event was closed with the distribution of prizes as an appreciation to the participants with *the best captions*.

The core session of the service activity was carried out through four main stages, aiming to increase the digital promotion capacity of Zahro Batik MSMEs. The four stages are as follows:

- a. Introduction to MSME digital promotion strategies: this stage focuses on a general understanding of the importance of digital promotion and relevant strategies for MSMEs. The material presented included the importance of digital marketing, the introduction of *relevant digital platforms* for creative products, and the basics of determining the target market and the concept of *content marketing* (Novitasari, 2022).
- b. Basics of copywriting and effective promotional language: participants receive an in-depth explanation of the basics of *copywriting*. The material presented includes the definition of *copywriting*, types of *copywriting*, and mastery of practical techniques to develop promotional language and *captions* that attract consumers (Humairoh & Sagoro, 2018).



Figure 4. Delivery of Copywriting Materials

- c. Product caption writing practice: after receiving the theory, the activity continues with *copywriting* practice. Participants were instructed to apply the copywriting structure that had been learned by writing *captions* on specific objects, namely ecoprint batik shirts. The committee provides paper as a writing medium (Putri & Hwihanus, 2023).
- d. Review and evaluation of promotional writing: the final stage of the core session is *the review* and evaluation of the results of practice. The participants with the best writing were selected and used as samples to be discussed and analyzed together.

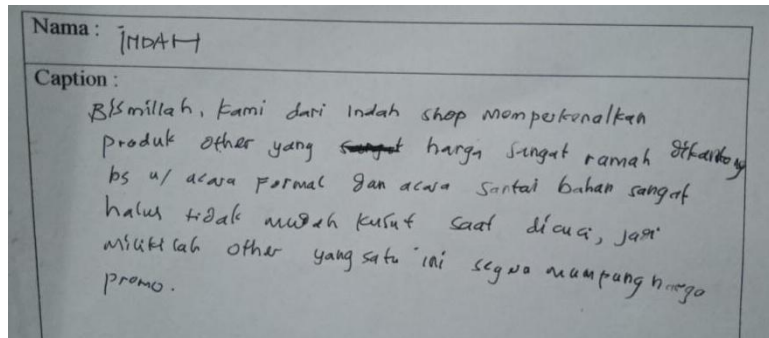


Figure 5. First Best Writing

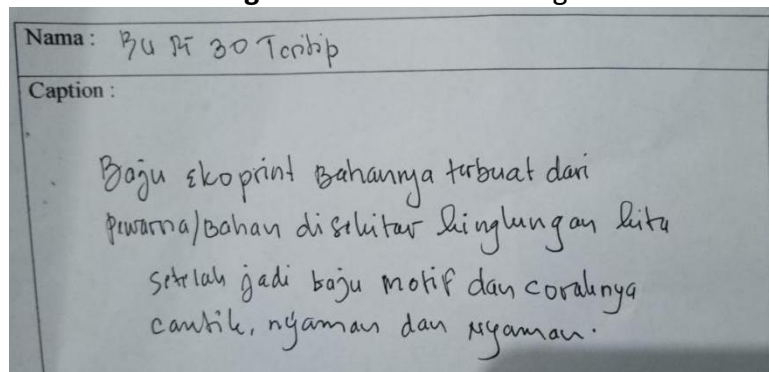


Figure 6. Second Best Writing

3. Monitoring and Evaluation

The monitoring results showed that all participants participated in the activity enthusiastically and actively in each training session. Starting from the delivery of material, discussions, to the practice of writing *promotional captions* (Hardana et al., 2024). Participants also actively asked questions and discussed how to write promotional texts that are relevant and interesting to consumers (Hapsari et al., 2022).

Meanwhile, the evaluation of activities is carried out with an understanding and results approach. The goal is to assess the extent to which participants understand the concept of *copywriting* and can apply it to the products sold (Fourqoniah et al., 2021). The evaluation was carried out after all training materials were delivered. At this stage, participants are asked to do direct training by writing promotional *captions* on batik shirt objects. The results of the evaluation can be shown in Table 2 below.

Table 2. Service Evaluation Results

Yes	Types of Activities	Before the Activity	After the Activity
1	Understanding of <i>copywriting</i>	Don't know what <i>copywriting</i> is yet	Understand the basic concepts of <i>copywriting</i> and its function in promotion
2	Application of Copywriting Techniques	Not yet understand how to write <i>interesting</i> captions	Able to write promotional <i>captions</i> with a more attractive structure and language to consumers

The results of the evaluation showed an increase in participants' understanding and skills after participating in the activity. Before the training, participants did not understand the techniques of effective and attractive promotional writing (Kurniawati et al., 2021). After the training, participants were able to write captions that were more attractive and in accordance with the characteristics of Zahro's Batik products. Overall, the results of monitoring and evaluation show that *copywriting* training is able to have a positive impact on improving partners' capabilities in digital promotion. This is in line with the findings of (Wijoyo et al., 2021) which show a significant increase in understanding the implementation of *copywriting* in MSMEs, and supported by the findings from Hapsari et al. (2022) which conclude that the training directly contributes to increasing the attractiveness of promotions and expanding market reach.

4. Obstacles Faced

One of the main obstacles faced in the implementation of this service is the level of digital understanding and the very diverse (heterogeneous) backgrounds of participants. Because the participants consisted of MSME employees and local residents, the service team had to work hard in adjusting the *copywriting material*. This adjustment is important so that the material can be understood by all participants, regardless of their level of experience with the world of digital promotion.

CONCLUSIONS AND SUGGESTIONS

Socialization and training activities at Zahro Batik MSMEs are effectively able to achieve their goal, which is to increase the understanding of MSME actors on the importance of optimizing marketing communication strategies. This increase in understanding is evident through the ability of participants to compile *product* promotion captions in a structured manner. The application of *the right copywriting* technique is expected to strengthen the brand image (*branding*) and the attractiveness of the product in the market. With this activity, it is hoped that Zahro Batik MSMEs will be more ready to compete and develop sustainably in the creative industry.

Meanwhile, based on the results of the achievements and observations during the activity, it is suggested that the next activity can be expanded with training that integrates copywriting with visual marketing such as product photo capture techniques or simple content design. The goal is to support more comprehensive digital marketing.

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