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From Local Wisdom to Creative Insight: Documentary Storytelling in LMS SiDia-Assisted Hybrid Copywriting Learning

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ABSTRACT

This study examines how local wisdom can serve as a source of creative insight in documentary copywriting and explores its pedagogical integration into LMS SiDia-assisted hybrid learning. A qualitative descriptive approach was employed through comparative evidence mapping of seven student documentary projects representing ecological creativity, gastronomy, cultural creative products, and traditional crafts. The analysis examined cultural relevance, audience-oriented emotional appeals, creative insight extraction, and persuasive storytelling. The available evidence included a detailed storyboard and copy storytelling script for Cak-Cuk Surabaya, visual observations of Witrove Eceng Gondok, and descriptive information on five additional projects. The findings identified three categories: substantive local wisdom embedded in the advertising concept, potential local wisdom requiring further verification, and ecological creativity without verified local-wisdom grounding. Cak-Cuk Surabaya demonstrated the clearest documented transformation of regional linguistic expressions into cultural insight and symbolic brand narratives. Other projects offered opportunities for gastronomic and cultural-artifact storytelling, although their narrative execution remained insufficiently verified. The study proposes a Deconstruction-Reconstruction framework integrating cultural interpretation, creative insight extraction, documentary narrative development, and collaborative revision through hybrid learning. The findings contribute an evidence-sensitive pedagogical approach that distinguishes culturally grounded creative insight from general product innovation while emphasizing the integration of cultural authenticity and persuasive copywriting.

INTRODUCTION

The development of digital advertising has increased the importance of storytelling as a persuasive communication strategy. Advertising messages are increasingly expected to create meaningful connections between brands and consumers rather than merely communicate product characteristics. In this context, copywriting involves organizing language, emotional appeals, brand meanings, and calls to action into coherent persuasive messages. Narrative-based communication provides opportunities to achieve these objectives by presenting products within recognizable human experiences.

Research on narrative persuasion demonstrates that stories can influence how audiences process and interpret persuasive messages. Bullock et al. (2021) found that narratives may facilitate persuasion partly because audiences process narrative

information more fluently than non-narrative information. Thomas and Grigsby (2024), through a systematic literature review, further emphasized the importance of narrative transportation in marketing communication. These findings suggest that effective advertising copywriting requires more than attractive wording. It also requires coherent narrative structures that facilitate audience engagement and meaning-making.

Storytelling also contributes to the relationship between consumers and brands. Escalas (2004) demonstrated that narrative processing can strengthen self-brand connections by enabling individuals to relate brand information to their personal experiences. Similarly, Atiq et al. (2022) found that relatability and trust contribute to audience engagement with storytelling content on social media. These perspectives highlight the importance of connecting advertising narratives with the identities, values, and experiences of their intended audiences.

One potential source of such connections is local wisdom. Local wisdom encompasses culturally situated knowledge, values, expressions, practices, and interpretations that develop within particular communities. These elements may be represented through oral traditions, regional philosophies, cultural symbols, social interactions, and material practices.

Previous studies have demonstrated the educational relevance of local wisdom. Noviana et al. (2023) investigated the integration of Riau Malay cultural teachings into environmental conservation and disaster education. Damopolii et al. (2024) incorporated Papuan local wisdom into problem-based educational materials to support conservation attitudes. Lestari et al. (2024) identified the contribution of local wisdom to sustainability-oriented science education, while Asmayawati et al. (2024) examined connections among local wisdom, curricular adaptation, pedagogical innovation, and digital literacy.

These studies suggest that local wisdom can support contextualized learning. However, its instructional application to persuasive writing and documentary advertising requires further conceptual and pedagogical attention. In creative communication, local wisdom can function as a source of cultural insight. Regional expressions may communicate social relationships, local philosophies may represent life values, and cultural artifacts may embody particular forms of collective knowledge. Such meanings provide opportunities for copywriters to develop emotionally relevant and culturally distinctive narratives.

Nevertheless, not every locally produced product automatically represents local wisdom. Products developed through contemporary ecological innovation, for example, may demonstrate creativity and environmental responsibility without

necessarily embodying culturally transmitted knowledge. Therefore, local wisdom must be distinguished from local production, geographical identity, and general product innovation.

