

# Copywriting Training for Micro, Small and Medium Enterprises in Samarinda City to Improve Business Branding

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## Abstract—

Samarinda, the Capital of East Kalimantan Province, has experienced significant developments, especially in the economic sector. The story of the city of Samarinda is strongly influenced by nature tourism, culture, food, and the preservation of the city's history, which can drive the city's economy. This activity is carried out using a workshop method in the form of material delivery, discussion, simulations, and practice of writing advertising language. The training was attended by business actors consisting of students from the Muhammadiyah University of East Kalimantan and the general public who have businesses, where various types of business models have been developed consisting of food, souvenirs, and service business models. Based on the questionnaire analysis, most business actors can understand the application of copywriting theory and practice. It can be seen where almost more than 50% indicate that business actors can participate and understand the value of being digital talent by using copywriting to apply information and increase creativity.

*Index Terms*— SME, Copywriting, Samarinda, Enterpreuner

## I. INTRODUCTION

Through the expansion of MSMEs or Micro, Small and Medium Enterprises, people can learn how to be creative to achieve a better economy [1]. Consumer goods and services are two important aspects that are traded to support the economy in an area where one of them is Samarinda City which has an important role where its economic activity is quite significant from year to year [2]. Samarinda as the capital of East Kalimantan Province has experienced significant developments, especially in the economic field [3]. The development of the city of Samarinda is strongly influenced by nature, culture, food and the preservation of the city's history which can drive the wheels of the city's economy [3].

Given the potential that exists in Samarinda City, the local community should use it as a creative forum to improve their standard of living by establishing small and medium enterprises with various business strategies. In running a business, of course, business actors must have unyielding principles and also be able to survive in running their business [4]. Many businesses have closed because they only follow trends, besides that the lack of knowledge for business actors in marketing their products is very important for their business income [5]. Looking at these problems, there is a need for debriefing or copywriting training that can support business actors in Samarinda City [6].

Ability in copywriting is considered important because it will be able to solve problems in communicating its products to the general public [7]. Therefore, by providing copywriting skills training, it will help business actors to provide new understanding for actors to improve promotional skills properly, and also this training can provide insight for business actors, where businesses do not always have to rely on a momentum in business [8]. In addition, it is hoped that this training will be applied continuously independently in his business [9], [10].

## II. METHODS

In the implementation process, this activity was carried out using the virtual workshop method. Where this method is carried out by providing information or material exposure, discussions, simulations and practice of applying copywriting. The evaluation design for the implementation of this workshop is as follows: After the workshop an evaluation was carried out in the form of the application of copywriting, to see the criteria for the success of this activity in general, it was also supported by looking at the results of questionnaire responses from 243 audiences, where the aim was to see the impact felt on business actors.

## III. RESULT AND DISCUSSION

The implementation phase of this activity begins with an opening session and motivation, based on previous research, is the main problem where business actors still have unclear and brief focus objectives. Therefore, motivational support to increase opportunities and entrepreneurial spirit for business actors is an important part of building the quality of independent business actors. Furthermore, after the opening process and motivational support is carried out, it is continued with the delivery of material related to copywriting. Several things were explained by Raharja Putra as a Copywriting Expert and Consultant, where in this activity explained the purpose, types, steps for writing advertising language. The next activity is a simulation of composing advertising language, which begins with giving examples of provocative advertisements and then participants practice compiling advertising language according to the products they sell.

