

Web-based system for creative writing

Rizki Zulfikar¹

S A Putri²

Departemen Manajemen, Universitas Komputer Indonesia,
Indonesia¹

Departemen Sastra Inggris, Universitas Komputer Indonesia,
Indonesia²

email: timkonferensi4@gmail.com

Abstract - Due to the rapid technological development, online business is at a high peak, and yet to attract people to buy things on the internet is not as easy as it sounds. The purpose of this study is to analyze the importance of the role of creative writing in online marketing. The method used for this study is secondary data, where all the sources are obtained from previous research, including collecting data from articles, books, or online websites. The results indicate that creative writing is one of the most important elements to promote a product or a service for business over the internet. Most people nowadays prefer to buy things online because it is indeed an easier and simpler way. However, to promote and attract more people to look at your online products is not as easy as it sounds. It is because we cannot taste, smell, touch, and feel things while doing online shopping. That is why we need creative writing to create a strong visual in the reader's mind.

Keyword: creative writing, online marketing, web-based learning

1. Introduction

Earning money or gaining customers through the internet is something people like to pursue these days. However, to intrigue people from buying your products or services, we need to choose words to persuade them. That way, Creative writing is the answer. Creativity is a sine qua non for organizational triumph and development. It is stated in "Managing for Creativity" in the Harvard Business Review that an organization's most important asset is its "arsenal of creative thinkers whose ideas can be turned into worth products and services". Besides, current empirical research in marketing suggests that from the perspective of students, for marketing majors creativity is an important skill (Saura et al, 2019). Creative Writing is a form of writing where creativity is at the leading edge of its purpose through using imagination, creativity, and innovation to tell a story through strong written visuals (Connolly & Burn, 2019).

Through the years, Marketing was described as trading or distribution, in the early 1900s marketing was defined as a consideration of consumer needs and behaviour. However, the current developments in society and business generate a consideration that marketing is a competitive advantage (Lu et al, 2019). Online Marketing is in contrast with direct marketing known as print or broadcast media. The activity of marketing has been supported by the development of the internet is called online marketing (Salminen et al., 2019). Since publishers and editors both have great importance in connecting the writers and readers, there is indeed a solid connection between creative writing and the marketplace (Mareque et al, 2019).

Creative writing could be referred to as a tool that helps businesses in taking down their competitors and giving the opportunity in escalating their business to the next level. With the ability that is given by creative writing to interact with customers and giving them the chance to engage with the brand, opens up an empowering environment for buyers. For this reason alone, more and more businesses are hiring professionals with creative writing backgrounds (Wagner & Boatright, 2019). Creative writing is also used in marketing to create engaging content for readers, clients, and potential customers. These widespread words that used to persuade you that 'you can't possibly live without those fancy pair of shoes' or that 'new mobile phone doesn't just appear from thin air.' were written by Creative writers. Which we would agree that they are experts with words, they know how sentences and language features work to take your business and brand to the highest level (Al Kailani & Kumar, 2011).

This study aims to inform the importance of creative writing in the world of Online Business. Secondary data is the method used in the process of making this study. Secondary data is a method by collecting the sources from previous research, whether it's from articles, websites, or books.

2. Method

The secondary data was provided to complete the study. Secondary data is research data that has previously been collected and can be accessed by researchers. Secondary data was chosen for the efficiency and speed of this study regarding the importance of creative writing in an online business that comes with using an already existing

resource. The data was collected by applying what it is called document study, i.e. providing the data through books, articles, and internet searches.

3. Results and Discussion

The benefit of the internet as a commercial medium and market has been overwhelmingly high in recent years. Despite overwhelming statistics regarding internet development at advertising your products/services, some cases have been reported concerning both successful and unsuccessful businessmen/women. It turns out that not many of them know how to advertise their products or services with the right marketing strategy. As many hurdles as a businessman/woman get to lure customers into buying their products or services for the purpose of taking their business to the next level, the ability to promote the things they're selling by using the right words is one the most important strategies in online marketing. Therefore, many businesses are hiring professionals with creative writing backgrounds.

Creative Writing is a style of writing that offers captivating writing which supposed to capture the customer's attention and give them an interactive and customizable flow of narrating a piece of information that conveys in a way that's uniquely reassuring to the individual. The benefits of the use of creative writing in online marketing are:

3.1 It Captivates Audiences' Attention

Every person is able to write, but there are only a few who are able to do it ingeniously. Due to technological development, social media has now become a tool for marketers to promote their products/services. Online marketing is a subject matter of the elements of Marketing Communication. Where all the elements are known as 4P (Figure 1).

