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**HOOK COPYWRITING: THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA  
CONTENT ON BRAND AWARENESS, BRAND IMAGE, AND PURCHASING  
DECISIONS IN MSMEs IN SLEMAN DISTRICT**

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**Abstrak**

Penggunaan pemasaran digital menimbulkan persaingan pemasaran di antara pelaku UMKM. Pelaku UMKM perlu menerapkan teknik pemasaran yang efektif untuk memenangkan persaingan antar pelaku usaha. Pelaku UMKM yang menguasai teknik *copywriting* dan *social media content* yang menarik akan membuat publik sadar akan keberadaan suatu produk atau merek sehingga menghasilkan keputusan pembelian. Metode penelitian yang digunakan oleh peneliti adalah *mix method* yaitu pendekatan untuk menganalisis masalah secara kuantitatif dan kualitatif. Hasil penelitian ini menunjukkan bahwa *hook copywriting* tidak berpengaruh terhadap *brand awareness*, namun *hook copywriting* berpengaruh positif signifikan terhadap *brand image* dan keputusan pembelian. *Social media content* Instagram berpengaruh positif signifikan terhadap *brand awareness*, *brand image*, dan keputusan pembelian. Hal ini menunjukkan bahwa *hook copywriting* dan *social media content* pada platform Instagram memiliki peran penting dalam kegiatan pemasaran dengan tujuan meningkatkan pengambilan keputusan konsumen terhadap produk yang dipasarkan.

**Abstract**

*The use of digital marketing creates marketing competition among MSME players. MSME players need to apply effective marketing techniques to win competition between business actors. MSME players who master copywriting techniques and attractive social media content will make the public aware of the existence of a product or brand, resulting in purchasing decisions. The research method used by researchers is a mix method, namely an approach to analyzing problems quantitatively and qualitatively. The results of this research show that copywriting hooks have no effect on brand awareness, but copywriting hooks have a significant positive effect on brand image and purchasing decisions. Instagram social media content has a significant positive effect on brand awareness, brand image and purchasing decisions. This shows that hook copywriting and social media content on the Instagram platform have an important role in marketing activities with the aim of improving consumer decision making regarding the products being marketed.*

**Keywords:** *Hook Copywriting, Social Media Content Instagram, Brand Awareness, Brand Image, Purchase Decision*

## INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) contribute to Indonesia's economic growth (Pratama et al., 2023). MSMEs also utilize various potential natural resources in an area that have not been commercially processed. This contributes greatly to regional income. Sleman Regency is the district with the largest number of MSMEs in DIY Province. Based on Bappeda data for January 2024, the number of MSMEs in Sleman Regency was 86,122, consisting of various sectors.

Accelerating digitalization from cities to villages is the main key in efforts to accelerate recovery and increase the competitiveness of the national economy, especially in increasing the productivity and performance of MSMEs. If MSMEs utilize digital technology optimally, they can obtain a number of benefits, including that MSMEs will be able to expand markets and increase income more effectively.

The increasing use of digital marketing creates problems on the one hand and benefits on the other, especially in marketing competition among MSMEs. MSME players need to apply efficient and effective marketing techniques to win competition between business actors. This situation of tight competition between MSMEs can be avoided by using copywriting techniques in marketing products. MSMEs who master copywriting techniques will be able to describe their products in a better way that is suitable for marketing the products they offer.

The growth of digitalization has made the use of social media grow rapidly. One platform that has quite a large number of users in Indonesia is Instagram, which is a child of the meta application (Facebook). The number of Instagram users in October 2023 will be 104.8 million (Annur, 2023). Instagram has become a promotional medium with copywriting techniques that are popular for business people (Mayasari & Putra, 2023). The market potential is wide open in the Instagram application, making business actors participate in using Instagram as a means to promote their services or products.