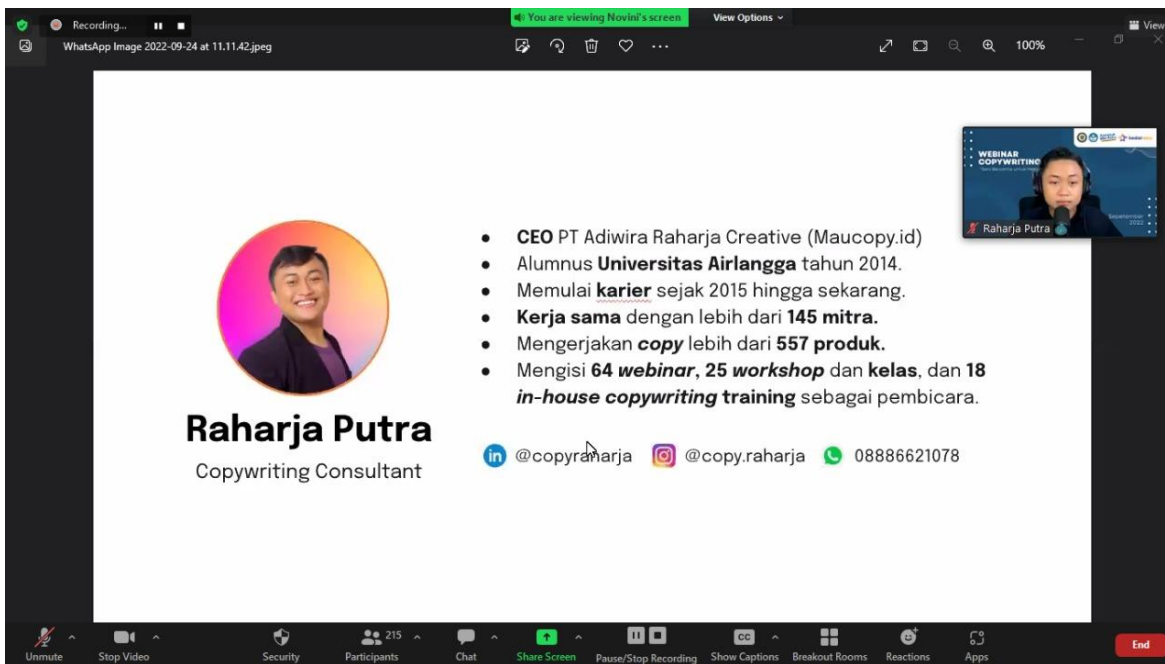


Figure 1. Presentation from the Speaker about Copywriting

After the material presentation session was carried out, it was followed by a consultation session for business actors with the opening of a question and answer session which took place during the workshop, and also the post-activity agenda consisting of assessments in the form of interactive questions about the material provided, writing exercises, and evaluation of the language of advertisements made. Participants are given interactive questions on the topic, greeted with enthusiasm. Many business people are starting to understand the various techniques and approaches to target advertising that are right and good. With this knowledge, it is hoped that they will then start implementing various forms of advertising to increase their product sales figures.

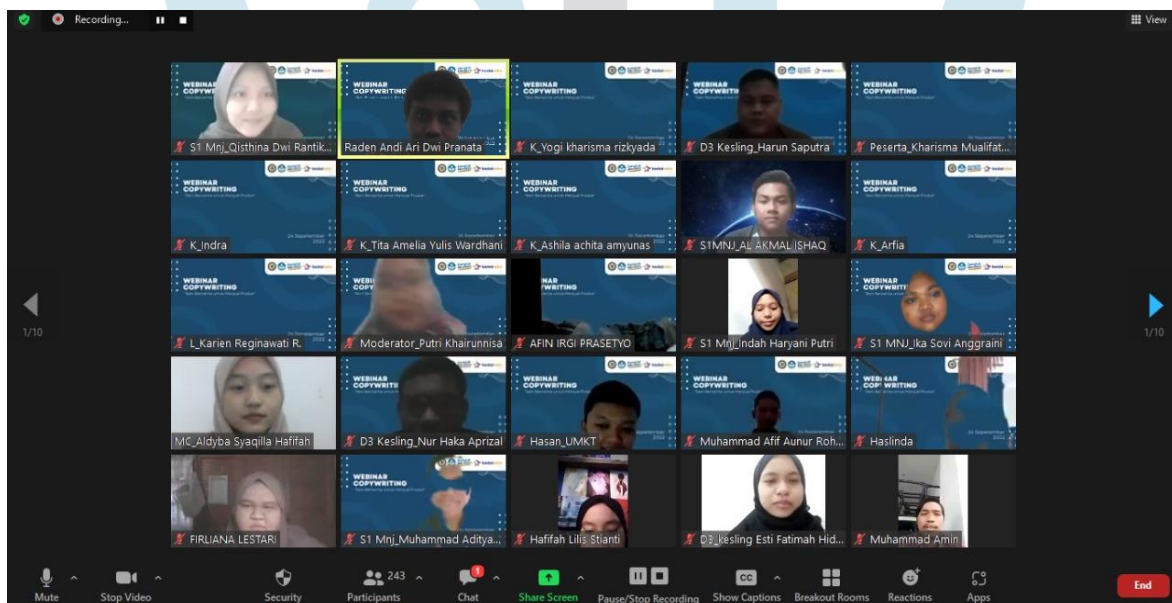


Figure 2. Consultation Session for Business Actors in the Application of Copywriting

To measure the level of understanding of business actors regarding exposure to copywriting material, it is important to carry out a questionnaire survey which, based on the percentage results, can measure the ability of business actors in theory and practice.

