

ABSTRACT

The development of information and communication technology, especially through social media, has brought significant changes in the way individuals and organizations interact with their audiences. Instagram as one of the most widely used social media platforms has great potential to build closer relationships with its users. However, with so much competing content on this platform, creative and educational communication strategies are needed so that messages can be received effectively. This research aims to design educational and creative copywriting to increase customer engagement on Instagram AGAVI Institute PT AGAVI (Agritama Sinergi Innovation). The methods used include analysis of existing content, development of copywriting concepts, and trial application of AGAVI Institute Instagram content. The main focus in this design is how to create copywriting that is not only informative, but also interesting and relevant to the audience. In this case, customer engagement and persuasive communication theories are used as a basis for designing messages that are able to build emotional connections with the audience and encourage active participation. It is hoped that the results of the design of this work can contribute to increasing user interaction on AGAVI Institute's Instagram and become a reference for developing digital communication strategies in the future.

Keywords: AGAVI Institute, copywriting, Instagram, PT AGAVI.