Content is the main tool used to disseminate information and communicate on social media because the quality of the content determines whether or not the message you want to convey is conveyed (Nafsyah et al., 2022). Content quality cannot be separated from the hook of copywriting as marketing communication on social media. Copywriting is writing persuasive text which aims to promote and market products or services (Fadillah & Mamukti, 2023). Copywriting is an important aspect because its existence encourages and influences purchasing decisions. According to Annur (2020) hooks are one of the interesting secrets in copywriting. A hook is an inducement that can attract consumers to divert their attention to our advertisements and stop their activities (Aji, 2020).

The existence of interesting copywriting and content will make the public aware of the existence of a product or brand. When posts with interesting copywriting are conveyed, the product and brand information offered will stick in the target's memory, this is what is known as brand awareness (Pranata & Pramudana, 2018). Research conducted by (Muflichah, 2022) states that content has a positive effect on brand awareness. Meanwhile, according to Ansari (2022), content influences brand awareness but does not influence purchasing decisions. Mona & Pramulia (2022) state that copywriting plays a role in forming brand awareness. Copywriting was also stated to have an influence on purchases in research conducted by Yogantari and Ariesta (2021). Research conducted by Diputri & Afriani (2022) states that content influences brand image. MSMEs need to understand the importance of good copywriting hooks and social media content in promoting products and building brands from the products they offer. Therefore, it is important to analyze the influence of hook copywriting and social media content on brand awareness, brand image and purchasing decisions among MSMEs in Sleman Regency.

## LITERATURE REVIEW

Copywriting is writing persuasive text that aims to promote and marketing products or services (Fadilah & Mamukti, 2023). According to Annur (2020) hooks are one of the interesting secrets in copywriting. A hook is an inducement that can attract consumers to divert their attention to our advertisements and stop their activities (Aji, 2020). The hook is the first touch point between the seller and potential consumers. It can be concluded that a copywriting hook is a

statement that attracts attention and arouses curiosity, thereby encouraging people to take further action. Various forms of hooks can be in the form of headlines, questions, videos, or images. A content must have a hook that fulfills the qualities of: (1) making potential consumers stop their activities (stopping effect); (2) make potential consumers focus on the content created (Aji, 2020). The hook must not be deceptive and must be provable and must be appropriate to the target market. Indicators of copywriting can be identified as follows (Mayasari & Putra, 2023): (1) attracting attention; (2) communicate; (3) persuade; (4) convincing. Social media is a medium used to facilitate the communication process and social interaction with other users to exchange information and communicate. One of the popular social media in Indonesia is Instagram. Instagram is a social media application whose function is almost the same as Twitter, but the difference lies in taking photos of forms or places to share information with its users (Untari & Fajariana 2020). There are four indicators in social media content according to Marzuki & Thaha (2022), namely: (1) context; (2) communication; (3) collaboration; (4) connections.

Pratama et al (2023) stated that the key to business success is through digital marketing. One application of digital marketing is copywriting techniques. In this research, it is also stated that implementing copywriting can improve the quality of MSMEs and expand the marketing reach of MSMEs. Ruqoyyah & Rahmawan (2023) revealed that the variables copywriting promotion, online customer reviews, and lifestyle significantly influence purchasing decisions. The benefits of copywriting include conveying messages, building an image, offering solutions, personal branding, and delivering content on time (Sofyan et al., 2023). Copywriting also significantly influences brand awareness. If copywriting is improved, it will have an impact on increasing brand awareness. Consumers' understanding of the clarity of writing and the relevance of copywriting has an impact in forming brand awareness. This finding is in line with previous research conducted by Yogantari & Arista (2021) which stated that copywriting even has a significant influence on brand awareness.

