What is Copywriting? (Understanding Definition of Copywriting in Other Point of View)

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Abstract
The focus of this research is a review of the definition of copywriting. The purpose of this article is to find out the meaning of the word copywriting from various perspectives in order to enrich the body of knowledge about copywriting. In addition, the existence of a new definition will open up opportunities for the birth of new studies in this field. This study used descriptive qualitative method. Data collection was carried out by studying the literature through searching related articles to find various points of view on this terminology. In addition, this study also dissects the meaning of words through lexicographical and etymological studies. The conclusion of this article is that copywriting in a broad sense is the activity of copying something to produce something new that is similar or identical to the original text or condition. Copywriting can also be understood as the process of transferring what is seen, heard, and thought into text, images, or audio-visual form. Meanwhile, in a narrow sense, copywriting has various meanings according to the field of discipline such as advertising, marketing, public relations, or other fields.

Keywords: copywriting, definition, terminology

INTRODUCTION

The landscape of human communication has transformed in the information-driven age of the 21st century. Different personalized digital media have emerged to offer communication options based on user wants and traits. The current digital media's variety of features and flexibility enable users to express themselves creatively and to the fullest extent possible (Zhang & Zhu, 2022). Social media and other digital communication platforms like them also give rise to new communities with shared cultures and communication methods. As a result, it is usual to discover new words that emerge in cyberspace and later find their way into social interactions in society. As a result, when new terminology is employed, communication delays are frequently seen. Most of the newly developed language is an adaptation of English that has been modified for the Indonesian communication context.

Technology advancement not only promotes social order changes but also creates new scientific disciplines and a variety of occupations. Some of the employment categories that have emerged in recent years as a result of technological advancements include software development, content makers, and influencers.

Eight out of ten of the positions in Indonesia that businesses most urgently require are tech-related, including copywriter, social media marketer, and artificial intelligence (Berard, 2023). The community has been shocked by this situation, especially the labor force and educational institutions where there isn't a strong ecosystem in place to support the development of skills in these new industries. This problem necessitates the creation of high-quality learning materials by educational institutions and organizations that train people for jobs in the technology and applied fields. Therefore, in order to meet the need for human resources from the industrial world, new majors are currently emerging at a number of Indonesian colleges.

The terminology used for the new task or activity types stated above is still very much up for study to determine how well it fits with the situation. In more detail, whether the word was chosen in accordance with terminology study guidelines. Limited context,
ambiguity, complexity, adaptability to change, relevance, and overuse are a few issues that frequently arise when creating language. (Novoderezhkina & Goldina, 2023; Smoktunowicz et al., 2020; Zhauniarovich, 2020)

One phrase that needs to be examined further is "copywriting," in order to offer a different definition that the general public has come to understand. According to some authors (Bly, 2020; Maslen, 2010; Schwab, 1962; Shaw, 2012), copywriting is a phrase that is generally linked to advertising. There are different definitions of copywriting, in particular, according to scientific theories and research that have been published in books, essays, and other kinds of literature. The meanings in this article are taken from a variety of dictionaries, including Oxford, Cannon-Webster, Cambridge, and Collins, to show what lexicography studies have found.

The first evidence of copywriting dates back to 3000 BC in ancient Egypt (Jagger, 2021; McClung, 2018). The rise of print media as a new platform for information dissemination coincided with an uptick in the copywriting tendency. The usage of copywriting is expanding dramatically in the digital age, which results in interactions between people and technology and machines. Users' user-generated advertising is controlled by big businesses like Google, Facebook, and Twitter as one source of income. Their algorithm technique enables clients' adverts to reach the intended audience for their product or service. In addition to placing advertisements on the aforementioned websites, individuals who want their goods and services to reach their target audience can also go the organic path by creating content that strengthens the bond between vendors and customers. This strategy is thought to have a long-term effect on a company's ability to sustain itself, according to the science of digital marketing. One prerequisite for converting potential customers into consumers is to incorporate copywriting components into every piece of material.

Copywriting is a crucial talent in the marketing and communication industries. Writers need to be aware of a number of factors in order to develop quality copy. First, clarity; clear, succinct, and understandable content is essential. The material must be directed at and customized to the demographics and personas of the target market, which requires, secondly, an understanding of the target market. The better and more individualized the content is developed, the more information we can get from potential clients. The use of intriguing titles comes in third. To capture the reader's interest, the headline must be compelling. Fourth, a call to action (CTA), which instructs the reader on the next course of action. Last but not least, it uses storytelling components to establish a connection with the reader. (Karapenchev, 2019)

The fundamentals of copywriting, according to Victor O. Schwab in his book "How to Write a Good Advertisement," are to get attention, show people an advantage (show readers the benefits), prove it (prove it), persuade people to grasp this advantage (persuade readers to take these benefits), and ask for action. The ability to analyze target market personas and the most recent trends to maintain content and reader relevancy is another skill that can be learned from books that are frequently used as references in this scientific development. Copywriting is not only limited to content writing techniques that can persuade readers to purchase goods or services.

