

ABSTRACT

The rise of coffee shop business in Indonesia has created tight business competition, so it is important for every company to build a strong brand image and reputation, brand image can be influenced by copywriting, in addition to being a marketing tool, copywriting is the main means of forming public perception of the brand, attracting public attention and creating an impression of the brand so that the audience can remember the brand, 1994 Coffee and Creative Space often uses copywriting which is considered quite interesting such as in the use of slogans or taglines to captions on social media. Therefore, this study aims to examine how much influence copywriting has on the brand image of the 1994 Coffee and Creative Space coffee shop on social media. The method used in this study is quantitative with sample collection using purposive sampling techniques. Primary and secondary data types with simple linear regression analysis techniques. In the t-hypothesis test, it was found that each independent variable (copywriting) and dependent variable (Brand Image) had an influence. then, the copywriting variable has an effect on brand image with a significant level of 0.000 ($0.000 < 0.05$) and it was found that H_0 was rejected and H_1 was accepted. Thus, copywriting has an influence on the brand image of 1994 Coffee and Creative Space on social media.

Keywords: Brand Image, Copywriting, Social Media.