REFERENCES

Bisoyi, D., Barua, U., & Guha, E. (2013). Effective communication of product information: A copywriting methodology. *Vo, 6*, 1-3.

Boldina, K. A. (2016). Copywriting and advertising texts: on the issue of the identity of concepts. *Problems of Modern Science and Education, 5*, 164–167.

Harmoko, D. D., & Hermawan, E. (2023). What is Copywriting? (Understanding Definition of Copywriting in Other Point of View). *LITERATUS, 5*(2), 253–259. https://doi.org/10.37010/lit.v5i2.1289

Jagger, K. (2021, October 6). A Brief History of Copywriting. *Bluetrain Marketing*.

Kartsivadze, T. (2022). COPYWRITING IN SOCIAL MEDIA. *International Journal of Innovative Technologies in Economy*.

Maslen, A. (2010). *The Copywriting Sourcebook: How To Write Better Copy, Faster For Everything From Ads To Websites*. Marshall Cavendish Business.

Moriarty, S., et al. (2009). *Advertising*. Jakarta: Kencana Prenada Media Group. http://eprints.polsri.ac.id/11883/

Nur, A. I. & Syafiqah Md. N. (2020). Advertisement for growing business. *Journal of Undergraduate Social Science and Technology, 2*(2). Retrieved from http://abrn.asia/ojs/index.php/JUSST/article/view/69

Rofiq, A., Arifin, Z., & Wilopo. (2012). Pengaruh Penerapan AIDA (Attention, Interest, Desire, Action) Terhadap Keputusan Pembelian (survei pada pembeli kartu perdana IM3 di lingkungan mahasiswa fakultas ilmu administrasi universitas brawijaya angkatan 20). Malang: Universitas Brawijaya.