Copywriting promotion is one of the factors that influences purchasing decisions (Azam & Sukandani, 2020). Yoeliastuti et al. (2021) suggests that copywriting promotions influence purchasing decisions. In a series of advertising campaigns, several variables that influence the level of success of a brand include the creative design process, advertising media and also copywriting (Mona & Pramulia, 2022). According to Annur (2020) there are three elements in copywriting, namely hook, story and offer. Based on this, this research formulates the following hypothesis:

- H1: Hook copywriting has a positive effect on Brand Awareness
- H2: Hook copywriting has a positive effect on Brand Image
- H3: Hook copywriting have a positive effect on purchasing decisions
- H4: Social Media Content has a positive effect on Brand Awareness
- H5: Social Media Content has a positive effect on Brand Image
- H6: Social Media Content has a positive effect on Purchasing Decisions

## DATA AND METHODOLOGY

This research uses primary data obtained through questionnaires and uses a non-probability sampling method with purposive sampling technique. The respondent criteria are as follows: (1) All people who have purchased Sleman MSME products, Yogyakarta Special Region; (2) Aged over 17 years; (3) Have an Instagram account. The sample size for this research was 139 MSME consumers in Sleman Regency. The survey was distributed online using Google Form. The research instrument was measured using a Likert scale, where number one represents "Strongly Disagree (STS)" to number five represents "Strongly Agree (SS)".

This research presents descriptive statistical analysis in the form of respondent profile data. The validity of the research instrument was tested using Pearson correlation and reliability was tested using Cronbach's alpha. This research data was also tested for normality and multicollinearity using Kolmogorov-Smirnov and Spearman Rho. Next, hypothesis testing will be carried out using multiple linear regression analysis.



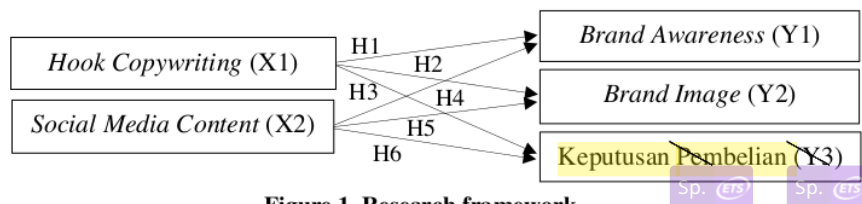


Figure 1. Research framework

## RESULTS AND DISCUSSION

### Respondent Description

Table 1 shows that the number of respondents for this study was 139 people, of which the number of male respondents was 42 respondents (30.22%) and female respondents were 97 respondents (69.78%). Based on age characteristics, the number of respondents aged less than 20 years was 2 people (1.44%) and those aged 20-25 years were 137 people (98.56%). Based on current employment, the number of respondents with the jobs of lecturer/teacher, housewife, and entrepreneur each is 1 person (0.72%), students/students are 128 people (92.1%), and employees/employees are 8 people (5.76%). Based on income, the number of respondents with an income of less than IDR 1,000,000 was 75 people (53.96%), an income of IDR 1,000,000 – IDR 3,000,000 was 61 (43.88%), and an income of less than IDR 3,000,000 was 3 people (2.16%).

Table 1 Respondent Profile

Demographic Variables		N = 139	Persentase (%)
Gender	Male	42	30.22
	Female	97	69.78
Age	< 20 Tahun	2	1.44
	20-25 Tahun	137	98.56
Job	Lecture/Teacher	1	0.72
	Student	128	92.1
	Housewife	1	0.72
	Employee	8	5.76
	Businessman	1	0.72
Income	<Rp1.000.000	75	53.96
	Rp1.000.000 – Rp3.000.000	61	43.88
	>Rp3.000.000	3	2.16

Source: Primary data processed, 2024

### Validity and Reliability Test

The validity of the research instrument is carried out using Pearson correlation, where if the significance value is <0.05, the instrument is considered valid. Next, reliability testing uses the Cronbach's Alpha method, research items are considered reliable if the Cronbach's Alpha value is > 0.60.

