

ABSTRACT

This work is motivated by the advancements in internet technology that have impacted various economic aspects, notably fostering new behaviors in buying and selling activities, marked by the emergence of digital marketing since the 1990s. Within this realm exist various tools and elements, including the use of landing pages, e-banners, posters, and copywriting, all aimed at providing optimal information to audiences. Based on the exposition, this research aims to implement copywriting elements on the MyIndibiz Website to cultivate an understanding among potential consumers. The data used consists of primary data obtained directly from the product owner and secondary data sourced from literature, articles, and the internet. The research methods employed are documentation and observation. The intended outcome of the author's work will provide insight into the importance of implementing copywriting elements in order to provide information optimally. Hence, it can be concluded that implementing copywriting elements is one of the important things in the process of conveying information to consumers.

Keywords: *Copywriting, customer, digital marketing, website.*