



***Corresponding author:** Arya Wibowo Wirabumi, Communication Science, Faculty of Communication and Social Science, Telkom University, Bandung, Indonesia

E-mail:
aryawibowowwp@student.telkomuni
versity.ac.id

RESEARCH ARTICLE

Application of Copywriting Strategy in Brodo Active Commercial Video Production

Arya Wibowo Wirabumi*, Rah Utami Nugrahani, Chairunnisa Widya Priastuty

Communication Science, Faculty of Communication and Social Science, Telkom University, Bandung, Jawa Barat

Abstract: The creative industry in Indonesia has developed very rapidly, it is shown that the creative economy in Indonesia contributes 7.5% of Indonesia's gross domestic product (GDP). One of the creative industries that is developing very rapidly is the fashion industry. Brodo is a fashion company that was founded in 2010 and initially operated in the leather shoe sector, and now has expanded its reach by having a new section on sports shoes. Brodo itself is one of the companies that has carried out digital marketing to introduce the products they have. One type of digital marketing they have is commercial advertising videos. At the end of 2023, Brodo will launch 2 of their sports shoe products, namely Brodo Mezzala and Inizio Running, which do not yet have an introductory video to market their products in the form of commercial advertising videos. Therefore, the researcher conduct research entitled "Application of Copywriting Strategy in the Production of Brodo Active Commercial Advertising Videos". The theory used by the researcher in this research is copywriting theory with several supporting indicators to be able to represent and provide an interesting message to the audience. To be able to obtain data as a basis for this research, the researcher conducted observations, interviews and questionnaires. The object of this researcj has a duration of one minute and three seconds with the title "Brodo Active Perfomance – Mulai Bergerak" as a commercial advertising video which aims to be an introductory video for Brodo Mezzala and Inizio Running.

Keywords: Creative Industry¹, Brodo², Commercial Advertising Video³, Copywriting⁴

1. INTRODUCTION

The creative industry can be defined as an industry that originates from the utilization of creativity, skills and individual talents to create prosperity and employment by producing and empowering the creativity and inventiveness of the individual (Ministry of Trade in Arifianti and Benny Alexandri, 2017). In Indonesia, the development of the creative industry is very rapid, as conveyed by the Minister of Tourism and Creative Economy, Sandiaga Uno that the creative economy helps contribute to the gross domestic product (GDP) of IDR 1,300,000,000,000,000 (one thousand three hundred trillion rupiah), this value is equivalent to 7.5% of Indonesia's gross domestic product (GDP) (National News, 2022). Currently, there are more than 8.2 million creative companies in Indonesia, dominated by culinary, fashion, and craft businesses.

The large number of business actors in the creative industry has created new innovations that can be developed and generate economic value. One of the creative industry sectors that has developed very rapidly is the fashion industry. The rapid development in the fashion industry



is supported by several supporting factors, one of the main ones being the internet. The existence of the internet in society makes it easy to shop for fashion products from various cities in the country with the help of e-commerce platforms.

Fashion is a very profitable industry in Indonesia, because the percentage of its contribution has a large portion for Indonesia of 3.76% of Gross Domestic Product (GDP) in 2017 and has an export value to various countries reaching 13.29 billion US dollars. With the following data, it has led to the emergence of various fashion brands from Indonesia. The fashion industry in Indonesia is very innovative and very promising. As evidenced by a survey conducted by Blackbox with Toluna which stated that 91% of Indonesians admitted that they would prefer local fashion brands over foreign fashion brands (Kemenkeu, 2020).

In Indonesia, the city that has the nickname of fashion city is Bandung (Kompas, 2022). In Bandung, all kinds of fashion products and local fashion brands have also emerged, from clothes, bags, to shoes. One of the fashion products that humans need in everyday life is shoes. Nowadays, shoes are not only a foot protector, but also a lifestyle and a reflection of the wearer's social status (CNN Indonesia, 2017). This makes local shoe brands in the country flock to produce the best shoes with a contemporary look and follow the development of world fashion

The shoe industry environment has the potential to be developed. This development has resulted in one of the shoe brands from Bandung City that has innovation and creativity in the production of its shoes called Brodo. Brodo has various models of high-quality shoes ranging from formal, casual, sneakers, boots, and sports. Brodo sells the products they have with several offline stores and also through e-commerce.

