

The Influence of Copywriting Training on Soft Skill Development to the National Senior High School Students of Bandung City

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Abstract

This study aims to analyze the effect of copywriting training on the development of soft skills in students of SMA Nasional Bandung City. Soft skills are important competencies that students need to have, including communication skills, creativity, and critical thinking. This study uses a quantitative approach with an experimental research design and multiple linear regression analysis. Data were collected from 100 students who participated in copywriting training, with independent variables being student motivation, copywriting training, and creativity. The results of the analysis show that copywriting training has a positive and significant effect on the development of students' soft skills ($p\text{-value} = 0.015$). Creativity also has a very significant effect with a very small $p\text{-value}$ (0.000), while student motivation does not have a significant effect on the development of soft skills ($p\text{-value} = 0.195$). The regression model used has an R Square value of 0.980, which means that 98% of the variation in soft skill development can be explained by the variables tested. This study concludes that copywriting and creativity training play an important role in improving students' soft skills, while student motivation does not show a significant effect in this model.

INTRODUCTION

With the advancement of information and communication technology, effective communication has become a vital soft skill that complements technical knowledge. One way to improve this skill is through copywriting, which involves creating persuasive content aimed at influencing readers' actions, such as purchasing a product or joining a community (Bisoyi et al., 2013). Mastering copywriting techniques not only improves communication but also fosters the ability to engage and resonate with the target audience, a crucial aspect of content marketing. As the workplace increasingly prioritizes soft skills, integrating copywriting into professional development can significantly improve career prospects and overall effectiveness in a variety of fields. By learning to communicate clearly and persuasively, individuals can navigate complex social interactions and drive successful outcomes in their professional endeavors (Hernández, 2017). Thus, the art of copywriting serves as a powerful tool for personal and career advancement in the modern job market.

Copywriting training serves as an effective tool for developing important soft skills among high school students, particularly in enhancing their communication skills. By engaging in copywriting, students can improve their ability to express ideas clearly and persuasively, which is crucial for academic success and future employment opportunities (Wazdi & Aprilia, 2022). Furthermore, this training fosters critical thinking and creativity, skills increasingly valued in the digital age. Therefore, the implementation of copywriting training at SMAS Nasional Bandung City not only equips students with the necessary digital-era skills but also prepares them for the demands of the modern workforce, ultimately supporting their personal and professional growth.

(Hastalona et al., 2021).

In today's interconnected world, education must prioritize not only technical skills but also the development of important soft skills, such as effective communication and creativity, which are crucial for success in both personal and professional fields.(Naveed, 2023). One specific soft skill that is increasingly important is copywriting—the ability to write persuasive and engaging content tailored for digital platforms. As businesses leverage social media and online marketing, the demand for skilled copywriters has surged, highlighting a gap in the current educational framework where many high school students lack adequate training in persuasive writing (Johnson, 2021). By integrating copywriting and persuasive writing into the curriculum, educators can better prepare students for the demands of the modern workforce, ensuring they have the skills necessary to create impactful content that resonates with diverse audiences. This holistic approach to education will equip students to thrive in a digitally driven economy.

RESEARCH METHODS

This study uses a quantitative approach with an experimental design to test the effect of copywriting training on the development of soft skills in students. The type of research used is a pre-test and post-test design. Researchers will measure students' soft skills before and after participating in the training to see whether there are any significant changes. The population in this study were students of grades XI and XII at SMAS Nasional Bandung City. Sample The sampling technique used was purposive sampling, where the students selected were those who had confirmed their participation in the copywriting training. The total sample used was approximately 30 students divided into two groups, namely the experimental group (students who participated in the training) and the control group (students who did not participate in the training).

The variables in this study are: Independent Variable (X), Copywriting Training (X1), Creativity (X2), Dependent Variable (Y), Soft Skill Development, Variable Z, Student Motivation

RESULTS AND DISCUSSION

1. Validity & reliability test

Validity Test Table

Correlations		
	Sign.	Information
Copywriting Training	0,000	Valid
Creativity	0,000	Valid
Student Motivation	0,000	Valid
Soft Skill Development	0,000	Valid
**. Correlation is significant at the 0.01 level (2-tailed).		

Interpretation

All variable items in this study have a significance value of 0.000 (<0.000) so that the items in this study are declared valid.

