

The impact of copywriting on consumer decisions to purchase mie gacoan products

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Abstract

This study aims to describe the impact of copywriting on consumers' purchase decisions for Mie Gacoan. The method used in this study is a quantitative description. Data collection techniques in this study used questionnaires and observations. Based on the study's results, the Mie Gacoan brand's copywriting has attracted consumers' initial attention and is informative. Although the copywriting has attracted consumers' initial attention to try Mie Gacoan products, 65.1% of the 43 respondents preferred Mie Gacoan products based on the quality of the product or the food served. Thus, it can be concluded that copywriting affects consumer interest in Mie Gacoan, but to support its impact on consumer purchasing decisions, the Mie Gacoan brand needs to be strengthened by the consistency and quality of its products.

Keywords: Copywriting; Purchasing Decision; Mie Gacoan

1. INTRODUCTION

In this era of globalization and technological advancement, competition across various business sectors is increasingly fierce. The emergence of numerous businesses with similar types and concepts provides evidence of this. Therefore, the ability to persuade and influence consumer interest in the products or services being sold is no longer an option but an urgent necessity. This ability allows a company or brand to survive amid the onslaught of globalization. Therefore, companies must develop appropriate concepts and strategies to compete with other similar products.

One way is to implement copywriting as an essential element, especially in marketing. Copywriting is the art or technique of conveying messages through writing. Copywriting is also synonymous with the ability to manipulate words to create artistic elements that can be persuasive (Maulana et al., 2022). The persuasiveness of copywriting is also key to a message, because we can sometimes see that a message or advertisement is interesting through its use and application of copywriting.

In other words, copywriting is a crucial foundation for conveying messages to audiences. To create compelling, persuasive copywriting, it is crucial to pay attention to the right wording and language. When advertising goods or services, the language used must include persuasive elements that can influence readers to purchase the product (Ramadhan et al., 2024). Effective advertising language captures readers' interest in the advertised product and triggers a decision to purchase it.

Copywriting is often found within brands and trademarks. Copywriting is closely linked to promotional activities, particularly branding, because the message communicated through copywriting serves as a bridge between the brand and the consumer, enabling the product to display a distinct character compared to competitors (Yogantari & Ariesta, 2021).

Copywriting should not be haphazard and must be precise to ensure the seller's message reaches the right target. Several key elements are crucial to implementing copywriting, such as the placement and composition of letters, lines, and images. According to Research by Yogantari and Ariesta (2021), Creative copywriting can evoke feelings, thoughts, or actions that ultimately lead consumers to purchase a product, ultimately building the brand a business owner desire. Good copywriting can foster a special relationship between customers and businesses, build brand identity, make products more recognizable, and directly impact sales growth.

Copywriting is also used by the fast-food brand Mie Gacoan. Mie Gacoan, a subsidiary of PT Pesta Pora Abadi, was established in early 2016. With affordable prices for students, pupils, and families, Mie Gacoan has succeeded in making its customers feel more at home and want to return. However, along the way, Mie Gacoan made several strategic changes. One of them was changing the names of the menu items from horror-themed to children's game-themed. For example, Mie Angel was changed to Mie Suit, Mie Setan (Devil Noodles) to Mie Hompimpa, and Mie Iblis to Mie Gacoan. Not only did the food menu change, but so did the drinks menu. Es Genderuwo (devil's ice), Es Pocong, Es Tuyul, and even Es Sundel Bolong were replaced by Es Gobak Sodor, Es Petak Umpet, Es Teklek, and Es Sluku Bathok, respectively. These menu name changes took effect on December 1, 2022.

Mie Gacoan is one of the businesses that effectively implements copywriting, according to a survey conducted by Kurnianingsih and Achsa. (2022) stated that Mie Gacoan can provide good promotions to consumers because it is also proven to be able to fulfil the four promotional indicators: advertising, sales promotion, personal selling, and direct marketing. Some of these indicators, such as advertising and sales promotion, also involve copywriting. The copywriting, often done by Mie Gacoan, is used in sales promotion, social media branding, and more.

Previous Research that is relevant to this Research includes that by Ekantoro (2023), who researched "Digital Marketing Optimisation "Mie Gacoan Through Creative Copywriting Content on the Instagram Account @mie.gacoan. Yogantari and Ariesta (2021) studied "The Influence of Creative Copywriting on the Brand Identity of Takeaway Coffee Shops in Denpasar". This study differs from previous Research. Previous Research examined the optimization of digital marketing using copywriting and the influence of copywriting on brand identity. Meanwhile, in this study, researchers examined the impact of copywriting on purchasing decisions for Mie Gacoan.

1.1. Purpose of study

The purpose of this Research is to provide an overview of an interesting phenomenon in a food company: the impact of the implementation and use of copywriting on a consumer's decision to purchase Mie Gacoan. It is hoped that the results of this Research can be used as a consideration in determining a business's copywriting.

