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Analysis on the AIDCA Method in Website UX Design Copywriting

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ABSTRACT

This study aims to evaluate the quality of copywriting on the Papillon's Sisters website using the Heuristic Evaluation method which focuses on the AIDCA model (Attention, Interest, Desire, Conviction, Action). The evaluation is conducted through direct observation of the main pages of the site, using an AIDCA-based checklist to measure the effectiveness of copywriting in attracting attention, maintaining interest, arousing desire, building conviction, and encouraging user action. The data collected was analysed qualitatively by giving a severity rating to each problem found, ranging from Good Practice to Major Issue. The results showed that copywriting on the website has some strengths in terms of consistency of writing and attractive visuals, but there are deficiencies in the emotional aspects of language, lack of detailed product descriptions, and ineffective calls-to-action. From the evaluation, 5 major issues, 4 normal issues, 2 minor issues, and 1 good practice were found. This research provides recommendations for improvement, such as the use of more emotional language and improved visual layout to increase user engagement and conversion on the Papillon's Sisters website.

Keywords: Heuristic Evaluation, AIDCA Model, Copywriting Effectiveness, User Experience Optimization

1. Introduction

In today's modern era, almost all aspects of life depend on the internet. One of them is the online marketing sector. In the world of online marketing, the link between sellers and buyers uses written media, images, and videos, which in the real world is done by sales marketing who offers directly to consumers. In the online marketing world, the sales role is replaced by copywriters.

The advancement of the digital world makes the delivery of information to the general public through online media. Therefore, advertising utilises online media as one of the latest advertising strategies. Article and content marketing is one part of an advertising strategy that uses online media, one of which is through the web and social media. The expertise of a copywriter is needed with good copywriting that can attract audience attention through published content (Ramadhani, 2020). Copywriting can also be seen in advertisements for the web, television, and other media.

Copywriting is a creative writing activity carried out by a copywriter. Copywriting intends to provide writing with the aim of attracting readers' attention. Copywriting is commonly used in advertising where adverts are required to have appeal. Because visuals alone are still not enough in an advertisement and the words used in the advertisement also confirm the form of visualisation. The task of a copywriter is to compose sentences or words that will be used properly (Hidayatullah, 2018).

Copywriting itself is not just writing, but there are specially designed arrangements and placements, ranging from letters/text, lines, and images that can support the creation of copywriting so that it can be conveyed to consumers more precisely and hit. According to research by Yogantari and Ariesta (2021), creative copywriting can cause feelings, thoughts or actions that ultimately make consumers buy their products and ultimately succeed in building the brand that business owners want. Good copywriting can build a special relationship between customers and business people, build the branding/image of the business owner, make the product more recognisable which will ultimately have an impact on increasing sales.

Currently, many websites are not used and received complaints because the writing is not attractive, unclear, and not easy to understand, thus making users reluctant to use the application in the future. Along with the times, the aesthetics began to be applied as a way to design a mechanism in user interface design without reducing functionality (Fadli, 2020). The user experience while interacting or using a digital product in the form of a website is related to User Experience or known as UX.

User Experience (UX) is a concept consisting of various elements that are integrated to understand comprehensive user experience, behaviour and feedback on products, services, applications, systems, software, and others (Ghani & Shamsuddin, 2020). Frank Guo identified the concept of user experience is divided into four fundamental elements, namely value, usability, adoptability, and desirability as elements that affect the user experience of the product (Guo, 2012).

The rise of digital media makes the role of copywriting very important in product marketing, this can generate interest to explore more about the goods / services through the official website. This is where the role of website UX design becomes very important to improve the usability of a website or application. A well-designed interface makes it easier for users to navigate the product, find what they need, and complete their tasks. A good website UX design ensures that users can easily achieve their goals, whether it is making a purchase, filling out a form, or searching for information.

Papillons sisters is an MSME engaged in handmade craft. Papillon's Sisters Handicraft MSME products include: bracelets, earrings, necklaces, prayer beads, glasses chains, and so on. Papillon's sisters has an official website with the name papillonssister.com where the website is included in the company profile website category that was created in 2020. There are several features that have been provided on each page so it is necessary to analyse copywriting on the UX design of the website.