Table 2 Instrument Test Results Data Validity and Reliability

Variable	Indicator	Sig.	Cronbach Alpha	Description
Hook Copywriting (X1)	X1.1-X1.8	0.000	0.848	All statement items are valid and reliable
Social Media Content (X2)	X2.1-X2.6	0.000	0.780	All statement items are valid and reliable
Brand Awareness (Y1)	Y1.1-Y1-5	0.000	0.790	All statement items are valid and reliable

Variable	Indicator	Sig.	Cronbach Alpha	Description
Brand Images (Y2)	Y2.1- Y2.5	0.000	0.777	All statement items are valid and reliable
Purchase Decision (Y3)	Y3.1- Y3.6	0.000	0.699	All statement items are valid and reliable

Source: Primary data processed, 2024

In table 2, the variable statement items Hook Copywriting (X1), Social Media Content (X2), Brand Awareness (Y1), Brand Image (Y2), and Purchase Decision (Y3) which consist of 30 question items show a sig value.  $0.000 < 0.05$  so it can be concluded that all variable statement items in this study are declared valid. Based on the calculation results in table 2, the Cronbach's Alpha results for each variable are  $> 0.60$ , so it can be concluded that the research variable indicators are reliable.

### Test Assumptions

Data normality testing uses the Kolmogorov-Smirnov test. Data is said to be normal if it has an Asym value. Sig. (2-tailed)  $> 0.05$ . Table 3 shows that the results of the research normality test have an Asym value. Sig. (2-tailed)  $0.200 > 0.05$ , it can be concluded that the data is normally distributed.

**Table 3 Normality Test Results**

One-Sample Kolmogorov-Smirnov Test				
		Unstandardized Residual Y1	Unstandardized Residual Y2	Unstandardized Residual Y3
N		139	139	139
Normal	Mean	0,00	0,00	0,00
Parametersa,b	Std. Deviation	2,27678107	1,83284382	2,17001525
Most Extreme Differences	Absolute	0.046	0.038	0.063
	Positive	0.046	0.037	0.043
	Negative	-0.029	-0.038	-0.063
Test Statistic		0.046	0.038	0.063
Asymp. Sig. (2-tailed)		.200c,d	.200c,d	.200c,d

Description: Y1 is Brand Awareness; Y2 is Brand Images; Y3 is Purchase Decision.

5 Table 4 shows the VIF value of hook copywriting (X1) and social media content (X2)  $< 10$  so it can be concluded that the regression model of this research is free from multicollinearity problems.

**Table 4 Multicollinearity Test Results**

		Nilai Brand Awareness (Y1)		Nilai Brand Images (Y2)		Nilai Brand Images (Y3)	
		Tolerance	VIF	Tolerance	VIF	Tolerance	VIF
Hook Copywriting (X1)		0.536	1.867	0.536	1.867	0.536	1.867
Social MediaContent (X2)		0.536	1.867	0.536	1.867	0.536	1.867

Source: Primary data processed, 2024

### Hypothesis testing

Table 5 shows the results of testing the copywriting hook hypothesis (X1) and social media content (X2) on brand awareness (Y1) with the following regression model equation:

$$\text{Brand Awareness (Y1)} = 7,279 + 0,091X_1 + 0,376X_2 + \varepsilon$$

The ANOVA regression results in table 5 show that this research model is statistically significant because the value is  $0.000 < 0.01$ . The adjusted R-Square value in this study is 0.601, meaning that the independent variables, namely hook copywriting and social media content, simultaneously influence the dependent variable brand awareness by 60.1%, while the remainder is influenced by other variables outside the independent variable in this study. Furthermore, the t test results show the significance value of the copywriting hook is  $0.199 > 0.05$  so that hypothesis 1 is rejected. This means that hook copywriting has no effect on brand awareness. On the other hand, the significance value of social media content is  $0.000 < 0.01$  so hypothesis 4 is accepted. Social media content has a positive effect (0.376) on brand awareness.