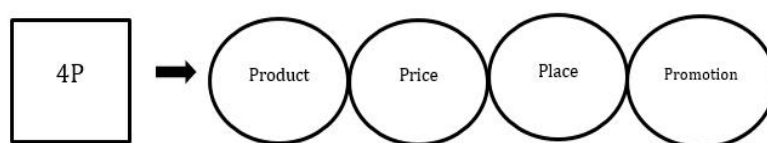


Figure 1 Elements of Marketing Communication

Online Marketing is a part of a promotion. Where in order to promote one's products/services, businesses need to start off by building several information lines in the interest of persuading people to buy one's products, along with the intention of introducing the idea of a new product which wants to be marketed (Salminen et al, 2019). As a consequence of this, creative writing skills matter in order to convey information about what's important about one's business by using unique-catchy words to captivate the readers' attention.

Creative writers are well-aware of how vital it is to captivate readers' attention. Hence, in order to make interesting, catchy, neat content for online marketing, marketers are responsible for the making of putting words together in an enthralling manner to develop one's business over the internet. That's why creative writing is the most efficient way for people who try to sell products or services. Marketers with

creative writing skills always know what to say to make catchy titles so that the audiences would click on the page. A good marketer should always be able to captivate customers' attention and make them convinced that the product is what they really need even if they had no idea about it before. Moreover, marketers should be aware of what to highlight in the product that they're selling if there are only a couple of seconds to catch customers' interest.

People visit websites for the content that they hope or think is there. They simply want information that answers a question they have been searching, easy to find and understand, the data is also accurate, up to date, and credible. One of the important characteristics of good web writing is letting people grab the information and go. Which gives the conclusion that marketers should be able to highlight a few main points about the products/services by using short paragraphs with short sentences. In addition, marketers should be able to use the time of the audiences in a way that he or she wouldn't feel that reading it was a waste of time. Meaning that marketers should be concise but precise. On the contrary, bulleted points are generally more appealing to the audiences since they are easier to read and they are naturally drawn to them. Bulleted points could convey much information without making lots of confusion to the readers of unimportant rambling words and break up paragraphs into small precise points.

3.2 It Increases Sales

One of the benefits of the internet is that it sustains businesses to reach a worldwide customer population so that customers can investigate, choose, and buy products and services from businesses around the world (Al Kailani & Kumar, 2011). In addition, to attain the goal of increased sharing through social media platforms, online marketing should be based on creativity (Lu et al, 2019). Indeed the internet has distinct characteristics and has several advantages for companies that use it in the interest of developing their business into a success. However, to be able to persuade a worldwide customer into buying and giving an interest in your products or services, marketers need to know one of the strategies to intrigue them into clicking on your business page, in order to increase the sales of your company. According to the previous research that has been done in 2013 (Vinerean et al, 2013), The Internet altered how consumers and marketers communicate. The internet has distinct characteristics, such as:

- (a) The competence to save vast amounts of information at different virtual locations.
- (b) The availability of powerful and inexpensive means of rummaging, arranging and spreading such information.
- (c) The capability and interactivity to give out information on demand.
- (d) The capability to serve as a transaction medium.
- (e) The ability to serve as a physical distribution medium for certain goods.
- (f) Relatively low entry and establishment costs for sellers.

Meanwhile, internet marketing or online marketing has five advantages to the companies as shown in Figure 2 (Mathisen, 2019).

Both small and companies and large companies can easily use the internet to market their products/services	There are no real limits in the advertising space compared to the print and broadcast media	The access of information is quicker than FAX.	Purchasing online can be done more simpler and in a very brief time
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Figure 2 Advantages of Online Marketing

In point 3.1 it is stated that creative writing is a way to persuade other people. Therefore, there are 3 types of persuasion that someone can use in creative writing which are known as modes of persuasion by Aristotle, such as:

- (1) Ethos, means “character” in Greek. This type focuses on the credibility or trustworthiness of the author. We are most likely to believe people we have to appreciate and have authority. Meaning that if the author has good prestige, then it helps the author to persuade people in his writing.
- (2) Pathos, means “suffering” “experience” or “emotion” in Greek. Pathos is a way to persuade through affecting the emotions of the reader. It creates an emotional response to the audience.
- (3) Logos, means “word” “reason” or “plan” in Greek. Logos is a way of persuading using facts.

The picture below is elucidating about modes of persuasion by Aristotle with examples to persuade people with the use of his theory of persuasion (Figure 3).