Testing in this study was carried out on the papillonssister.com website because it is still in the development stage and according to the Urlwebsite.com page shows an increase in the number of visitors from time to time. Testing was carried out with the analysis of four evaluators, where two evaluators were field experts and two evaluators were not field experts. The results of the analysis will be used as a reference to improve copywriting that has problems on the papilonssister.com website. From the background above, it attracts the attention of researchers to be further related to the copywriting analysis on the UX design of the Papillon's Sisters website.

2. Literature Review

2.1. Copywriting

According to Frank Jefkins, copywriting is the art of writing the most persuasive and powerful sales messages, motivated by entrepreneurship through print media (Putri et al., 2017). Another definition, copywriting is writing with a variety of styles and approaches produced by hard work through planning and collaboration with clients, legal staff, account executives, researchers, and art directors (Putri et al., 2017). UX writers need to understand the brand value of the product, using effective words (Agrawal & Dhar, 2021).

According to Agustrijanto, copywriting must be able to attract, arouse, identify, rally, move, and also communicate messages with comparative value to the public. In short, copywriting is the written work of a copywriter (Putri et al., 2017).

A. Copywriting formula:
   a) Attract attention
   b) Build a positive image
   c) Copywriting style and word type
   d) Word order
   e) Effective and efficient
B. Explorative:
   a) Words used should not have double meanings
   b) Review the nature of the product in accurate words
C. Narrative
   a) The choice of words that can make users have an imagination and lull while still prioritising the truth of the facts
   b) Describe the product in the form of a story and language style that is made attractive to the target user
D. Argumentative:
   a) The style and type of words clearly emphasise the advantages of the product or attack competitors
   b) Advertising scripts have properties that can influence the audience in a real and clear way
E. Rhetorical:
   a) From the beginning, the writing is projected so that there is no challenge to it
   b) Reveal the truth as honestly as possible without expecting answers or comments
F. Normative
   a) A number of supporting data delivered avoiding newstyle and communicative
   b) Informing in detail about the product

Tokopedia's UX writer, Saviq Bachdar, explained that there are three basic principles in composing words in a copywriting that a UX writer must understand, namely clear, concise, useful (Artistik, 2021).

a) Clear

Make sure that the diction used can be understood by users of all ages. This should be ensured so that users can use the app or website easily, without the hassle of translation or further thinking, which can confuse users.

b) Concise

The wording of the guide is as concise as possible and prioritises its efficiency such as creating a simple and concise set of words so that the writing can build a strong communication with the user.

c) Useful

The copywriting should be useful with the aim that a UX writer can guide and help users to achieve their goals easily and determine the steps to take.

2.2. User Experience

User Experience is a concept that consists of various elements that are integrated to understand comprehensive user experience, behaviour and feedback on products, services, applications, systems, software, and others (Ghani & Shamsuddin, 2020). According to ISO, the definition of user experience is a person's view and response to the use of a system, service, or product (Munthe-Kaas et al., 2018).

Frank Guo identified value, usability, adoptability, and desirability as the main elements that influence user experience of products (Guo, 2012).

a) Usability

Usability is about how easily users can complete their intended tasks using a product..

b) Value

Value is closely related to other elements of user experience such as usability and desirability, but the main drivers of value are the functions and features of a product. Value forms the foundation of a good user experience.

c) Adoptability

Adoptability is closely related to usability, but is fundamentally different. Adoptability relates to the installation, purchase, download and use of the product by users. Adoptalibilty is the stage when users are not yet using the product, while usability becomes relevant once users start using the product.

d) Desirability

Desirability relates to emotional appeal. Often products that are easy to use and useful prove to be a failure in the market due to lack of desirability.

2.3. AIDCA

AIDCA stands for Attention, Interest, Desire, Conviction, and Action. AIDCA is one of the formulas that can be used in creating copywriting (GreatEdu, 2022). This model guides the persuasion process from the stage of attracting attention to encouraging action, such as purchase. AIDCA is often used in digital marketing strategies and user experience (UX) design where the effectiveness of the message greatly affects user interaction and conversion. The benefits of using AIDCA can be used to optimise copywriting on the web to make it more attractive to users. Trijanto (2001), divides the dimensions of AIDCA as follows:

A. Attention

The first dimension of AIDCA aims to grab the user's attention. In a digital environment, the use of catchy titles, creative visuals, and strong opening statements is essential. According to Lindstrom (2021), sensory engagement plays a big role in grabbing users' attention. Effective techniques to grab attention include the use of bold fonts, striking images, or concise and impactful language.