This distinction is particularly important in vocational copywriting education, where students may select MSME products as documentary subjects without sufficiently examining the cultural meanings associated with them. Cultural branding provides a theoretical explanation for the relationship between cultural meaning and brand identity. Holt (2004) emphasized the role of culturally relevant narratives in constructing symbolic brand value. Brand authenticity is also associated with meanings that consumers perceive as genuine and credible (Södergren, 2021). These perspectives suggest that the integration of cultural meanings into copywriting should be based on recognizable social experiences rather than superficial cultural decoration.

For documentary storytelling, local wisdom can therefore provide both narrative content and a foundation for persuasive ideas. A culturally meaningful expression may become an emotional hook, a local philosophy may shape narrative conflict and resolution, and a community practice may establish a brand's distinctive identity. However, transforming cultural knowledge into copywriting requires a structured creative process. Students must identify culturally significant information, interpret its relevance to audiences, extract creative insights, and reconstruct these insights into persuasive narratives.

Such a process is consistent with the educational needs of vocational communication programs. Aulia et al. (2025) found that students producing tourism promotion videos demonstrated creativity but still faced challenges involving audience profiling, persuasive communication, and alignment between video content and promotional objectives. Their findings reinforce the need for explicit instruction in documentary copywriting. In this study, creative insight refers to an interpretation that connects a recognizable cultural meaning or human experience with a relevant audience tension, emotional motivation, or brand proposition. Creative insight is therefore distinguished from a general topic, product attribute, or decorative cultural reference.

This approach requires students to examine not only what a cultural practice represents but also why it matters to particular audiences and how its meaning can support a persuasive message. Audience cultural psychology offers an additional perspective. Emotional culture, collective identity, nostalgia, and language familiarity may influence how audiences interpret local advertising narratives. For instance, an expression perceived as impolite outside a community may function as a marker of familiarity within particular relationships.

Such differences can generate culturally grounded narrative tension. However, the resulting interpretation must remain context-sensitive because cultural expressions do not necessarily produce identical emotional responses across all audiences. The pedagogical integration of these concepts can be supported through hybrid learning. Hybrid learning combines online and synchronous instructional activities, allowing students to access resources independently while engaging in collaborative interpretation and feedback.

McCarthy and Palmer (2023) emphasized the importance of coherent pedagogical design in blended learning, while Gudoniene et al. (2025) identified technology integration, student engagement, assessment, and instructional support as important elements of hybrid higher education. Yavuzalp and Bahcivan (2021) also highlighted relationships among e-learning readiness, self-regulation, satisfaction, and academic achievement.

In writing education, structured feedback provides opportunities for reflection and revision. Wei and Liu (2024) identified cognitive, affective, and social benefits associated with peer feedback in academic writing. Vuogan and Li (2023) also reported positive effects of peer feedback on second-language writing development. These studies support the integration of asynchronous analysis and synchronous revision activities in copywriting instruction.

At Universitas Negeri Surabaya, LMS SiDia provides a digital learning environment for organizing course materials, documentary cases, analytical assignments, student submissions, and reflection activities. In the instructional approach examined here, asynchronous learning supports independent exploration and cultural analysis, while synchronous sessions emphasize discussion, collaborative interpretation, and feedback. The instructional process is organized through a Deconstruction-Reconstruction technique. During deconstruction, students examine documentary examples, identify local cultural meanings, and analyze narrative elements. During reconstruction, students transform these findings into original advertising scripts and storyboards.

Previous studies have examined narrative persuasion, local wisdom, cultural branding, digital learning, and peer feedback as important but largely separate areas. The instructional relationship among these domains remains insufficiently articulated, particularly in documentary copywriting education. The present study addresses this issue through three documented MSME cases and a detailed analysis of a student-developed documentary storyboard and copy storytelling script.

This study has three objectives: (1) to identify forms of local wisdom and their potential as sources of creative insight in documentary copywriting; (2) to analyze how cultural

meanings are transformed into persuasive narrative elements; and (3) to describe the integration of creative insight extraction and documentary storytelling into LMS SiDia-assisted hybrid copywriting learning.