Brodo is also very sensitive to what is called marketing communication, which is one of the spearheads of a company in marketing its products to the wider public. One of the marketing communication activities that has been carried out by Brodo is digital marketing. According to Purnama (2017) digital marketing is a promotional activity and process in finding target markets using online-based digital media by utilizing various facilities such as. They package their digital marketing content in several forms ranging from photos, videos, to posters.

They also do this packaging in various forms of content ranging from soft selling to hard selling content, which is adjusted to the needs where the content will be displayed. One type of video marketing communication content that they usually make is commercial video ads. According to Eva Arifin (in Muhammad Ilham, 2019), commercial advertising is an advertisement that is used to create a message of a product from a producer to consumers by encouraging public purchasing power for certain products based on the image of the quality of the product itself. Brodo's own characteristic of every commercial video advertisement they make is using the message and narrative that they want to convey to the audience.

Delivering messages and narratives is one of the copywriting strategies used by Brodo to be able to convey information related to the products they are advertising to be known to the wider community. The creation of messages and storylines from each commercial video advertisement cannot be separated from the role of a copywriter who implements a message into a narrative or scene in an advertisement. According to Ariyadi (2020), copywriting is a very important thing to use as a short and interesting promotional message delivery to advertise a product. Thus, copywriting is one of the important elements of marketing, copywriting is also required to be able to attract consumers' attention with various persuasive abilities and provide confidence to consumers to be interested and buy a product offered.

Brodo currently has a new section, namely Brodo Active, which consists of several sports shoes such as soccer, futsal, running, tennis, and golf (Bro.do, 2023). However, it turns out that many people do not know about their new section, and from the results of interviews with Brodo, they want a promotional media that can introduce Brodo Active more widely. Coinciding with the end of 2023, Brodo Active has released several new variants of running

and soccer shoes. The researcher took the initiative to make a Brodo Active commercial video advertisement focused on running shoes and soccer shoes, which aims to inform the wider community about Brodo's products.

The researcher also conducted pre-research activities to generate various views held by the public on an online commercial video advertisement. The results of the pre-research are used by the researcher as guidelines or signs in this research. Researchers will also try to represent the results of pre-research data into research objects, to be able to see the implementation that has been carried out in implementing copywriting strategies in the production of Brodo Active commercial advertising videos.

With the pre-research data that has been collected, the researcher wants to conduct research on Brodo Active commercial advertising videos which have a cinematic video concept wrapped in narrative and text contained in the advertisement. Distribution of Brodo Active commercial video advertisements is carried out on YouTube social media. Based on a survey conducted via the Populix application on 1,023 correspondents, YouTube was still the social media most used by respondents in the last month (CNN Indonesia, 2022). In this research, researchers will conduct a qualitative analysis regarding the application of copywriting strategies in the production of Brodo Active commercial advertising videos.

1.1. Identification of The Problems

What does Brodo Active do in implementing copywriting strategies in commercial video advertising production ?

2. Literature Review

2.1. Communication

Communication comes from a foreign language, namely English communication, and also comes from Latin, namely the word *communis* which means "same," *communico*, communication, or *communiare* which means "to make common" as conveyed by Mulyana (in Yunus & Irwan, 2018). The emergence of communication itself is due to the cause and effect arising from a social relationship. This makes the assumption that communication and human life cannot be separated.

2.2. Marketing Communication

Marketing communication is a means carried out by companies in an effort to inform, persuade, and remind consumers by means of delivery either directly or indirectly about the products they will sell (Kotler and Keller in Anang Firmansyah, 2019). Thus, marketing communication has a large role in the marketing process of a product or service which uses several marketing techniques that have been determined by each company which aims to disseminate and share information related to the products or services they have.

2.3. Digital Marketing

According to Dedi Purwana (2017), digital marketing is a marketing activity that requires digital media and uses the internet such as websites, social media, email, databases, mobile/wireless to digital TV to be able to influence increasing consumer targets and provide some information such as profiles, behavior, product value, and loyalty to consumers or consumer targets in achieving marketing goals. Digital marketing is carried out to integrate all things in the marketing section so that the goals of the marketing can be achieved. Digital marketing will continue to evolve every year to spread its processes in an organization.

2.4. Advertising

Advertisement is one part that cannot be separated from digital marketing, because in the process of marketing a product or service, a tool is needed to convey the information or message that you want to convey, one of which is advertising. According to Saskara (2021), advertising is a news order that you want to convey to the wider community, which aims to

encourage and persuade them to be interested in the product or service being promoted. Usually, this news order contains information that you want to convey to the wider community regarding the products or services owned by the advertiser which is distributed through mass media, including magazines, newspapers, and electronic media (television, media, and the internet).