Empirical research shows that without this initial attention, users tend to leave websites within a few seconds. Jensen et al. (2020) notes that the average user only spends less than 10 seconds evaluating whether they will continue to interact with a website, making the Attention stage very important. A copywriting should be able to grab the user's attention, judging by the colour, size, typeface, layout, and creative advertising message.

B. Interest

Once the user's attention has been gained, the next step is to maintain their interest. According to Cialdini (2007), to maintain interest, content must be relevant and interesting to the user. This involves conveying the value of the product or service in a way that matches the user's needs and preferences. The content should provide enough detailed information to maintain the user's interest, while remaining easy to read.

Heath and Heath (2007) in their research showed that storytelling techniques are very effective for maintaining user interest. By embedding narratives in product descriptions, users can more easily connect emotionally with the product, which in turn increases their engagement. A copywriting should be able to increase the target user's interest in the service and product and make the user more curious about the service and product.

C. Desire

The desire dimension is about pushing users from being merely interested to actually wanting the product. According to Trijanto (2001), this stage should emphasise the emotional benefits of the product, creating a strong reason for users to feel that they need or want the product. For example, presenting the product as a solution to a specific problem faced by the user is an effective strategy.

Empirical research shows that the use of social proof such as testimonials and customer reviews can significantly increase user desire (Putri et al., 2017). This is in line with Cialdini (2007) principle of persuasion, which emphasises that highlighting other users' positive experiences creates a psychological impetus to follow in their footsteps. A copywriting should be able to make users desire services and products.

D. Conviction

The Conviction dimension aims to build user confidence that the product offered is the best choice. This can be achieved by providing detailed product information, displaying customer testimonials, or providing

quality assurance. According to Guo (2012), clear and reliable information is essential in helping users move from desire to conviction.

At this stage, it is important to answer potential doubts that may arise in the minds of users, such as concerns regarding product quality or service reliability. A well-crafted FAQ section, accompanied by clear warranty terms, can help dispel such doubts Jensen et al. (2020). A copywriting should be able to convince users of products and services.

E.   Action

The last dimension in the AIDCA model is Action, which focuses on encouraging users to take a desired action, such as making a purchase or signing up. Cialdini (2007) emphasises the importance of a clear and persuasive call-to-action to drive conversions. An effective CTA should be strategically placed, visually prominent, and formulated in a way that leaves no doubt about the next step.

For example, phrases such as 'Buy Now' or 'Get Special Offer' should be clearly placed and easily accessible to users. The simplicity and clarity of the CTA, along with a user-friendly design, directly affects conversion rates (Chaffey et al., 2009). A copywriting should be able to make the user perform the expected action, which is the purchase action.

2.4.   Heuristic Evaluation

Heuristic Evaluation is a method of assessing the usability of a digital product with the aim of improving the user experience (Sekar, 2019). According to interactiondesign, the definition of heuristic evaluation is a process in which experts use rules of thumb to measure the usability of user interfaces in independent searches and report problems (Foundation, 2019). This process is carried out by several UI/UX experts in an effort to detect existing problems in product functionality. Problem identification is done by comparing the product with the basic UI principles proposed by Jakob Nielsen and Rolf Molich in 1994.

Heuristic Evaluation is one of the methods used in evaluating the usability of a digital product, which was first introduced by Jakob Nielsen and Rolf Molich in 1994. This evaluation is conducted by experts who use heuristic principles to detect user interface usability problems. This method helps detect design-related problems before the product is launched, so that improvements can be made early without having to wait for end-user feedback.

