

ABSTRACT

This study focuses on analyzing Noore Sport's copywriting strategy for penetrating the international market, with the aim of understanding how Noore Sport employs religious branding in its copywriting. The study seeks to provide in-depth insights into how the principles of religious branding in copywriting can forge emotional connections with the audience. This qualitative research is structured inductively, progressing from specific discussions to general conclusions with detailed research problems. A descriptive qualitative approach is utilized, employing a case study method that centers on Noore Sport's copywriting strategy. The study examines how Noore Sport defines and implements religious branding, which is encapsulated by the 4K principles (Comfort, Beauty, Politeness, Security). These principles are reflected through meaningful sentences that are both symbolic and literal, with English language usage to ensure clarity for the audience. The copywriting strategy encompasses the creation, maintenance, and positioning of content by Noore Sport to foster a strong brand character, brand equity, and build a community with emotional connections.

Keywords: *Copywriting, Religious Branding, Brand Character*