2.5. *Commercial Video*

Commercial video is a type of advertisement that displays audio visuals in conveying information related to the product or service being offered. Usually companies use commercial video advertisements to be able to provide a visual display that attracts the public's attention, because humans are visual creatures. Morissan (in Dhito, 2021), also said that commercial video is a form of communication carried out on a media, where a video can send a message in large numbers at the same time.

2.6. *Copywriting*

Copywriting is a series of words that can build a sense to influence readers to take the actions expected by a copywriter. According to Adiprasetio (2019), copywriting is a term that is usually used for advertising writing techniques, in this case it is usually translated as the activity of writing a text for advertising purposes or other forms of marketing.

According to Bly (2005) (in Prajarini & Sayogo, 2021), defining copywriting through various indicators such as the following:

a. Attract Attention

Copywriting is required to attract the attention of the audience and to captivating so that they can pay more in-depth attention later will generate curiosity about a product/brand that they are interested in offer.

b. Communicate

Copywriting is required to be able to communicate, which means it can provide clear information in accordance with the content delivered. In conveying information and messages from a brand to consumers or the audience is effectively the implementer of the technique copywriting on marketing strategy.

c. Persuade/Invite (Call To Action)

Copywriting is required to be able to invite, which means it must have purpose in directing readers/audience to do something the action desired by a brand.

d. Reassuring

Copywriting is required to be able to lead the audience to belief good ones in their minds to support the audience's interest in the action expected in purchasing the goods or services offered.

3. **Research Method and Materials**

3.1. *Research Subject*

In this research, the subject used by the researcher is Brodo, a local shoe brand from Bandung City that has been established since 2010 with Yukka Harlanda and Putera Dwi Kurnia as its initiators. The types of shoes offered by Brodo are very varied, ranging from leather shoes, sneakers, to sports shoes. Brodo also has several offline stores in several cities and has an online store that is very active in making sales. Brodo itself is one of the local brands that has a lot of marketing content that they do to increase their sales. Starting from 2010 until now, Brodo has continued to diversify many products, one of which is sports shoes which started in 2021.

3.2. *Research Object*

In this research, the object used is "Implementation of Copywriting Strategy in the Production of Brodo Active Commercial Video Advertisements" which focuses on the application of copywriting in the production of Brodo Active commercial video advertisements. The object of this research has been distributed to online-based digital media, namely YouTube, in a work format in the form of a script containing the storyline, information and message to be conveyed, as well as dialogue from the advertising video. The object of this research was produced to introduce and inform the public about the products owned by Brodo Active.

3.3. *Data Collection*

In this brodo active commercial advertising video research, researchers used three data collection methods developed from problem analysis that has been carried out as follows:

a. Observation

Data collection carried out using the observation method is divided into two ways, namely indirectly, namely observing with social media, collecting data on products and potential sections owned by Brodo on social media. While direct observation is carried out by observing several products in the Brodo office.

b. Interview

Data collection carried out using the interview method is by collecting data from internal parties related to the application of copywriting that they usually do in Brodo's commercial advertising videos. Not only that, data collection is also carried out to find out the profile of Brodo, a brief history of Brodo's founding, the reasons why they founded Brodo, and how Brodo usually produces commercial advertising videos.

c. Questionnaire

Data collection carried out using a questionnaire was carried out to obtain data related to the views of the wider community regarding online commercial advertising video content, which can be used as guidelines or signs in designing this research. The distribution of this questionnaire is also targeted at the target market owned by Brodo.

3.4. *Problem Analysis*

Before the research process begins, the researcher first carries out a problem analysis of the subject that will be used for research. This was done because Brodo innovated its shoe brand by adding several parts, one of which was sneakers and sports shoes. However, the sport itself is not widely known by the general public. Therefore, researchers want to conduct research related to the implementation of copywriting production strategies in the form of commercial advertising videos on Brodo Active.