In the heuristic evaluation process, evaluators run independent tests of the user interface using tested rules of thumb. The aim is to identify usability issues that may hinder the user experience and recommend necessary improvements. In accordance with Nielsen's principles, some of the things that will be assessed are aesthetics, control, and efficiency of product use. The following figure is a guideline for heuristic evaluation by Jakob Nielsen.
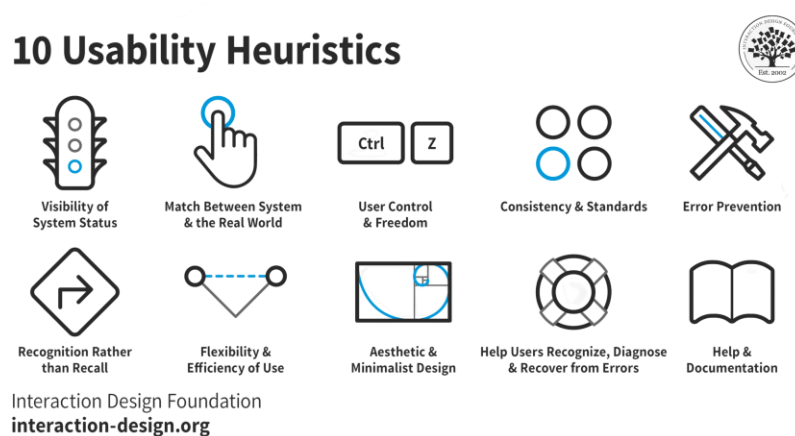

Figure 1. Heuristic Evaluation Guidelines

According to Sekar (2019), heuristic evaluation consists of several principles that include:

1.   Visibility of System Status: The system should always inform the user of what is going on, with timely feedback.

2. Match Between System and Real World: The system should speak the user's language, using words, phrases, and concepts that the user is familiar with.
3. User Control and Freedom: Users should be able to get out of unwanted situations without much difficulty.
4. Consistency and Standards: Users should not be left guessing or wondering whether different words, situations, or actions mean the same thing.
5. Error Prevention: It is better to prevent problems from occurring than to rely on error messages.
6. Recognition Rather Than Recall: Minimise the burden on user memory by displaying relevant objects, actions, and options.

By using these principles, heuristic evaluation becomes an effective approach to identify UX issues in an interface. The Interaction Design Foundation (2019) also emphasises the importance of this method in supporting the development of user interfaces that are more intuitive and responsive to user needs.

In the context of this research, the Heuristic Evaluation method is applied to assess copywriting on the Papillon's Sisters website using the AIDCA approach. This heuristic evaluation reveals the strengths and weaknesses of the usability aspects, and provides recommendations for improvements that can help improve the overall user experience.

3. Methodology

3.1. Type of Research

This type of research uses the Heuristic Evaluation (HE) method. Heuristic evaluation is a process in which experts use rules of thumb to measure the usability of user interfaces in independent searches and report problems. Heuristic evaluation is a method of assessing the usability of a digital product that aims to improve user experience. This technique was introduced by Jakob Nielsen in 1990 and has been recognised as an effective method for finding usability problems in interface systems (Nielsen, 1994).

In this study, Heurictic Evaluation is applied to evaluate the quality of copywriting on the Papillon's Sisters website using the AIDCA (Attention, Interest, Desire, Conviction, Action) approach. AIDCA is a model used to guide the development of effective copywriting, with the aim of influencing users in the purchase decision-making process (Lewis, 1903).

The stages of this research include literature study, test design, test implementation, analysis and discussion, and conclusions which can be seen in this figure.. The method used is heuristic evaluation by using experts who will analyse copywriting on the papillonssister.com website.
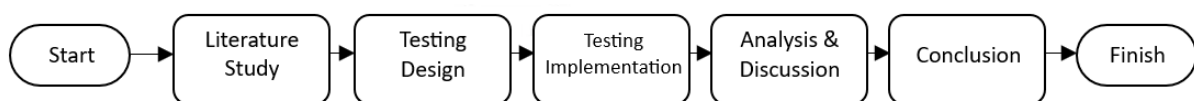
Figure 2. Research Stages

3.2. Object of Research

This research place is the object that is researched and analysed. The object of this research is the website papillonssisters.com, which is a profile site of Papillon's Sisters MSMEs. This MSME is engaged in handmade craft with products such as bracelets, necklaces, prayer beads, eyeglass chains, and other accessories. The website serves as the main digital representation of their business and plays an important role in attracting customers, providing product information, and driving purchase conversions.

The focus of the evaluation is on the copywriting element, i.e. how well the words written on the website can influence the user's decision to purchase. The writing on the website can influence the user's decision to take an action such as buying a product or registering. Copywriting plays an important role in the user experience, and its effectiveness is often directly related to conversion rates and user satisfaction (Krug, 2010).

The Research Methods section contains the types of methods or types of approaches used, descriptions of qualitative and/or quantitative data, data collection procedures, and data analysis procedures.