2. METHOD AND MATERIALS

2.1. Research design

The research method used is quantitative. Quantitative methodology focuses on collecting data that can be measured objectively, thereby allowing the identification of patterns, trends, and statistical relationships among the variables studied (Sugiyono, 2020). The quantitative stage involves collecting data from respondents concerned with the Research object. Qualitative data consists of the percentage of respondents who have tried the Mie Gacoan brand, including how respondents remember the brand's identity, how consumers respond to the brand's copywriting, and whether the use of copywriting influences consumer decisions.

2.2. Data and analysis data

The data sources used in this study are divided into primary and secondary data. Primary data includes observations at one of Mie Gacoan's locations, the results of a consumer questionnaire, and relevant Research findings.

The instrument used in this study was a questionnaire, with a quantitative methodology, designed to measure the Influence of copywriting on consumer purchasing decisions for the Mie Gacoan brand. Respondents were selected based on the criteria of consumers aged 17 to 22 who had consumed Mie Gacoan products. After distributing the questionnaire, 43 respondents were collected. The data collected from the questionnaire were then analyzed to gain a deeper understanding of the Influence of copywriting on consumer purchasing decisions for the Mie Gacoan brand. The following are the steps for data analysis in this research

The first step in data analysis is collecting and examining data obtained from questionnaires and observations. Respondents' answers were checked to ensure they were complete and met the Research criteria, namely consumers who had purchased Mie Gacoan and were aged 17–22. Irrelevant or incomplete data were excluded from the analysis.

The second step was to group the data based on question type. The data was separated into several sections, including respondent characteristics (age and gender), reasons for choosing Mie Gacoan, and respondents' opinions on various forms of copywriting, from menu naming and name changes, product descriptions, taglines, and social media copywriting. This grouping was done to make the analysis more focused and easier to understand.

The third step was to calculate the percentage and average score of respondents' answers. This estimation aims to identify general trends in responses. For example, what percentage of respondents chose Mie Gacoan because of the taste, or what percentage found the copywriting attractive but did not Influence their purchasing decisions. These figures were used to understand consumer behaviour patterns.

The fourth step was to interpret the data descriptively. At this stage, researchers do not just present numbers; they also explain their meaning. For example, if copywriting is deemed engaging but does not significantly Influence purchasing decisions, researchers interpret this as a sign that the copywriting plays a more important role in attracting initial attention, rather than determining the purchase.

3. RESULTS

The study on the Influence of copywriting on consumer purchasing decisions for the Mie Gacoan brand collected data via Mie Gacoan's social media, direct observation, and questionnaire distribution.

NOODLE	DIMSUM	BEVERAGE
• Mie Sari 10K	• Siomay 9.1K	• Mineral 4.1K
• Mie Hompimba Lv 1-4 10K Lv 6-8 10.9K	• Udang Rambutan 9.1K	• Lemon Tea 5.9K
• Mie Gacoan Lv 0-4 10K Lv 6-8 10.9K	• Udang Kelu 9.1K	• Milo 8.2K
	• Lumpia Udang 9.1K	• Orange 5.0K
	• Panasit Goreng 10K	• Es Tea 4.1K
		• Tea Tarik 6.4K
		• Vanilla Latte 8.2K
		• Thai Tea 8.2K
		• Thai Green Tea 8.2K
		• Es Coklat 8.2K

Figure 1.
Mie Gacoan Menu List



Figure 2.
Example of copywriting for the old Mie Gacoan *name*



Figure 3.
Example of copywriting for the new name of Mie Gacoan

The following data shows the results of a questionnaire on the impact of *copywriting* on consumers' interest in purchasing Mie Gacoan.

Table 1.

Questionnaire Result Data

No	Question	Answer
1.	Gender	72.1% Female 27.9% Male
2.	Age	74.5% Age 19 - 20 years 16.3% Age 21-22 years 9.3% Age 17-18 years
3.	The main reason to choose Mie Gacoan	72.1% Taste 27.9% Brand
4.	Opinions about the name of the Mie Gacoan menu	Average: 2.4 or interesting
5.	It is more interesting to name the old or the new menu	60.5% New 39.5% Old
6.	Does changing the menu name affect interest in consuming Mie Gacoan products?	65.1% No 34.9% Yes
7.	How informative are the product descriptions on the menu?	Average: 2 or informative
8.	Are you interested in Mie Gacoan because of <i>its Tagline</i> ?	69.8% No 30.2% Yes
9.	Opinions on <i>copywriting</i> in Mie Gacoan's social media posts	76.7% Interesting 23.3% Not interesting
10.	Have you ever been interested in consuming Mie Gacoan products because of <i>the copywriting</i> on social media?	65.1% No 34.9% Yes

Based on the table above, 43 respondents (72.1%) were female and 27.9% were male. Researchers distributed questionnaires to Mie Gacoan consumers aged 17-22 years; 74.5% were aged 19-20 years, 16.3% were aged 21-22 years, and the remaining 9.3% were aged 17-18 years. Based on the questionnaire results table, the main reason consumers chose the Mie Gacoan brand was its taste, with 72.1% compared to 27.9% for the other brand. In this percentage, respondents in the 17–18-year-old category all chose the Mie Gacoan brand because of the taste; respondents in the 19–20-year-old category mostly chose the taste; and respondents in the 21–22-year-old category also mostly chose the taste. From the Mie Gacoan consumers who responded to this questionnaire, regardless of age, more respondents chose the Mie Gacoan brand, with the main reason being the product's taste.

