

ABSTRACT

The evolution of the banking industry toward digitalization has driven a shift in marketing strategies, from direct interaction to digital marketing, which fully utilizes digital technology. Digital marketing relies on various media channels such as social media, search engine optimization (SEO), email, search engine marketing (SEM), and short messaging services as its primary communication tools. In an increasingly competitive environment, brands are required to continuously innovate—one of which involves optimizing the use of social media and producing engaging, relevant content. Copywriting has become a key strategy to enhance communication effectiveness through compelling and persuasive messaging. Based on this context, this project was designed to apply the Message Design Logic theory in copywriting activities for the Instagram account @seabank.id. This theory serves as the foundation for categorizing content into three main pillars: engagement, promo, and giveaway. The design process is divided into three phases: pre-production, production, and post-production. Each pillar is analyzed using both conventional and rhetorical message logic approaches based on Barbara O’Keefe’s concept, which helps determine the most appropriate message delivery style for each content type. The final outcome of this project is the development of 77 visual content pieces with captions created using copywriting elements and calls to action (CTA) to encourage audience interaction and strengthen brand communication strategically through social media.

Keywords: *Digital marketing, message design logic theory, copywriting, content pillars, call to action.*