3.3. Data Collection Tools and Procedure

a. Observation

According to Sudaryono, Guritno, and Rahardja (2011), 'Observation is a technique or way of collecting data by making direct observations of research objects such as behaviour, human actions, natural phenomena, and work processes.'

The evaluator directly explored the Papillon's Sisters website to identify how copywriting elements are presented on each page, including the home page, product catalogue page, about us page, and contact page. This observation was done to understand the visual and text elements that serve as the main attraction for users.

b. Checklist Evaluasi AIDCA

Data was collected through a checklist that was developed based on the elements of AIDCA (Attention, Interest, Desire, Conviction, Action). This checklist contains questions to measure how copywriting on each website page affects users in terms of attracting attention, maintaining interest, creating desire, building conviction, and encouraging action.

c. Documentation

According to Sudaryono, Guritno, and Rahardja (2011), 'Documentation aims to obtain data directly from the research site, including relevant books, regulations, activity reports, photos, documentary films and data related to the research.'

Documentation data collection is done through relevant literature references, such as theories on copywriting, user experience (UX), and interaction design. This documentation helped support the analysis by using theories and best practices that have been recognised in related research and industries.

3.4. Data Analysis

After the data is collected, the next stage is data analysis, the steps in carrying out the data analysis process in accordance with the research stages include:

1. Literature Studies

Literature study is the process of finding references to the theoretical basis used to support the success of the research process. The theoretical basis for supporting writing is obtained from various sources, namely books, web, and journals related to the research topic. Researchers conducted a literature review to understand basic theories related to copywriting, AIDCA, and UX. This study was used as a basis for compiling evaluation criteria in accordance with the research objectives. The AIDCA theory is taken from the marketing approach first developed by E. St. Elmo Lewis (Lewis, 1903), while heuristic evaluation is based on Jakob Nielsen's research that emphasises the importance of usability in system design (Nielsen, 1994).

2. Testing Design

In this section, the author will determine the application to be tested, the evaluator, and the copywriting elements. The copywriting element that will be used to compile the question checklist is the AIDCA dimension.

a. Determining the Application

At this stage, the researcher will determine the application that will be tested in the research. The application to be tested in this research is the papillonssisters.com web application.

b. Determining the Evaluator

This stage will determine the evaluator who will evaluate the application to identify copywriting contained in the application. Evaluation of copywriting will be carried out by evaluators who are experts in the field of copywriting and experts in the field of UX Design.

c. Development of Evaluation Checklist

Tokopedia's UX writer, Saviq Bachdar, explained that there are three basic principles in composing words in a copywriting that a UX writer must understand, namely clear, concise, useful (Artistik, 2021). In the evaluation of UX writing, the checklist that will be used is the AIDCA dimension. Each AIDCA dimension will determine several supporting questions to help evaluators evaluate UX writing on the web.

Based on the results of the literature study, an evaluation checklist was developed to assess copywriting on the Papillon's Sisters website using the AIDCA elements. This checklist contains questions designed to measure the effectiveness of copywriting in attracting attention, arousing interest, creating desire, building confidence, and encouraging action.

3. Testing Implementation

At this stage the evaluation will be carried out. The implementation begins by giving directions to the evaluator so that the evaluation stage runs smoothly. The evaluation will be with the evaluator that has been determined. Evaluators will be given a checklist of questions to identify UX writing problems in the application.

Evaluators, consisting of UX and copywriting experts, evaluate the website based on the checklist that has been compiled. The evaluation is done in person by browsing the pages of the website and recording their findings regarding each AIDCA element.

4. Data Processing

Data collected from the evaluation checklist was analysed qualitatively. The analysis was done by assigning a severity rating to the problems found (Fard, 2021):

a) Major Issue: A serious issue that must be fixed immediately as it significantly affects conversions or user experience.
b) Normal Issue: An issue that is moderately important, but not critical, and requires improvement.
c) Minor Issue: A minor issue that is not urgent but should be fixed to improve user experience.
d) Good Practice: Aspects that are already good and do not require change.

5. Analysis and Discussion

Analysis and discussion will be used to get results from the data that has been collected. The results will be a reference to what UX writing problems are found on the web. The evaluation results are analysed and discussed in depth to identify the weaknesses and strengths of copywriting on the website. This analysis includes recommendations for improvement based on copywriting and UX theory, as well as findings from documentation and observation**.**

3.5. Data Analysis Technique

Data obtained from direct observation, checklists, interviews, and documentation were analysed using qualitative descriptive analysis techniques. Each element of AIDCA was analysed in depth to identify copywriting strengths and weaknesses. Evaluation was conducted by assigning a severity rating to each problem found.