4. **Results and Discussion**

4.1. *Pre-Production Stage*

At This stage is the initial stage for researchers in conducting research related to Brodo Active commercial video advertisements. Researchers in this case pay attention to the work of a copywriter, in this stage a copywriter carries out several parts in the pre-production stage, as follows:

a. Pre-Research and Research

In the pre-production stage, researchers carried out the creation of Brodo Active commercial video advertisements, namely conducting pre-research and research to find out what kind of commercial video advertisements the general public likes, and to find out how the general public responds to a commercial video advertisement that they interested. Next, the

copywriter conducts direct research with brand representatives to ask what products they want to market, and wants to align their perceptions regarding the message they want to convey.

b. Collecting Creative Ideas

At this pre-production stage, after obtaining some pre-research and research data, a copywriter continues to the second stage, namely collecting creative ideas which is carried out together with the creative director. The process of collecting creative ideas is adjusted to the results of pre-research and research that has been carried out to achieve a commercial video advertising work that is of interest to the general public and meets the wishes of the brand.

4.2. Production Stage

At this stage the researcher acts as someone who observes the copywriter whose job is to create a script or video script from the results of pre-research and research as well as creative ideas. In this stage the researcher carried out several stages to find out about the production process which consists of the process of making a story framework, making a video script, and determining the criteria for the model desired in this commercial video advertisement. The following is an explanation of the parts of the production stages carried out by a copywriter, as follows:

A. Create a story outline

At this stage, a copywriter creates a story framework by applying some of the data that has been collected from the previous stage as well as several creative ideas. In creating this story framework, the copywriter determines the storyline that suits the brand's wishes and is in accordance with the campaign being carried out. A copywriter also pays attention to what scenes are included in this commercial video advertisement to represent the activities carried out with product specifications.

B. Create a Video Script

At this stage a copywriter dissects the story framework that was created in the previous stage to describe the storyline in more detail. At this stage a copywriter also creates the storyline and scenes that will be displayed in this commercial video advertisement. Not only that, a copywriter also creates the text that will be used in the voice over and the text that will be displayed in this commercial video advertisement. In this commercial video advertisement, a copywriter also tries to launch a campaign to encourage viewers who watch this video to actively exercise using Brodo Active products.

C. Determining Model Criteria in Commercial Video Advertising

At this stage, after the copywriter has completed the script or video script that has been created, the copywriter discusses with the creative director to determine the model or character that will be used in this commercial video advertisement which will later be adjusted to the creative director's needs in visualizing the image.

4.3. Post-Production Stage

At this stage is the final stage and is a very significant stage for the entire production of commercial advertising videos, because this stage determines whether the video script that has been produced can be executed or not and whether the script or script that has been produced can be executed or not. is in accordance with the wishes of his partner. In this stage, a copywriter carries out several stages consisting of a partner and creative director preview, revision of the video script or manuscript, and presentation of the results of the revisions that have been worked on. The following steps are carried out, as follows:

a. Preview Partner and Creative Director

At this stage, a copywriter previews the video script or script that has been worked on in the production process to the partner and creative director to review and read together to

determine whether the script created is appropriate. At this meeting there were several revisions from the partner and creative director that were given to a copywriter regarding scenes that should highlight the shoes and voice over text that was still not in accordance with the partner's wishes.

b. Revise the Manuscript or Video Script

At this stage, a copywriter makes revisions to the video script resulting from meetings with partners and creative directors to perfect the script or video script that has been given input and suggestions. There are no significant difficulties experienced by a copywriter because the suggestions and input given are easy to understand and easy to apply.

c. Presenting the Revision Results

At this stage, a copywriter presents the revised script or video script for review by partners and creative directors to see whether it meets their wishes. The result of this presentation is that the partner and creative director feel that the script or video script that has been produced meets their wishes and a copywriter submits the finished script or video script to the creative director for visualization.

4.4. Discussion of Work Results

In the process of discussing this Brodo Active commercial advertising video, the researcher will explain the results of the commercial advertising video that has been created and uploaded to Brodo's YouTube social media account. Furthermore, Brodo will also upload this work to social media or other platforms according to his needs. The Brodo Active commercial video advertisement production process takes approximately 4 months, starting from October 2023 – January 2024. In making this commercial video advertisement, the researcher observed the role of a copywriter who was tasked with creating the manuscript or script for the commercial video advertisement which would later be visualized by the creative director.

