

ABSTRACT

Claudio Cassano Nistelrooy Purba, NIM 7212550004 “The Influence of Copywriting and Visual Content Marketing Quality on Consumer Purchase Intention among Digital Business Students at the State University of Medan”. Thesis Digital Business Study Program, Department of Management, Faculty of Economics, State University of Medan, 2026.

Digital marketing through social media Instagram has become a primary channel for businesses, but the challenge of building trust and attracting consumer attention amidst the flood of information overload on social media is a major obstacle in forming purchasing interest in content marketing. This study aims to determine and analyze the influence of Copywriting and Visual Content Marketing Quality on Consumer Purchase Intention of Instagram users among students of the Digital Business Study Program, State University of Medan. The research method used is quantitative with an associative approach. The population in this study were students of the Digital Business Study Program, State University of Medan. The sample amounted to 96 respondents who were determined using a purposive sampling technique. Data collection was carried out through the distribution of online questionnaires. The results of this study indicate that partially, Copywriting and Visual Content Marketing Quality have a positive and significant effect on Consumer Purchase Intention. The results of the simultaneous test, Copywriting and Visual Content Marketing Quality have a significant effect on Consumer Purchase Intention, and are able to explain the variation in Consumer Purchase Intention by 66,4% while the rest is influenced by other factors.

Keywords: Copywriting, Visual Quality, Content Marketing, Consumer Purchase Intention, Instagram.



ABSTRAK

Claudio Cassano Nistelrooy Purba, NIM 7212550004 “Pengaruh *Copywriting* dan Kualitas *Visual Content Marketing* Terhadap Minat Beli Konsumen Pengguna Instagram pada Mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan”. Skripsi Program Studi Bisnis Digital, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, 2026.

Pemasaran digital melalui media sosial Instagram telah menjadi saluran utama bagi pelaku bisnis, namun tantangan dalam membangun kepercayaan dan menarik atensi konsumen di tengah banjirnya informasi (*information overload*) pada media sosial menjadi kendala utama dalam pembentukan minat beli dalam *content marketing*. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Copywriting* dan Kualitas *Visual Content Marketing* terhadap Minat Beli Konsumen pengguna Instagram pada mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan. Sampel berjumlah 96 responden yang ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner secara daring. Hasil penelitian ini menunjukkan bahwa secara parsial, *Copywriting* dan Kualitas *Visual Content Marketing* berpengaruh positif dan signifikan terhadap Minat Beli Konsumen. Hasil uji secara simultan, *Copywriting* dan Kualitas *Visual Content Marketing* berpengaruh signifikan terhadap *Minat Beli Konsumen*, dan mampu menjelaskan variasi pada Minat Beli Konsumen sebesar 66,4% sementara sisanya dipengaruhi oleh faktor-faktor lain.

Kata Kunci: *Copywriting*, Kualitas Visual, *Content Marketing*, Minat Beli Konsumen, Instagram.