The results of this analysis are used to formulate relevant and applicable recommendations, which can help improve the quality of copywriting on the Papillon's Sisters website and enhance the overall user experience.

3.6. Drawing Conclusions

Conclusions are drawn after all testing stages have been completed. This stage is the last stage which contains suggestions for improvement for the copywriting application.

4. Results and Discussion

This research aims to evaluate the quality of copywriting on the papillonssisters.com website using the Heuristic Evaluation method which focuses on the AIDCA principle (Attention, Interest, Desire, Conviction, Action). The stages of this research include test design, test implementation, analysis and discussion, and drawing conclusions based on the evaluation results.

4.1. Research Results

Based on the results of testing by evaluators, various problems with different levels of severity were found, ranging from Good Practice to Major Issue. The evaluation was conducted by dividing the problems into four severity categories, namely Major Issue, Normal Issue, Minor Issue, and Good Practice. A more detailed explanation for each finding is as follows:

1. **Attention:**
   - At1
     Question: What do you think about wordings on the web?
     Level: Good Practice
     Evaluation result : The evaluator found that the wording on the website is attractive and consistent. The use of clear and easy-to-understand words helps to create a good first impression for the user.
     At2
     Question: Does the copywriting attract attention to look further?
     Level: Minor Issue
     Evaluation result: Although the visual dimension of the web design is quite attractive, the copywriting is not persuasive enough to attract further attention from users. This suggests there is room for improvement in creating text that is more evocative of emotion or curiosity.
   - At3
     Question: How emotional is the language in each post in this app?
     Level: Minor Issue
     Evaluation result : The emotion of the language used tends to be neutral, formal, and general.

2. **Interest:**
   I1 (Major Issue)
   Question: Does the UI/UX copywriting provide information on product details?
   Level: Major Issue
   Evaluation result : The evaluator noted that the product descriptions on the site do not provide enough detailed information, making it difficult to maintain users' interest once their attention is captured.
   - I2
     Question: Has the existing copywriting been able to arouse user interest in its services?
     Level: Major Issue
     Evaluation result: The copywriting has failed to generate user interest. This may be due to a lack of focus on the benefits of the product and a lack of emphasis on features or advantages that appeal to users.
   - I3
     Question: Does the existing copywriting describe the product in an attractive language style?
     Level: Major Issue
     Evaluation result: The existing copywriting is considered not to describe the product in a language style that attracts users.

3. **Desire:**
   D1
   Question: Is the language style used by the product appropriate for the target user?
   Level: Normal Issue
   Evaluation result: The language style used in copywriting is appropriate for the target user, but there is still room to improve the delivery style to make it more attractive and more persuasive.
   - D2
     Question: Can copywriting make users really want the products and services?
     Level: Normal Issue

Evaluation result : The evaluator considers that the copywriting does not sufficiently arouse the user's desire to buy the product immediately. More action-orientated and stronger words are needed.

4. **Conviction:**
   - C1
     Question: Is there any information on each page that is not understood?
     Level: Normal Issue
     Evaluation result : The evaluator found that some pages are still inconclusive.
   - C2
     Question: Does the copywriting convince users about their products and services?
     Level: Major Issue
     Evaluation result : The information presented is not detailed enough or not supported by strong social proof, such as testimonials or customer reviews.

5. **Action:**
   - Ac1:
     Question: Does the copywriting encourage users to take action?
     Level: Major Issue
     Evaluation result : The dimension of action expected from users, such as making a purchase or subscription, is not effectively encouraged. The evaluator found that the call-to-action on this site lacks prominence.
   - Ac2:
     Question: Does the UI/UX design support users to perform expected actions?
     Level: Major Issue
     Evaluation result : The evaluator found that and the UI/UX design does not support the user's decision to take immediate action.