RESEARCH METHOD

2.1. Research Design

This study employed a qualitative descriptive approach using comparative document analysis and evidence mapping of student-developed documentary copywriting projects. The analysis focused on identifying the relationship between culturally situated knowledge and creative advertising ideas, examining how cultural meanings could be interpreted through audience psychology and transformed into documentary storytelling. The research was conducted as an exploratory analysis of available instructional documentation and student-produced creative artifacts. It emphasized cultural interpretation, creative insight formation, and narrative construction rather than measuring the causal effectiveness of a learning intervention.

The qualitative design was considered appropriate because the primary research questions concerned the meanings, representations, and persuasive functions of cultural elements within documentary copywriting. The analytical framework incorporated three interconnected dimensions: local wisdom as a source of creative ideas, cultural audience psychology as a basis for interpreting emotional and identity-related appeals, and creative insight extraction as a process connecting cultural knowledge with persuasive storytelling. The instructional implications were examined within the context of LMS SiDia-assisted hybrid learning and the Deconstruction-Reconstruction technique used in the documented course design.

2.2. Research Context and Documentary Projects

The research context was a Copywriting course in the D-4 Graphic Design Study Program, Faculty of Vocational Studies, Universitas Negeri Surabaya, Indonesia. The documented instructional design combined asynchronous learning activities supported by LMS SiDia with synchronous hybrid learning activities. The study focused on seven documentary copywriting projects developed around different MSME subjects.

Table 1. Documentary projects and analytical scope

No.	Documentary project	MSME cluster	Main analytical focus
1	Cak-Cuk Surabaya	Cultural creative products	Regional linguistic expressions and social identity
2	Bakmi Jogja Trunojoyo	Gastronomy	Regional culinary knowledge and cultural identity
3	Semanggi Surabaya	Gastronomy	Traditional food and Surabaya's culinary identity
4	Lontong Kupang	Gastronomy	Coastal culinary practices and regional food culture
5	Batik Okra	Traditional crafts	Batik craftsmanship and potential cultural symbolism
6	Batik Wistara	Traditional crafts	Batik production, identity, and possible motif meanings
7	Witrove Eceng Gondok	Ecological creative industries	Environmental problem-solving and handicraft production

Source: Authors' classification of the selected documentary projects.

The projects were selected for comparative analysis because they represented different potential sources of creative advertising ideas. Cak-Cuk Surabaya provided an example of cultural expression through regional language. The three gastronomy projects offered opportunities to examine food-related traditions and regional identities. Batik Okra and Batik Wistara represented cultural-artifact and craftsmanship contexts, while Witrove Eceng Gondok represented ecological creative production. The analysis distinguished between culturally recognizable documentary subjects and documented evidence of local wisdom functioning as a source of creative insight.

2.3. Data Sources and Evidence Availability

The analytical materials consisted of project descriptions, available documentary observations, a detailed audiovisual script, storyboard documentation, and the previously documented LMS SiDia instructional design. The availability and depth of evidence differed across projects. The Cak-Cuk Surabaya case included a 15-scene storyboard and a copy storytelling script entitled *Alkimia Kata: Merawat Identitas dari Jalanan Surabaya*. The document also contained six alternative advertising headlines. These materials enabled detailed analysis of cultural meanings, emotional appeals, creative insight, narrative progression, and persuasive messaging.

The Witrove Eceng Gondok case was supported by previously examined visual material showing the environmental problem, production activities, handicraft processes, and product presentation. However, its complete verbal narrative was not available for systematic analysis. The remaining five cases were represented by project identification and descriptive information regarding their subjects. Their complete audiovisual narratives were not sufficiently accessible for detailed verification.

Consequently, these cases were included to examine potential cultural relevance rather than to establish the successful application of local wisdom in their actual copywriting execution.

The LMS SiDia component was examined through the documented instructional structure, including asynchronous learning modules, case-method activities, interactive multimedia, documentary analysis, collaborative discussions, peer feedback, and revision tasks. No verified participant-level assessment data, complete LMS activity logs, or audience-response measurements were available for the present analysis.

