

TABLE OF CONTENT

	Page
APPROVAL SHEET.....	i
ABSTRACT.....	ii
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENT.....	vi
LIST OF TABLE.....	viii
LIST OF FIGURE.....	ix
LIST OF APPENDIX.....	x
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Identification of Problem.....	8
1.3 Scope of the Study.....	8
1.4 Problems of the Study.....	8
1.5 Objectives of the Study.....	9
1.6 Significance of the Study.....	9
CHAPTER II LITERATURE REVIEW.....	11
2.1 Theoretical Framework.....	11
2.1.1 Digital Marketing.....	11
2.1.2 Copywriting.....	14
2.1.2.1 AIDA Framework.....	18
2.1.2.2 PAS Framework.....	19
2.1.3 Social Media.....	21
2.1.3.1 Instagram.....	24

2.1.4 Customer Engagement.....	26
2.1.5 A/B Testing.....	29
2.2 Relevant Studies.....	30
CHAPTER III RESEARCH METHODOLOGY.....	34
3.1 Research Method and Design.....	34
3.2 Research Setting.....	40
3.3 Technique of Data Collection.....	41
3.4 Technique of Data Analysis.....	42
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....	45
4.1 Research Findings.....	45
4.1.1 Analysis.....	45
4.1.2 Design.....	50
4.1.3 Development.....	53
4.1.4 Implementation.....	57
4.1.5 Evaluation.....	60
4.2 Discussion.....	61
CHAPTER V CONCLUSION AND SUGGESTION.....	63
5.1 Conclusion.....	63
5.2 Suggestion.....	64
REFERENCE.....	65
APPENDIX.....	70