Furthermore, the table shows that opinions regarding *the menu naming* at Mie Gacoan average 2.4, or interesting. Mie Gacoan changed its menu name to obtain halal certification. Data collection results showed that 60.5% preferred the new name, while 39.5% chose the old menu name. This aligns with the view of O'Guinn et al. (2017), who emphasized that language in advertising serves as an emotional bridge between the product and the consumer. The lighthearted, humorous word choice in Mie Gacoan reflects an effort to foster psychological closeness with the young target market. Most respondents chose the new menu names as more appealing because they were considered creative. The menu names, which changed from horror-themed to children's game-themed Mie Suit and Mie Hompimpa, sounded cute and appealing.

Furthermore, the use of names that incorporate elements of children's games also evokes a collective experience, which can psychologically trigger feelings of joy and familiarity. Schmitt (1999) explains that this kind of emotional experience is the core of *experiential marketing*, a strategy that focuses on creating a memorable impression and experience for consumers. Although considered more attractive, the menu name change did not affect interest in consuming Mie Gacoan, according to 65.1% of respondents, while the other 34.9% considered it did.

Mie Gacoan provides product descriptions from its menu list to help consumers choose what they want. The provision of this description is average or informative. The table shows that respondents' interest in Mie Gacoan caused by the Tagline is quite low at 30.2%, this is because, according to respondents, the Tagline from Mie Gacoan, which reads "Jagonya Mi", is still rarely included in Mie Gacoan's promotional content, so that the Tagline is still not widely known by its consumers. Mie Gacoan products uploaded social media content containing promotions. According to respondents, *the copywriting* in Mie Gacoan's social media content is considered interesting: 76.7% rate it as interesting, while 23.3% consider *it* not interesting. *Copywriting* in Mie Gacoan's social media content is interesting because it uses creative, unique language, such as slang, and emphasizes the distinctiveness of their spicy noodles. *The copywriting* is also persuasive. The results of this study also align with Ekantoro's (2023) Research, which found that Mie Gacoan built positive communication through *copywriting* to attract and maintain consumer interest.

The results in Table 1 also show that 65.1% of respondents were not interested in consuming Mie Gacoan due to the Influence of *copywriting* on social media. This study demonstrates that while *copywriting* is appealing to consumers, it must be balanced with product quality to encourage purchase. These findings align with research by Khalil et al. (2023), who found that *copywriting* does have a significant influence on brand awareness but does not influence consumer purchasing decisions.

The results of this study align with those of Mayasari et al. (2023), which show that copywriting has a significant effect on brand image. awareness, but it does not always directly affect consumer purchasing decisions. This means that creative, humorous promotional language like that used by Mie Gacoan is effective at attracting attention and building a positive brand image, but it does not necessarily encourage purchase. This finding supports Eisend's research. (2022) and Goswami (2024), who stated that humour in marketing messages can increase the persuasive effect by forming emotional closeness with the audience. In the context of Mie Gacoan, the use of menu names such as " Mie Gacoan" is an effective way to increase the persuasive effect. "Hompimpa " and "Mie Suit" create a humorous, nostalgic childhood experience that builds an emotional connection with young consumers. However, their influence is stronger on liking than purchasing. Thus, copywriting plays a crucial role in increasing brand appeal and awareness, but purchasing decisions are still largely determined by actual experiences with the product's taste and quality.

4. CONCLUSION

The findings of this study make a significant contribution to the fields of marketing and visual communication, particularly in the context of copywriting as a promotional strategy. The results indicate that although the copywriting used by Mie Gacoan was considered attractive, creative, and persuasive by the majority of respondents, its influence on purchasing decisions was still limited. This reinforces the understanding that copywriting plays a crucial role in building brand awareness and generating initial interest, but it is not strong enough to stand alone without the support of product quality. In other words, the power of visual communication through copywriting must always be aligned with the quality of the services and products offered to convert interest into purchasing decisions.

Future researchers are advised to delve deeper into the relationship between copywriting and customer loyalty, or combine it with other variables such as customer experience, visual perception, and social media content strategy in a more comprehensive manner. Further research could also employ an experimental approach with varying copywriting materials to measure the direct impact of language style and narrative structure on purchase intentions across different market segments.

Conflict of Interest: The authors declare no conflict of interest.

Approval: The study adheres to the ethical guidelines for conducting research.

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