**Table 5 Hook Copywriting and Social Media Content to Brand Awareness**

Model	Uji t			Koefisien Determinasi		Uji F	
	B	T hitung	Sig	R Square	Adjusted R Square	F	Sig
(constant)	7,279	4,156	0,000	0,608	0,601	26,346	0,000
Hook Copywriting	0,091	1,290	0,199				
Social Media Content	0,376	4,348	0,000				

**Description:** the dependent variable is Brand Awareness; Primary data processed in 2024

Next, table 6 shows the results of testing the copywriting hook hypothesis (X1) and social media content (X2) on brand image (Y2) with the following regression model equation:

$$\text{Brand Image (Y2)} = 5.565 + 0.101X_1 + 0.459X_2 + \varepsilon$$

The ANOVA regression results in table 6 show that this research model is statistically significant because the value is  $0.000 < 0.01$ . The adjusted R-Square value in this research is 0.772, meaning that the independent variables, namely hook copywriting and social media content, simultaneously influence the dependent variable brand image by 77.2%, while the remainder is influenced by other variables outside the independent variables of this research. Furthermore, the t test results show the significance value of the copywriting hook is  $0.076 < 0.10$  so that hypothesis 2 is accepted. This means that hook copywriting has a positive effect (0.101) on brand image. Likewise with social media content where the significance value is  $0.000 < 0.01$  so that hypothesis 5 is accepted. Social media content has a positive effect (0.459) on brand image.

**Table 6 Hook Copywriting and Social Media Content to Brand Image**

Model	Uji t			Koefisien Determinasi		Uji F	
	B	T hitung	Sig	R Square	Adjusted R Square	F	Sig
(constant)	5,565	3,947	0,000	0,776	0,772	58,747	0,000b
Hook Copywriting	0,101	1,788	0,076				
Social Media Content	0,459	6,605	0,000				

**Description:** the dependent variable is Brand Image; Primary data processed in 2024

Finally, table 7 shows the results of testing the copywriting hook hypothesis (X1) and social media content (X2) on purchasing decisions (Y3) with the following regression model equation:

$$\text{Purchase Decision (Y3)} = 4,805 + 0,243X_1 + 0,418X_2 + \varepsilon$$

The ANOVA regression results in table 7 show that this research model is statistically significant because the value is  $0.000 < 0.01$ . The adjusted R-Square value in this study is 0.771, meaning that the independent variables, namely hook copywriting and social media content, simultaneously influence the dependent variable brand image by 77.1%, while the remainder is influenced by other variables outside the independent variables of this study. Furthermore, the t test results show the significance value of the copywriting hook is  $0.00 < 0.01$  so that hypothesis 3 is accepted. This means that hook copywriting has a positive effect (0.243) on purchasing decisions. Likewise with social media content where the significance value is  $0.000 < 0.01$  so that hypothesis 6 is accepted. Social media content has a positive effect (0.418) on purchasing decisions.

**Table 7 Hook Copywriting and Social Media Content to Purchasing Decisions**

Model	Uji t			Koefisien Determinasi		Uji F	
	B	T hitung	Sig	R Square	Adjusted R Square	F	Sig
(constant)	4.805	2.879	0.000	0.775	0.771	59.746	0.000b
Hook Copywriting	0.243	3.625	0.000				
Social Media Content	0.418	5.076	0.000				

**Keterangan:** the dependent variable is Purchase Decision; Primary data processed in 2024

## DISCUSSION

Hook copywriting (X1) has no influence on brand awareness (Y1) of MSME consumers in Sleman Regency. According to Kathong (2020), consumers tend to be more interested in the mood and tone of Instagram shown through images and videos, this shows that copywriting does not yet have a dominant role in increasing brand awareness. This is in accordance with research results regarding social media content (X2) which has a positive effect on brand awareness (Y1). Social media content is explained as information that users share on social media platforms, which can be in the form of text, images, video, audio, or a combination of these (Marzuki & Thaha, 2022).

