International Teaching Aid
Competition 2023

Reconnoitering Innovative Ideas in Postnormal Times

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

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WRITE2ENGAGE: E-GUIDEBOOK FOR BEGINNER

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ABSTRACT
Social media is one of the platforms that getting important in e-commerce world. It is an effective way for business to promote their product and services, reach new and existing customers. Write2Engage is an electronic guidebook designed for social media users, entrepreneurs, marketer, and student at the beginning level. Write2Engage is still new in the market, especially in rural areas. Furthermore, the existing e-guidebook are complicated and not attractive. Therefore, Write2Engage is created as an edutainment guiding tool for social media users, entrepreneur, marketer, and student to obtain some information regarding preparation of copywriting in social media. The main objective of Write2Engage is to develop knowledge and skill in preparing copywriting. In addition, it also eases the process of developing copywriting. In terms of its novelty, it comes with notes, video, animation, and interactive activities. The benefits of this product are: i) it is easy to learn and use ii) it builds skills in preparing copywriting iii) it helps to attract customers through good copywriting iv) increase the use of social media for marketing purposes. It is suitable to be used as a guidebook for beginner to explore social media in marketing their product effectively especially in IR 4.0 era.

Keywords: Social Media, Guidebook, Electronic, Copywriting, Marketing

INTRODUCTION

Social media has become an integral aspect of contemporary life, with billions of people utilizing various platforms daily. Its significance stems from its capacity to unite people and promote global communication. Social media's quick and radical development has a variety of beneficial effects on society. Businesses now need to use social media more than ever to engage with customers, grow brand recognition, and boost sales. Given that there are more than 4.2 billion active social media users globally (Statista, 2021), it is not surprising that 90% of firms currently use social media for marketing (HubSpot, 2021). Social media marketing's capacity to reach a big audience is one of its most important advantages. According to a Hootsuite survey, 64% of respondents said they bought something after watching a branded social media video (Hootsuite, 2021).

Social media is an effective tool for companies of all sizes because it allows them to connect with potential clients on a worldwide scale. Furthermore, social media marketing is a cost-effective strategy for companies to advertise their goods and services. Social media marketing is less expensive than traditional marketing strategies and has a larger potential for return on investment. According to a (HubSpot, 2021) 84% of marketers said that social media had improved their ability to find new prospects Businesses may target specific demographics via social media marketing, which increases the likelihood that they will turn prospects into paying customers.

TYPES OF COPYWRITING

Teaser

Teaser is a form of marketing technique in engaging consumers; it is often related to cryptic advertisements which were created with the aim to generate a buzz about a new product or service (Dutton, 2017). Teaser is used to release a very small amount of information about a new product or service, and it can be in the form of in-print, television or online (Time, n.d.). Due to the development of digital business and marketing, teasers are getting more essential in today's business world. Specifically, teasers help to generate social media engagement, intrigue, and excitement; however, it can only be done when the teaser is written correctly (Dutton, 2017). There are several considerations that need to be considered in preparing a good teaser; for instance, create mystery and curiosity, do not reveal too much too early, be as intriguing as possible, be simple and be interactive (Dutton, 2017). In addition, copywriting of a good teaser should also consist of the following characteristics, such as using short sentences, use familiar terms, use active words, be clear, be unique and ask questions (Jaeger, 2019).

Hardsell

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A hardsell is a sales strategy that uses direct and insistent arguments to get a buyer to purchase in a short amount of time. Hard sells are generally the opposite of most sales strategies suggested for today's market, but they can be effective if used at the right time in the right place (Donny, 2022). A hardsell approach is typically one that aims to persuade a consumer to purchase a product on a rational basis by giving them multiple reasons as to why or how owning the product will improve their life. Hardsell copywriting is all about convincing your potential customers that they absolutely must buy your product or service right now. It's about creating a sense of urgency and using persuasive language to push them towards making a purchase. Hard selling may be characterized by various techniques that provoke the consumer, flatter them, play on their fear of missing out, and attempt to convince them that buying a product will be a smart decision that will improve their lives. Hardsell tactics are also effective at shutting out competition as customers have little to no time to compare. Hard sells often ignore the needs of the customer as the salesperson is focused more on the sale, rather than the customer. This could result in a mismatch between the customer and the product or service sold (Kenton, 2023).
Softsell

In the other hand, soft sell strategy is very popular methods of advertising that incorporate emotions in more subtle and indirect advertised message (Okazaki et al., 2010). Soft sell advertising tells the audience stories and intent to capture customers attention and emotional response such as humor, love, happy or joy in more subtle way (Salim & Sofri, 2022). Most of the advertisers that utilize soft sell methods of advertising are very creative in creating the content that able to stimulate emotional response such as beautiful scene, cool pictures and captions that in line with customers' lifestyle (Beard, 2004; Drucker, 2011). The school of thought of the soft sell started from 1900s when the soft sell practitioners try to create ads use other image that not directly mentioned the product quality that the ads even able to entertain the customers and create bonds. Previous study highlighted the significant influence of soft sell advertising on purchase intention among customers (Salim & Sofri, 2022), however, findings on the purchase intent on global brands (Butt et al., 2017) show contradict findings where customers more prefer hard sell approach that is more convincing. Hence due to debatable findings across culture, it is crucial to get access to knowledge and resources related to both ways of strategies, so entrepreneurs can adapt strategies that suit the right customers.

CONCLUSION

In conclusion, social media marketing has evolved into a crucial tool for companies looking to interact with clients, raise their profile, and boost revenue. It is now an essential component of modern business because of its capacity to reach a wide audience, develop relationships with clients, and offer an affordable marketing solution. Businesses that can use social media efficiently will have a competitive advantage as it continues to develop. Its growth has been swift and transformational, and new platforms and tools are continuously being developed.

Social media's influence on how individuals connect with one another, and their surroundings will only increase as society continues to embrace it.

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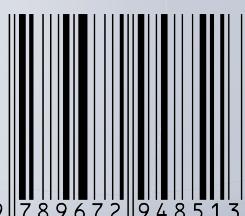
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