2.4. Analytical Framework

The documentary projects were examined through three principal dimensions. The first dimension was local wisdom and cultural relevance. The analysis identified oral expressions, regional philosophies, cultural symbols, culinary practices, traditional craftsmanship, and ecological knowledge where supported by available evidence. The second dimension was cultural audience psychology, covering emotional culture, nostalgia-oriented appeals, collective identity, and language-based emotional proximity.

The third dimension was creative insight and storytelling, including insight extraction, narrative hooks, characterization, setting, conflict, resolution, brand proposition, emotional branding, and calls to action. These dimensions were informed by cultural branding theory (Holt, 2004), narrative processing and consumer-brand connections (Escalas, 2004), narrative transportation theory (Green & Brock, 2000), and contemporary research on narrative persuasion (Bullock et al., 2021; Thomas & Grigsby, 2024). The Attention-Interest-Desire-Action (AIDA) framework was also employed as a heuristic for examining the relationship between storytelling and persuasive message development. The framework was used to interpret the presence of narrative and persuasive elements, not to claim experimentally demonstrated advertising effectiveness.

2.5. Data Analysis Procedures

The analysis followed five stages.

Stage 1: Cultural Source Identification

Each project was examined to identify its principal cultural or creative source. Particular attention was given to distinguishing culturally transmitted knowledge from general product characteristics, geographical identity, or contemporary ecological innovation.

Stage 2: Classification of Local-Wisdom Relevance

Projects were classified into three categories based on the strength of available evidence:

- Category A: Substantive local wisdom embedded in the advertising concept.
- Category B: Potential local wisdom requiring further verification.
- Category C: Ecological creativity without verified local-wisdom grounding.

These categories represented evidentiary distinctions rather than rankings of documentary quality.

Stage 3: Cultural Audience Interpretation

Available documentary narratives and descriptions were examined for representations of emotional culture, nostalgia, collective identity, and language-based emotional proximity. The analysis focused on intended emotional appeals represented in the creative materials rather than actual psychological responses from audiences.

Stage 4: Creative Insight and Narrative Analysis

The available materials were examined for relationships among cultural observations, audience-relevant tensions, creative insights, brand meanings, and narrative components. The detailed Cak-Cuk storyboard served as the principal case for examining how cultural expression could be transformed into documentary copywriting. The Witrove case provided a comparison illustrating ecological problem-solution storytelling. For the five remaining projects, only potential cultural sources could be mapped because the complete narratives were not available for verification.

Stage 5: Pedagogical Interpretation

The analytical findings were interpreted in relation to the documented Deconstruction-Reconstruction technique and LMS SiDia-assisted hybrid learning design. The analysis examined how documentary cases could support cultural exploration, creative insight extraction, persuasive script development, collaborative feedback, and revision.

2.6. Analytical Credibility and Limitations

Analytical credibility was supported by explicitly distinguishing evidence documented in creative artifacts from interpretive conclusions and proposed instructional applications. The detailed Cak-Cuk storyboard enabled scene-level analysis. The Witrove case supported visual analysis of ecological storytelling. The five remaining projects were treated as potential cultural subjects whose narrative implementation required further verification.

Because independent coding by multiple researchers and inter-rater reliability testing were not documented, the study does not claim statistically established coding reliability. Similarly, the absence of complete student performance data and audience-response measurements prevents conclusions about measurable improvements in copywriting skills or advertising effectiveness. Accordingly, the findings are presented as qualitative interpretations and pedagogical propositions rather than causal evidence of instructional effectiveness.

RESULTS AND DISCUSSION

3.1. Local Wisdom as a Source of Creative Insight

The seven projects suggest three broad sources of advertising ideas: sociolinguistic expression, gastronomy and cultural craftsmanship, and ecological-material innovation. Their classification depends on the cultural meanings demonstrated by available artifacts rather than the fact that an MSME is locally based. Cak-Cuk Surabaya (Category A) offers substantive evidence of local wisdom through context-sensitive regional language, whose apparently harsh expressions can signal familiarity within particular relationships.

