

## ABSTRACT

**Aqilah Shabrina Nasution. Registration Number: 7203250016. “Digital Marketing Analysis of AIDA and PAS Copywriting Frameworks Towards Customer Engagement on Chloetime.id”**

This study addresses the examination of how Chloe Time's digital marketing strategy impacts customer engagement, focusing on the effectiveness of two prominent copywriting frameworks, AIDA (Attention, Interest, Desire, Action) and PAS (Problem, Agitation, Solution), on Instagram. The aim is to analyze Chloe Time's strategy for boosting customer engagement and determine which copywriting framework provides the most effective results on the platform. Employing the Research and Development (R&D) methodology with ADDIE as the model, a quantitative descriptive approach is utilized for data collection. Data analysis involves expert validity testing and A/B testing through questionnaires, with 63 out of 165 Chloe Time's followers participating. Findings reveal that the majority of Chloe Time's followers, approximately 61%, prefer content crafted with the PAS copywriting framework over AIDA. Both content types experienced heightened engagement, transitioning from moderate to high levels, with PAS achieving a 4.9% engagement rate and AIDA achieving 4.7%. Based on these results, Chloe Time should continue implementing copywriting techniques across all content creation endeavors. Furthermore, future studies should explore additional copywriting frameworks to uncover strategies that could further enhance customer engagement.

**Keywords:** *Digital Marketing, Copywriting Framework, AIDA, PAS, Customer Engagement*

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