

CHAPTER I

INTRODUCTION

Copywriting Strategies: How to Create Effective Advertisement

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1.1. Background

The internship is designed to offer valuable insights into the dynamic field of language services. This report focuses mainly on copywriting. Copywriting, in the context of this report, refers to the strategic crafting of written content for promotional or marketing purposes. The background of this report is rooted in the collaborative internship between Universitas Ma Chung English Letter students (as Translation Transfer interns) and Translation Transfer.

1.2. Objective of the Internship

The objectives are to apply the knowledge gained from the lectures; to gain professional experience from the workplace; to identify problems and to offer solutions.

1.3. Scope of the Report

This report explains the experiences and findings of the English Letter interns from Universitas Ma Chung during the internship at Translation Transfer which was first conducted on 7th August 2023 until 7th December 2023. This report focus will discuss mainly to find out which of the copywriting formulas work the best and then

how to write a copy. The insights gained during this internship are presented with the aim of contributing to the collective knowledge within the language service industry.

1.4. Significance

1.4.1. Significance for English Major Interns

This internship holds immense significance for English major interns from Universitas Ma Chung. It serves as a connector between academic knowledge and practical application, offering a direct experience in the field of language services. Through exposure to copywriting tasks, interns have the opportunity to develop their linguistic skills in a professional setting, gaining valuable insights that contribute to their overall academic and professional development.

1.4.2. Significance for the Writer

For the writer, this internship is a valuable experience that goes beyond the academic realm. Participating in copywriting tasks allows the writer to improve their craft in a real-world context, navigating the complexities of language services and marketing communication with creativity. The significance lies in the ability to apply knowledge to practical scenarios, developing creativity, adaptability, and a good understanding of the collaboration between language and marketing.

1.4.3. Significance for the Company (Translation Transfer)

Translation Transfer stands to gain significant advantages from hosting English major interns during this internship. The fresh perspectives, coupled with the interns' academic training, brings a unique blend of creativity and linguistic expertise to the company. The exploration of optimal copywriting formats contributes to the company's arsenal of strategies, potentially enhancing its ability to deliver compelling and effective language services to clients. The significance for the company lies in staying at the forefront of industry trends and methodologies through collaboration with emerging talents.

1.5. Operational Definition of Key Terms

Copywriting: According to Bisoyi, Barua, and Guha (2013), Copywriting is a process where advertisers convey the product information to customers. Copy is created to fulfill the needs of its user. In the market, copy should also represent the brand vision that companies want to communicate to their customer. Companies can create strong customer relations and recall by creating memorable messaging. Copywriting is the use of creativity in words or ideas with the focus of selling products through the creation of brands.

Copywriter: A copywriter is someone who writes words (copy) to promote or sell a product, service, or idea. Their main goal is to create content that captures attention, persuades the audience, and encourages them to take a specific action, such as making a purchase, clicking a link, or subscribing to a service.

English Letter Interns: Interns from Universitas Ma Chung English Letter program, specifically engaged in language-related tasks during their internship at Translation Transfer.

Translation Transfer: A language service agency that specializes in various linguistic domains, including translation, transcription, localization, and copywriting.