Practitioners in marketing, advertising, and public relations dominate discussions in this subject. This makes sense given that copywriting is seen as a crucial talent for people working in traditional and digital marketing and public relations. Copywriting was eventually incorporated into the structure of the communication, advertising, and public relations disciplines due to the great need for graduates with these talents. Copywriting is one of the courses offered in the Department of Communication, Advertising, and Public Relations at a number of Indonesian institutions and colleges.

However, no linguistic analysis of copywriting terminology has been discovered to yet. In order to broaden the range of knowledge in this sector, this article seeks to present an interpretation of the meaning of copywriting from a linguistic point of view.
METHOD

This article, which is presented descriptively, is a part of qualitative research. The information generated by this study is descriptive in nature, describing written and oral data collected from subjects or observed behavior (Robbani & Yuliana, 2022). The definition of copywriting can be examined thoroughly and in-depth through qualitative research, according to this definition. By conducting literature searches and gathering talks concerning the nature of copywriting, data are collected utilizing a systematic literature study methodology. 980 preliminary data were acquired from the search results by indexing books and articles. The information is then sorted according to how relevant it is. The following step is to evaluate a few sources to come up with a definition of copywriting. In addition, this article also uses semantic analysis to dissect the meaning of words and their conformity to meanings that the public understands today.

RESULTS AND DISCUSSION

Result

We must examine a terminology from several angles in order to analyze its meaning. In order to reinforce, correct, add, reject, or develop new definitions that are seen as more appropriate, this is done in order to capture the diversity of understandings that ultimately find a common thread.

Dictionaries from reputable organizations like Oxford, Cambridge, and Longman are one way to determine the meaning of terminology. Once a new word has been identified, verification is necessary to scientifically demonstrate that it has been used in a variety of different sources before it is considered for inclusion in the dictionary. New word evidence must be documented in writing, whether it be through printed books and newspapers, websites, or film and television screenplays (Pleming, 2014). In addition to breaking down a word’s definition, lexicography also includes information about the word’s usage in communication, synonyms, antonyms, extra details, collocations, and any necessary special comments. Therefore, all the information needed can be found by
searching up a word's definition in a dictionary. The author consults six online dictionaries from renowned organizations in this context, including Cambridge, Oxford, Collins, Pearson Longman, Merriam-Webster, and Britannica.

The visualization in figure 1 shows that the search for the word "copy" from the dictionary means Imitation; copy; Reproduction; move; terms in advertising (Britannica, 2023; Cambridge, 2023; Collins, 2023; Merriam-Webster, 2023; Oxford, 2023). So that lexicographically the word copy can be interpreted as an activity to make copies that are tried to be as close as possible to the original. Copy can also be described as the activity of moving and or duplicating information obtained from the five senses and the human brain into the form of text, images, or audio visual. While the definition of "write" in the putative dictionaries described above includes the concepts of "forming letters that have meaning," "sending messages to other parties," "making or storing something," and "the form of written commands," additional definitions of the word write include different concepts. Thus, from a lexicographic perspective, writing is the process of putting thoughts into written or digital form in order to transmit messages, issue commands, or save information.

Using etymological studies is the second method for examining the meaning of words. Etymology is the study of the beginnings and evolution of words, as well as how their meaning, pronunciation, and form have changed through time (Stachowski, 2022). Understanding word roots, morphology, and their connections to different languages or the same root are necessary for deciphering words' meanings through etymology (Strik Lievers et al., 2021). Etymology uses techniques including word root analysis, historical tracing, morphological analysis, comparison to other languages, context of use, and modern context to determine a term's meaning. For instance, consider the word “copy”.

- **Word root:** The root of "copy" comes from the Latin "copiare," which means "to gather" or "copy."
- **History:** In Latin, "copiare" is used in the context of manually copying text or documents. From this, the word evolved into "copia," which means "duplicate" or "copy." The use of this word in the sense of copying or duplicating information developed and spread to different languages.
- **Morphological Analysis:** The word "copy" has no prefix or suffix in its basic form.
- **Comparison with Other Languages:** Although its roots come from Latin, the word "copy" has been translated and used in many languages with similar meanings.
- **Context of Use:** The word "copy" in English and many other languages is used to refer to duplicates or copies of text, images, or objects. In the modern context, the word "copy" is also used in the fields of publishing, printing, and information technology to refer to the act of copying information.
- **Reconstruction of Meaning:** Based on the above information, we can reconstruct that the word "copy" has its roots in the Latin "copiare," which originally referred to the act of gathering or copying information.
- **Modern Context:** In modern languages, such as English, "copy" refers to duplicates or copies of text, images, or other information. In the digital world, the word is also used to describe the act of copying or duplicating files or data.