Furthermore, hook copywriting (X1) has a positive effect on brand image (Y2). These results show that creative copywriting hooks can increase the perception of a brand in consumers' minds. The use of various hooks, in the form of headlines or questions, can divert consumers' attention to the content being created so that messages regarding the benefits or attributes of MSME products or services can be conveyed well to consumers. This is in accordance with previous research, namely Yogantari & Ariesta (2021) which proves that creative copywriting has an influence on brand image because it makes consumers remember the brand.

Social media content (X2) also influences brand image (Y2). These results show the important role of Instagram social media content which needs to be strengthened so that it can become one of the main strategies in attracting consumer interest. Content facilitates the communication process and interaction with other users, which will provide a good picture for consumers and potential consumers. Apart from that, good communication in responding to every question or incoming message also increases consumers' assessment of Instagram social media. The increase in MSME consumer perceptions caused by social media content was also proven by Diputri & Afriani (2022) who found that Instagram social media had an influence in improving brand image.

Finally, the copywriting hook (X1) has a positive effect on purchasing decisions (Y3), where the copywriting hook is able to communicate information related to the product so that it can meet the needs or problems of prospective buyers which influence purchasing decisions. This is in accordance with previous research, Yogantari & Ariesta (2021) and Ruqoyyah & Rahmawan (2023) which found that creative copywriting can influence consumers' decisions in purchasing products. Social media content (X2) also has a positive influence on purchasing decisions (Y3). These results show that Instagram social media content by presenting detailed information can help potential buyers to better understand what they are going to buy. This is in accordance with previous research, Khalil et al. (2023) and Pradipa et al. (2023) which proves that the more interesting the Instagram content, the higher the purchasing decision



## CONCLUSION

This research aims to examine the relationship between copywriting hooks and Instagram social media content on brand awareness, brand image and purchasing decisions among MSMEs in Sleman Regency. The results show that hook copywriting has a positive influence on brand image and purchasing decisions. Information related to the product must be conveyed well to consumers, where the hook is the first touch point between the seller and potential consumers. A hook is a lure that can attract consumers (Aji, 2020) and arouse curiosity, thus encouraging consumers to take further action.

Furthermore, Instagram social media content has a positive influence on brand awareness, brand image and purchasing decisions. Content is the main tool used to disseminate information and communicate on social media because the quality of the content determines whether or not the message you want to convey is conveyed (Nafsyah et al., 2022). This shows that the content created must be interesting and informative so that it can increase brand awareness and better instill a brand image related to the product in the minds of consumers so that they can continue to the next stage, namely the purchasing decision. This research suggests the importance of marketing strategies that focus on hook copywriting and its relationship to Instagram social media content to increase brand awareness, brand image and purchasing decisions among MSMEs in Sleman Regency.

## POLICY RECOMMENDATIONS

This research recommends several policies that can be used by policy makers, trainers, MSME players, the community and other parties in need.

1. MSMEs in Sleman Regency need to focus on continuing to improve the quality of visual content in the form of text, images, video, audio, or a combination of all of them, which is interesting and informative. Content must be able to reach a wide audience and provide a good understanding of the products offered.
2. MSMEs must develop a content strategy that is consistent and relevant to the target audience. This includes creating educational and informative content about the benefits of the products or services offered.
3. MSMEs must continue to innovate in creating interesting and relevant copywriting hooks. Focus should be given to creating headlines or questions that can attract consumer attention and convey the product message effectively.
4. There needs to be training and workshops for MSMEs regarding copywriting techniques such as effective headlines or questions. This can help improve their skills in creating engaging and impactful content.
5. MSMEs must integrate a strong copywriting strategy with interesting social media content. This can be done by creating content that has an interesting headline (hook) at the beginning to attract attention and is followed by visuals and in-depth information to maintain consumer interest.

Collect consumer feedback regularly to understand their needs and preferences. This feedback should be used to improve products and marketing strategies

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