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**THE INFLUENCE OF RATIONAL APPEAL IN INSTAGRAM CAPTION
COPYWRITING ON USERS ENGAGEMENT IN BEKANTAN CREATIVE**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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This study investigates the influence of Rational Appeal in Instagram caption copywriting on consumer engagement, with a specific focus on Bekantan Creative, a digital creative agency in Indonesia. As social media platforms evolve, understanding how persuasive elements such as clarity, relevance, brevity, and evidence affect user engagement has become increasingly important. Using a quantitative approach, the research collected data from 321 respondents through purposive sampling and analyzed it using ordinal logistic regression in SPSS. The findings reveal that Rational Appeal significantly influences consumer engagement ($p < .001$), with the model explaining 48.8% of the variance (Nagelkerke $R^2 = .488$). Among all dimensions, Evidence, representing factual and informative content, emerged as the most influential factor, showing strong positive effects on engagement. Conversely, high levels of Relevance showed a negative effect, suggesting that overly targeted messaging may reduce interaction. The results underscore the importance of integrating well-balanced rational elements in social media copywriting to maximize user engagement.

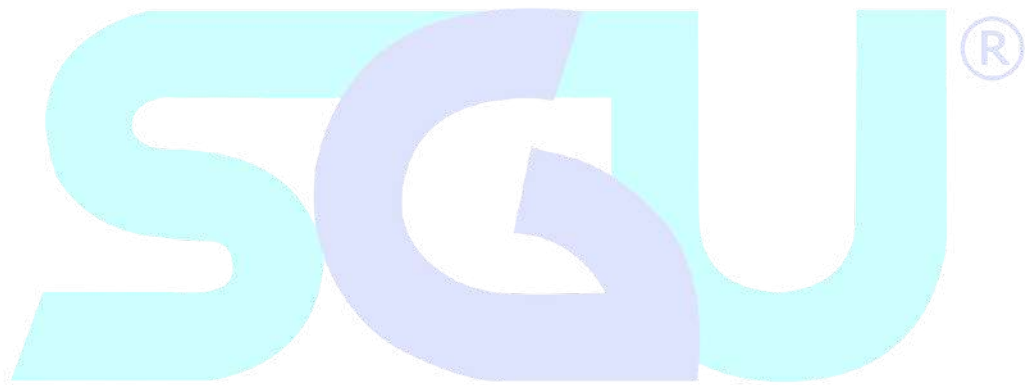
Keywords: Rational Appeal, Instagram, Caption Copywriting, User Engagement.



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DEDICATION

I dedicate this work to my parents who have provided the utmost support in order to continue the struggle and commitment to finish college.



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I thank the people I love and most closest to me, to be blessed with their presence, their help and their dedication to me while completing this research.

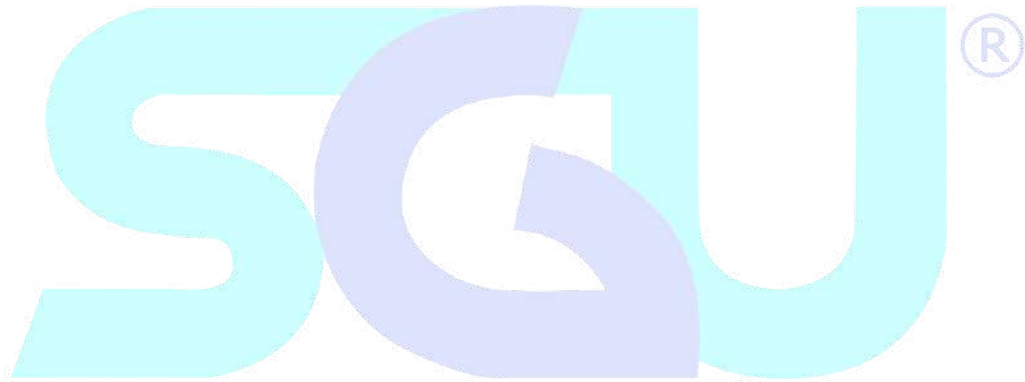
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TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	9
LIST OF TABLES.....	10
CHAPTER 1 - INTRODUCTION.....	11
1.1 Background.....	11
1.2 Problem Statement.....	16
1.3 Research Objectives.....	16
1.4 Research Questions.....	16
1.5 Significance of the Study.....	16
1.6 Scope and Limitations.....	17
CHAPTER 2 - LITERATURE REVIEW.....	18
2.1 Theoretical Framework.....	18
2.2 State of the Art.....	21
2.3 Review of Previous Studies.....	24
2.4 Gaps in the Literature.....	25
2.5 Research Model/Framework.....	26
2.6 Hypotheses Development.....	26
CHAPTER 3 – RESEARCH METHODS.....	27
3.1 Research Design.....	27
3.2 Population and Sample.....	28
3.3 Data Collection Methods.....	29
3.4 Data Analysis Techniques.....	38
CHAPTER 4 – FINDINGS AND DISCUSSION.....	40
4.1 Presentation of Data.....	40
4.2 Analysis of Findings.....	46
4.3 Discussion of Results.....	53

4.4	Implications of the Study.....	54
CHAPTER 5 – CONCLUSION AND RECOMMENDATIONS.....		55
5.1	Summary of Findings.....	55
5.2	Conclusion.....	56
5.3	Managerial Implications.....	56
5.4	Future Research.....	57
GLOSSARY.....		58
REFERENCES.....		61
APPENDICES.....		68
CURRICULUM VITAE.....		72



LIST OF FIGURES

Figures	Page
1. Overview of The Adoption and Use of Social Media	11
2. Overview of Instagram Users in Indonesia	12
3. Example of Rational Appeal Post (1)	15
4. Example of Rational Appeal Post (2)	15
5. Research Model	26
6. Amount of Bekantan Creative Instagram Followers	28
7. Yamane Equation	28

LIST OF TABLES

Table	Page
1. Likert Scale	30
2. Operational Variable of Rational Appeal	30
3. Questionnaire Structure	32
4. Pre-Test result: Case Processing Summary	38
5. Domicile of Respondents	40
6. Age of Respondents	40
7. Gender of Respondents	40
8. Pre-Test result: Case Processing Summary	38
9. Pre-Test result: Case Processing Summary	38
10. Validity Test Result on "Rational Appeal" for Post-Test	38
11. Validity Test Result on "Users' Engagement" for Post-Test	42
12. Reliability Test result on "Rational Appeal" for pre-test	42
13. Reliability Test result on "Users' Engagement" for pre-test	42
14. Reliability Test result on "Rational Appeal" for post-test	42
15. Reliability Test result on "Users' Engagement" for post-test	42
16. Normality Test Result	43
17. Model Fitting Information	44
18. Goodness of Fit	44
19. Pseudo R-Square	44
20. Parameter Estimates	45
21. Significant Findings	51