Reliability Test Table

Reliability Statistics	
Cronbach's Alpha	N of Items
0.973	4

Interpretation

All items in this study have a Cronbach's Alpha value of 0.973 (>0.70), thus this study is declared reliable and can be continued.

2. Simple Linear Regression Analysis

F Test Analysis Table

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3615,928	3	1205,309	1566,569	,000b
	Residual	73,862	96	0.769		
	Total	3689,790	99			
a. Dependent Variable: Soft Skill Development						
b. Predictors: (Constant), Student Motivation, Copywriting Training, Creativity						

Interpretation

F-value (1566.569) The F value (1566.569) indicates that the overall regression model is very significant in predicting soft skill development. While the Significance value (Sig.) p-value = 0.000: A significance value (p-value) smaller than 0.05 indicates that the overall regression model is significant. In other words, there is very strong evidence that the independent variables of student motivation, copywriting training, and creativity have a significant effect on the development of students' soft skills.

T-Test Analysis Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,641	1,159		1,416	0.160
	Copywriting Training	0.185	0.075	0.254	2,465	0.015
	Creativity	0.313	0.058	0.588	5,412	0,000
	Student Motivation	0.145	0.111	0.151	1,304	0.195
a. Dependent Variable: Soft Skill Development						

Interpretation

1. Copywriting Training:

The t value = 2.465 and p-value = 0.015: The t-value for Copywriting Training is significant (p-value < 0.05). This means that Copywriting Training contributes significantly to students'

soft skill development. In other words, this training has a positive effect on soft skill development.

2. Creativity:

The t value = 5.412 and p-value = 0.000: The t-value for Creativity is very significant (p-value < 0.05), which shows that Creativity has a very significant influence on students' Soft Skill Development.

3. Student Motivation:

The t value = 1.304 and p-value = 0.195: The t-value for Student Motivation is not significant (p-value > 0.05). This indicates that Student Motivation does not have a significant effect on Soft Skill Development in this model.

3. Determinant Coefficient Analysis

R Square Analysis Table

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.990a	0.980	0.979	0.877
a. Predictors: (Constant), Student Motivation, Copywriting Training, Creativity				

Interpretation

The R-square value of 0.980 indicates that the variables Student Motivation, Copywriting Training, and Creativity contributed 98% to the development of students' soft skills. The remaining 2% was contributed by other variables outside this study.

CONCLUSION

This study aims to analyze the effect of copywriting training on soft skill development in students at the Bandung City National Senior High School (SMA Nasional), using three independent variables: student motivation, copywriting training, and creativity. Based on the regression analysis and statistical tests conducted, several key findings can be summarized as follows:

1. The Significant Influence of Copywriting Training

Copywriting training has been shown to have a significant positive impact on students' soft skill development. This is evident from the t-test results, which showed a p-value of 0.015, which is lower than the 0.05 significance level. Therefore, this training makes a significant contribution to developing students' communication, creativity, and writing skills.

2. Creativity as a Highly Influential Factor

Creativity has a very strong influence on the development of students' soft skills, with a very small p-value (0.000), indicating very high significance. The standardized coefficient (Beta = 0.588) indicates that creativity is a major factor supporting the development of students' soft skills. This emphasizes the

importance of creativity as one of the skills students must possess for successful communication and critical thinking.

3. Student Motivation Has No Significant Influence

Although student motivation is expected to play a role in soft skill development, the analysis results show that this variable does not have a significant influence. This is reflected in the p-value of 0.195, which is greater than 0.05. Nevertheless, student motivation can still be considered an important factor to consider in soft skill development, even though it did not show a significant direct influence in this study.

4. Excellent Regression Model

Based on the R Square value of 0.980, this regression model can explain 98% of the variation in soft skill development caused by the tested independent variables. This indicates that this model has excellent predictive ability in measuring the effect of copywriting and creativity training on students' soft skill development. The Adjusted R Square value of 0.979 also indicates that this model remains effective even when considering the number of variables used.

Overall, this study provides strong evidence of the positive influence of copywriting and creativity training on students' soft skills development. Therefore, implementing a structured, practical skills-based training program like copywriting could significantly benefit students' competency development, which will impact their readiness to face challenges in the workplace and social life.

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