From the evaluation findings, the severity ratings on the papillonssisters.com website found 5 major issues, 4 normal issues, 2 minor issues and 1 good practice. The findings can be seen in the bar chart diagram in the following figure.
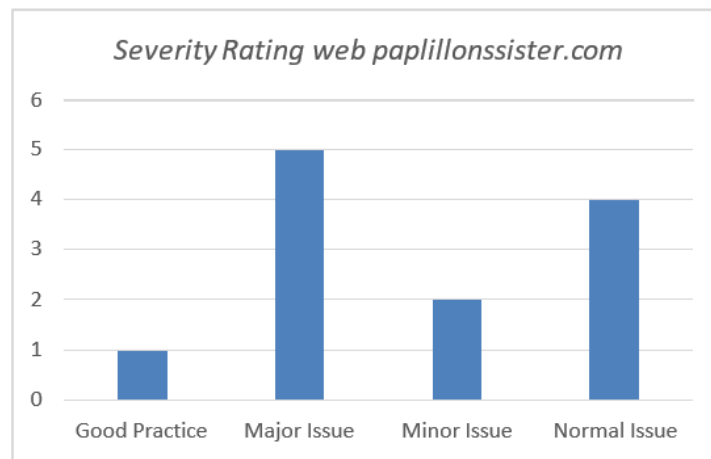
Figure 3. Bar chart diagram of the findings

4.2. Discussion

The AIDCA (Attention, Interest, Desire, Conviction, Action) approach was used to evaluate the effectiveness of copywriting on the Papillon's Sisters website. Each dimension is analysed separately to assess the copywriting's ability to attract attention, arouse interest, create desire, convince users, and encourage action.

4.2.1. Analysis of Copywriting in Attracting Attention (Attention)

The Attention element aims to grab the user's attention from the start, which is important in maintaining user engagement and creating a good first impression. The evaluation results show some positive aspects, such as consistent and easy-to-understand wording, as well as the use of visual elements that are quite

attractive. This is in line with research showing that visual appeal and message consistency are important factors in attracting users' initial attention in digital media (Heath & Heath, 2019).

However, the language style used is too neutral and not emotional enough, making it less effective in attracting further user attention. An empirical study by Lindstrom (2011) shows that the use of language that evokes emotions and creates personal attachment can increase user attention by up to 60%. This indicates that the copywriting on the Papillon's Sisters website needs a stronger emotional element to maintain user attention for longer.

Issue: Minor Issue. Copywriting fails to create the emotional hook needed to capture user attention for longer.

Recommendation:

1) Use More Emotional Language: Add words that evoke curiosity, excitement, or urgency, such as 'Discover the uniqueness in every touch of our handmade products.'
2) Visual and Layout Optimisation: Use visual elements such as product images or graphics that are more relevant to the target audience's lifestyle to increase visual appeal..

Integrating more emotive language and more strategic use of visuals will help increase initial appeal, thereby retaining users' attention for longer.

4.2.2. Analysis of Copywriting in Generating Interest (Interest)

On the Interest element, the evaluation showed significant problems. Users did not get enough detailed information about the product, and the language style used was too flat to generate interest. A study by Chaffey and Ellis-Chadwick (2019) confirms that in-depth product information and an engaging language style are essential to maintain user interest in an e-commerce environment. Users who do not get the information they need are likely to leave the site without continuing further exploration.

Issue: Major Issue. Lack of detailed product information makes users feel unmotivated to find out more.

Recommendation:

3) Add More Detailed Product Information: Product descriptions should include ingredients, benefits, as well as how to use them. More in-depth information can help users feel more confident in making decisions.
4) Improve Language Style: The language style should be more dynamic and personalised, focusing on the product benefits, such as 'Make every moment memorable with unique collections from Papillon's Sisters.'

By adding more in-depth information and using more engaging language, copywriting will be more effective in maintaining users' interest and encouraging them to continue product exploration.

4.2.3. Analysis of Copywriting in Creating Desire (Desire)

The Desire element aims to arouse the user's desire to own the product or use the service. The evaluation results show that although the language style is appropriate for the target user, the copywriting is not enough to arouse user desire due to the lack of emphasis on the benefits and advantages of the product. An empirical study by Cialdini (2007) showed that highlighting product benefits and using effective storytelling can increase user desire by 30%. This indicates that copywriting needs to emphasise the emotional aspects of the product, such as the story behind its creation, to create a strong emotional connection with users.