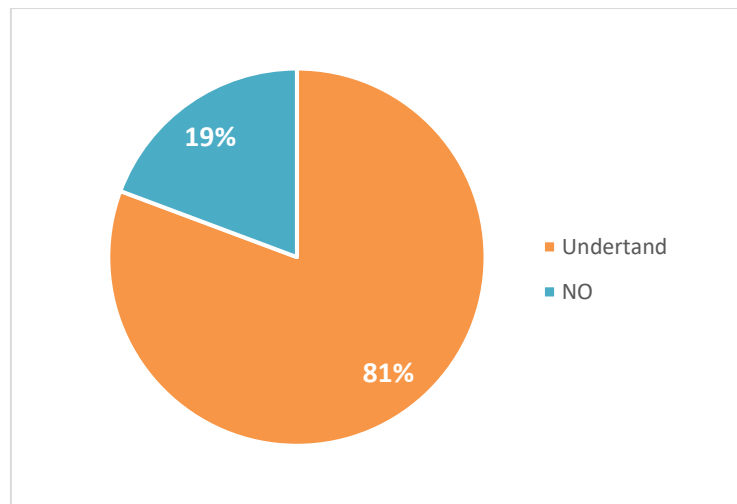


Figure 3. Knowledge of various copywriting outputs

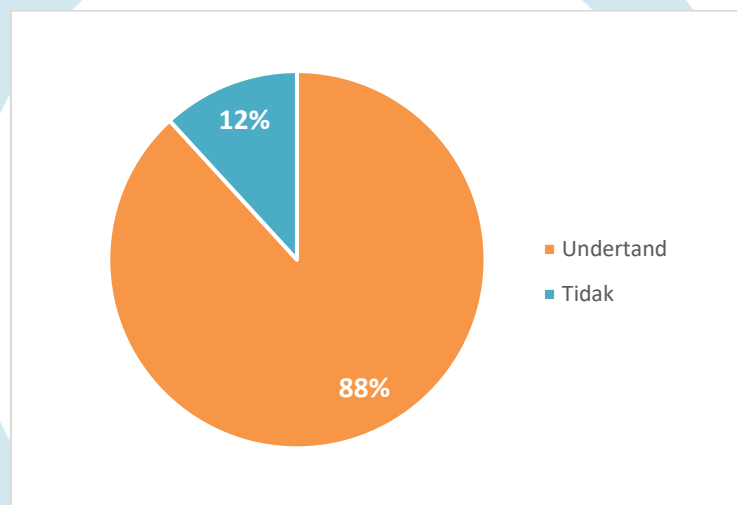


Figure 4. Knowledge of copywriting principles

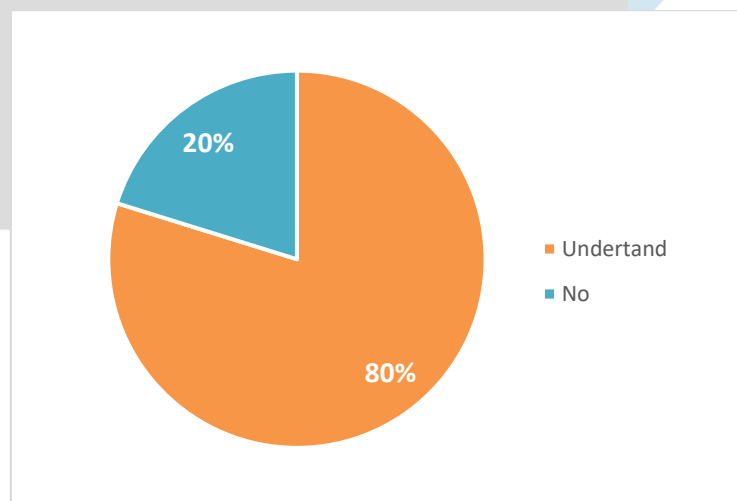


Figure 5. Knowledge in measuring the success of target copywriting

Where based on the results of data analysis it was concluded that most of the participants were able to understand in theory and practice about copywriting

#### IV. CONCLUSION

Copywriting is considered important, especially in marketing. Various efforts have been made to optimize the use of creative copywriting in developing brand identity amid advances in digital technology and the development of the creative economy sector in Samarinda City. Copywriting in advertising is the creation of scripts that aim to highlight and strengthen the contents of the

messages displayed visually. The implementation of this program is believed to provide knowledge for business actors in Samarinda to increase their independence and creativity in building a business later. The results of this exercise show that participants can participate in and understand the value of being a digital talent using copywriting to apply information and increase creativity.

## V. ACKNOWLEDGMENT

Thank you to the Director General of Higher Education, Research, and Technology for providing funding for this activity through the Kedaireka 2022 Matching Fund Program in the 2nd period in decision Number: 0456/E/KS/06/02/2022

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