The choice of Brodo Active commercial advertising videos as research objects is because commercial advertising videos can visualize a product and can attract the attention of the audience, because humans are visual creatures, and videos can also display a story or narrative that you want to convey. The following is an explanation of the results of Brodo Active's commercial advertising video production which was created with a communication concept:

A. Communication media

In producing this commercial video advertisement, Brodo uses YouTube social media as the main media and also as a communication medium in disseminating Brodo Active commercial video advertisement content. The choice of YouTube social media as the main media for disseminating commercial video advertising content is based on the public's use of YouTube social media to watch videos. The reason is, YouTube social media is easily accessible to the public and is still one of the main platforms for accessing videos and searching for information. The results of the researched commercial advertising video were uploaded to the Brodo channel on February 1 2024 and have been watched 937 times with 38 likes and 19 comments.

B. Type of Video Format

In the production of this commercial advertising video, it has the title "Brodo Active Performance – Start Moving". This video is included in the marketing video category which contains the appearance of the product that will be marketed to attract public interest in the product. This video is one minute and two seconds long and the target audience is people who are interested in exercising or want to start exercising, both men and women. This Brodo Active commercial advertising video is also a type of digital marketing, namely online advertising.

C. Message Strategy

The copywriter in the production of this commercial video advertisement applies theoretical concepts in conveying the message in this commercial video advertisement, where the type of message delivery in an advertisement can produce different effects according to the wishes of the advertiser, in this advertisement a copywriter uses 2 types of advertising message delivery which are used, namely in a straightforward manner and as a demonstration of how in this commercial video advertisement several informative messages are displayed so that the audience can receive information related to the product being offered and in this advertisement it is also shown how to use the product and what can be done with the product being offered. . The choice of these two messages to be delivered is also considered so that the message conveyed directly enters the minds of the audience easily and has an effect that makes it easier for the audience to take action.

Researchers conducted an analysis by applying several copywriting indicators to several Brodo Active commercial video scenes, including:

a. Attract Attention

In designing this work, the copywriter wrote scenes that attract the attention of the audience, such as a demonstration when the two talents enter the field, a close look at the two models of shoes being advertised, the actions of the two talents when carrying out heavy sports activities with scenes that are packaged. dramatically so that viewers who watch this commercial video pay attention to this video until the end and have the desire to find out more or want to get the product being advertised.

b. Communicate

In designing this work, a copywriter writes scenes that communicate the product being advertised to the audience, such as in the second display of talent expressions when starting practice and the players finishing practice where in the scene the shoes that are widely used and their uses are shown. shoes, then voice over is used to encourage the audience to start exercising.

c. Persuade / Invite (Call To Action)

In designing this work, a copywriter provided persuasive text or an invitation at the end of the video, namely "Be Active, Live Epic", with the aim of encouraging the audience to start exercising using products from Brodo Active. .

d. Convincing

In designing this work, a copywriter used the talents of a professional Indonesian League 1 player, namely Yandi Sofyan, with the aim of convincing the public about the product being advertised, because talent in advertising can provide a perception regarding the product being advertised and can convince the public. audience about the product.

5. Conclusion

Researchers conducted the "Brodo Active" research based on the problem of partners who wanted a commercial video advertisement aimed at providing information and increasing public awareness about the new products launched by Brodo, namely Mezzala Strike Island and Inizio Running. Based on these problems, the researcher analyzed the tasks carried out by a copywriter in starting to create a commercial video advertisement that could cover the partner's problems in advertising the two products they had just launched.

In the Brodo Active commercial video advertisement that has been produced, the video duration is one minute and three seconds, with a fairly short duration, the copywriter and team try to convey all the messages they want to convey with all the scenes. condensed and all scenes have their own meaning in the perception of people who watch them. Starting from

the talent entering the field to leaving the field, a copywriter and team try to convey all messages well and on target.

The efforts made by Brodo Active in implementing copywriting strategies in the production of commercial advertising videos are using several stages consisting of pre-production, production and post-production. This is done to be able to implement a good copywriting strategy by using several indicators such as attract attention, communicate, persuade/invite (call to action), reassuring in its implementation. In the Brodo Active commercial video advertisement which has been produced by a copywriter, it is explained that this video is an informative video which aims to be a product introduction video from Brodo Active to be able to convey the message that Brodo Active wants to convey to the wider community and increase public awareness of its new products.

It is hoped that this research related to the Brodo Active commercial video advertisement can become a reference or point of reference in creating and writing the next final work. Through this Brodo Active commercial video advertising research, researchers hope that this work can be used as a reference for several brands and communication practitioners in conveying the message they want to convey in a video package that tries to attract consumer attention. public attention.

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