Issue: Normal Issue. Although the language used is relevant, the copywriting lacks the ability to arouse user desire

Recommendation:

5) Highlighting Product Benefits: Products should be presented by emphasising their unique benefits, such as 'Experience maximum comfort from high-quality materials.'
6) Add the Story Behind the Product: Storytelling about the manufacturing process or the ethical value of the product's ingredients can increase emotional appeal, such as 'Each product is handcrafted with love for your precious moments.'

By highlighting both emotional and functional benefits, copywriting will be more effective in creating a strong desire in users.

4.2.4. Analysis of Copywriting in Convincing Users (Conviction)

The Conviction element assesses the ability of copywriting to convince users that the product offered is the best. The evaluation results show that copywriting is not convincing enough due to the lack of social proof elements, such as customer testimonials or product reviews. Empirical evidence shows that 70% of users are more likely to buy a product after seeing customer reviews (Heath & Heath, 2019).

Issue: Normal Issue. Users may hesitate to make a purchase due to the absence of evidence supporting product claims.

Recommendation:

7) Add Social Proof: The use of customer testimonials and product reviews can increase user trust. It provides a sense of security that the product has been recognised by other users.
8) Quality Guarantee or Warranty: Adding a quality guarantee or refund can increase user confidence to make a purchase.

By adding elements of trust and social proof, copywriting will be better able to build users' confidence, so they feel more confident to make a purchase.

4.2.5. Analysis of Copywriting in Driving Action (Action)

The Action element focuses on the ability of copywriting to encourage users to take action, such as making a purchase or contacting customer service. The evaluation shows that the copywriting on the Papillon's Sisters website fails to encourage users to take action due to the lack of a clear and strong call-to-action. In addition, the UI/UX design also did not optimally support this process. A study by Jensen et al. (2020) emphasises the importance of a prominent call-to-action in increasing conversions.

Issue: Major Issue. Unclear call-to-actions and sub-optimal UI/UX design prevent users from making purchases.

Recommendation:

9) Clearer and More Persuasive Calls to Action: Use more prominent calls-to-action, such as 'Buy Now' or 'Get Exclusive Discounts.'
10) Optimise UI/UX Design for Action: Call-to-action buttons should be more visible with contrasting colours that attract attention, as well as placed in easily accessible locations.

By strengthening the call to action and improving the UI/UX design, users will be more encouraged to take action, such as purchase or registration.

From the evaluation results, it can be concluded that copywriting on the Papillon's Sisters website needs significant improvement, especially in the Interest, Desire, and Action dimensions. Although some aspects such as Attention have worked well, copywriting has not been able to fully convince and encourage users to take action. The implementation of recommendations is expected to improve copywriting effectiveness and user experience in the future. The improvement plan implemented based on the findings of this research includes adding more detailed product descriptions on the catalogue page to clarify the benefits for users, strengthening visual elements with high-quality product images to attract attention, and strengthening call-to-action by highlighting buttons or visual elements that encourage users to make purchases or other actions. In addition, further trials will be conducted with a wider segment of users to obtain more representative feedback. These measures are expected to improve user experience, conversions and customer engagement on the Papillon's Sisters website.

5. Conclusion

Based on the Heuristic Evaluation analysis with the AIDCA (Attention, Interest, Desire, Conviction, Action) approach to the Papillon's Sisters website, it is found that the Attention element has been good enough in attracting users' initial attention through clear copywriting and supporting visual elements. However, the

Interest, Desire, and Conviction aspects are still less effective. Product descriptions that are not detailed and language styles that do not arouse curiosity make it difficult to maintain user interest. In addition, the desire to buy has not been created due to the lack of emphasis on the benefits of the product, and social proof such as customer testimonials is not well displayed, so user confidence has not been built. Call-to-action is also not strong enough to encourage users to take actions such as purchase. Overall, improvements are needed especially in the aspects of Interest, Desire, and Action to increase the effectiveness of copywriting and user experience.

Suggested improvements for the Papillon's Sisters website include using more emotional language such as 'Limited' or 'Unique' to increase user engagement, improving product details with complete information on ingredients, benefits, and how to use, as well as strengthening call-to-actions such as 'Buy Now' and optimising UI/UX design to be more attractive. For MSME partners, it is recommended to improve visual content by adding high-quality product photos and more actively utilising social media such as Instagram and Facebook to expand market reach. Future research could focus on the storytelling elements in copywriting that influence purchase decisions, where a deeper understanding of the role of emotions in storytelling could be the basis for developing more persuasive and relevant copywriting.

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