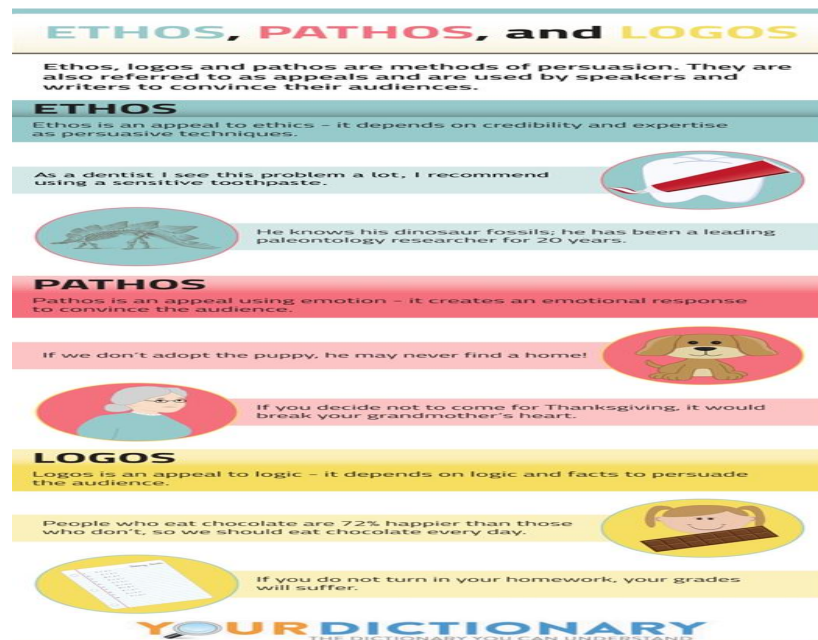


Figure 3 Modes of Persuasion

(source: <https://examples.yourdictionary.com/examples-of-ethos-logos-and-pathos.html>)

Furthermore, if one knows how to persuade other people with the good use of creative writing by using the modes of persuasion of Aristotle on a daily basis, it will

definitely help one's business to increase their sales. Because in order to increase business sales, marketers need to know the right words that are acceptable and easy to understand in marketing certain products and services.

3.3. It Keeps your Audience Engaged

There is in fact a robust connection between creative writing and the marketplace, for the role of literary agents, marketers are vital in connecting writers and readers (Gorman, 2019). Online marketing is in contrast with direct marketing or offline marketing such as spreading brochures, putting up banners, having the products/services to be advertised on television or radio. The activity of online marketing has been supported by the development of the internet, so that the consumers could easily look up to all the things that they been wanting to search for within a split second on an advertisement that we could find on social media. Marketing is a process to satisfy the needs of human beings. In addition, every activity which has a connection of satisfying the people's need is able to be called as a part of the concept of marketing. In order to reach the purpose of marketing, marketers have to be equipped with knowledge of the concepts and principles of marketing (Salminen et al, 2019). For that matter, creative writing has become a skill that is necessary to be qualified as a marketing specialist. Not only that it is because of human action that creative writing exists, but it also in human cognition that creative writing has evolved and continues to evolve as both art and communication (Gu et al, 2019) and we need a skillful use of language to interpret images into words and communicate our ideas. Marketers should be able to communicate well with their customers and should capable of mastering the art of conversation by appealing words and engaging content. Essentially, the use of creative writing helps us to improve the fluency in stating ideas.

People love stories. Creative writing is often focused on the narrative which fits perfectly with creating content for online marketing. Providing information in a narrative way that points out important details and takes audiences on a trip will keep your audience engaged. Moreover, this includes that marketers should know to provide readers with a clear beginning, middle, and end of presenting information through creative writing. They might as well need to add dramatic conflict in order to maximize dramatic leverage to the readers. Stories with dramatic impact gravitate to resonate most with individuals. Just like the 2nd modes of persuasion by Aristotle, Pathos, which known as a way to persuade people with emotion to create an emotional response to convince the audience. That emotional investment leaves audiences feeling a real connection to the text (Figure 4).

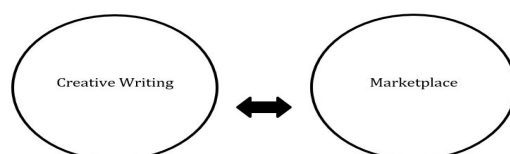


Figure 4 Robust Connection between Creative Writing and Marketplace

4. Conclusion

The use of creative writing is a necessity for online marketing, not only that it helps to bring any businesses to the next level, it gives the opportunity for marketers to be able to communicate well with consumers. Since the definition of creative writing in marketing is a way of writing that provides captivating writing to capture the customer's attention, marketers with marketing skills should be able to give their audiences an interactive and customizable flow of narrating a piece of information that conveys in a way that's uniquely reassuring to the individual. Which in this case, it could help the businesses to increase their sales by intriguing audiences about their products/services by using creative writing in their marketing strategy.

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