The Latin word "copia," which means "generosity" or "prosperity," is where the word "copy" first appeared. This phrase alludes to an abundance of wealth, whether it be in material goods, monetary terms, or even in verbal terms. The Latin word "copia" can also mean "the capacity for production" or "the capacity for dialogue or conversation." The term "copy" originated from this "copia" and was carried into Old English with Latin influences. Old English originally used the term to refer more to copyists who manually copied writing, typically in monasteries or other settings with little access to writing supplies.

The idea of duplicating information or material develops over time in tandem with technical improvements. The process of copying and reproducing text was made more effective with the invention of the printing press by Johannes Gutenberg in the
15th century, which ultimately ushered in the age of printing and the development of more advanced technologies, including photocopying, printers, and digital media.

In the era of digitalization, the word "copy" has several related meanings:

- **Text Copy**: The word "copy" is often used to refer to copies of text, images, or other information, especially in the context of publishing or printing.
- **Promotional Text**: In the world of advertising and marketing, "copy" refers to written text or content used for promotional or advertising purposes. This can include slogans, advertising text, and other promotional materials.
- **Content**: In the context of digital media and publishing, "copy" also refers to the text or content created for social media, websites, blogs, and other digital platforms.

According to the following etymological study, the word "write":

- **Word Root**: The root of "write" is "writan" in Old English.
- **History**: In Old English, "writan" means "to write with ink" or "to print." The word comes from an older Old Germanic language, which also has the same root as the German word "write" and in Dutch "schrijven."
- **Morphological Analysis**: The word "write" underwent a change of form from "writan" in Old English.
- **Comparison with Other Languages**: The word "write" has a similar form to words in other Germanic languages, such as German and Dutch.
- **Context of Use**: The word "write" in modern English refers to the act of making text or symbols written on a surface, such as paper or a screen. This can include handwriting or the act of writing on a computer or other device.
- **Reconstruction of Meaning**: Based on the above information, we can reconstruct that the word "write" has its roots in the Old English "writan," which refers to the act of writing with ink or printing.

The Old English term "writan," from which the word "write" and its Middle English equivalent, "written," both derive, has Germanic roots. It literally means "to write" or "to scratch" at its origin. The word "write" has evolved, but it still refers to the act or process of creating signs or letters to communicate ideas or information. The Proto-Germanic word "writan," which also has a similar meaning, is where the word "write"'s etymology can be further tracked. The roots of this word emerged from there and spread to other Germanic languages, including English.

The word's origins are most likely Proto-Indo-European, despite major form differences between languages. This root creates words that have a similar meaning in various languages. Examples of this:

- **Latin**: "scribere" (writing)
- **Ancient Greek**: "γράφειν" (graphein) (writing)
- **Sanskrit**: "लेखयति" (lekhayati) (writing)

The results of searching scientific publications both in the form of books and articles produce several findings that are considered to represent every variation in understanding of the concept of copywriting. Broadly speaking, the notion of copywriting can be categorized in a broad and narrow sense. The broad meaning of copywriting is conveyed by (Назайкин, 2020), an author of many textbooks on advertising texts. Назайкин says that copywriting as the process of creating any text, including literary works. This understanding allows us to use the term in relation to the creation of texts of any type, both artistic and non-artistic, which interprets the entire process of exchanging written information as copywriting. Following this point of view, the author of any text is a copywriter. Unfortunately, not many publications have stated anything similar to this view.
Many practitioners and scholars share ideas regarding copywriting in a focused or segmented manner. According to (Schwab, 1962), copywriting is the ability to market through print medium. (Zemskaya & Kuznetsova, 2014) as a collection of text-based marketing, public relations, and advertising texts for websites, social media promotions, and other platforms. Then, (Boldina, 2016) expanded the definition of copywriting by including the creation of any content directed at the organization's external audience.

Understanding that the process of writing a text corresponds to the needs of a specific customer with a clear communicative atmosphere aimed at informing, encouraging to purchase a product or service, arousing interest in the topic, product, or personality, unites all considered approaches to the term copywriting. Certain linguistic devices are used in the text that have an effect on the reader.

CONCLUSION

The findings of this study demonstrate that the term "copywriting" encompasses a wide range of texts prepared for communication, promotion, and audience involvement.

In terms of lexicography, "copy" denotes the act of making copies or duplicates that are comparable to the original, whereas "write" denotes the act of producing written material. The word "write" derives from the Old English verb "writan," which means "to write with ink" or "to print," whereas the word "copy" originates from the Latin verb "copiare," which means "to collect" or "copy."

The survey also showed that there are wide and specific definitions of copywriting. The creation of any text, including literary works, as part of the exchange of written information, is broadly referred to as copywriting. The term "copywriting" has a limited definition that emphasizes text-based marketing, advertising, and promotional skills.

Regardless of the definition given, copywriting is the art and science of creating effective texts to communicate with the audience and achieve certain goals. It involves understanding the target market, the use of persuasion techniques, and the effective use of language. Copywriting has an important role in the world of advertising, marketing, and digital communication, and is becoming a highly sought-after skill in the era of digitalization.

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