Bakmi Jogja Trunojoyo, Semanggi Surabaya, Lontong Kupang, Batik Okra, and Batik Wistara (Category B) offer plausible culinary, craft, and identity-related sources. However, their available descriptions do not verify the extraction of cultural insight within completed scripts. Witrove Eceng Gondok (Category C) demonstrates ecological creativity through transforming water hyacinth into handicrafts without verified evidence of culturally transmitted knowledge. This distinction extends research on

contextual local-wisdom education (Noviana et al., 2023; Damopolii et al., 2024; Lestari et al., 2024): cultural classification must precede the claim that an advertising concept is grounded in local wisdom.

3.2. Cultural Audience Psychology in Documentary Copywriting

Four interconnected dimensions help explain the potential audience relevance of local-wisdom-based documentary copywriting: emotional culture, nostalgia, collective identity, and language-based proximity. They describe intended narrative appeals, not measured emotional or consumer responses. Cak-Cuk provides the clearest documented evidence. Its storyboard portrays regional expressions that may sound harsh to outsiders but signal familiarity among speakers in particular contexts. Dialogue, friendly responses, and everyday social settings convert that contrast into an emotional hook. Because the same expressions may offend in other contexts, the strategy requires culturally sensitive audience profiling.

Nostalgia and cultural memory are plausible resources for Bakmi Jogja Trunojoyo, Semanggi Surabaya, and Lontong Kupang, whose subjects evoke regional food practices and potential memories of family, place, and shared experience. Their scripts were not available to verify whether nostalgia was actually enacted. Cak-Cuk provides more explicit symbolic memory by presenting clothing and souvenirs as material reminders of Surabaya's linguistic and urban experiences. Such interpretations are consistent with narrative processing and consumer-brand connections (Escalas, 2004), but the study did not test viewers' nostalgic responses.

Collective identity can give products symbolic meaning beyond utility (Holt, 2004). Cak-Cuk connects regional expressions to typography, illustration, and brand merchandise, whereas the gastronomy cases and Batik Okra and Batik Wistara provide potential links with food heritage, craft symbolism, and cultural belonging whose execution remains unverified. Regional language further offers Cak-Cuk a recognizable brand voice. The relevance of relatable storytelling and trust (Atiq et al., 2022) supports this interpretation, without establishing actual engagement gains.

Witrove draws instead on environmental concern and appreciation of craft through the visible conversion of problematic plants into useful products. No culturally specific emotional convention was established by the available evidence. Across cases, cultural audience psychology bridges meaningful subject matter and intended persuasive communication only when supported by the actual narrative (Table 2).

Table 2. Comparative mapping of cultural audience psychology across documentary projects

Documentary project	Potential psychological dimension	Evidence-based interpretation
Cak-Cuk Surabaya	Emotional culture, collective identity, language proximity, cultural memory	Clearly represented in the storyboard and copy storytelling concept
Bakmi Jogja Trunojoyo	Nostalgia, culinary identity, emotional familiarity	Potential relevance; narrative application not verified
Semanggi Surabaya	Culinary nostalgia and regional identity	Potential relevance; narrative application not verified
Lontong Kupang	Coastal culinary identity and cultural memory	Potential relevance; narrative application not verified
Batik Okra	Cultural identity, heritage appreciation, nostalgia	Potential relevance; narrative application not verified
Batik Wistara	Cultural symbolism, identity, and heritage attachment	Potential relevance; narrative application not verified
Witrove Eceng Gondok	Environmental concern and appreciation of craftsmanship	Ecological emotional appeal supported by available visual observations

Source: Authors' qualitative synthesis of available documentary evidence.

The comparison reinforces a methodological distinction: cultural associations and intended emotional appeals can be identified from creative materials, but claims about audience emotion, brand attachment, or purchase intention require separate empirical measurement.

3.3. Creative Insight Extraction through Documentary Case Analysis

Creative insight extraction turns cultural observation into an audience-relevant advertising proposition. The process proceeds from identifying expressions, practices, or artifacts to interpreting their social meanings, locating an emotional tension, articulating an insight, and reconstructing it through hooks, characters, conflict, resolution, brand proposition, and action. A motif or regional name alone is source material, not an insight; its significance must be interpreted for the intended audience. This process accords with narrative-persuasion scholarship (Bullock et al., 2021; Thomas & Grigsby, 2024).

Cak-Cuk Surabaya offers the strongest documented case. Its 15-scene storyboard, Alkimia Kata: Merawat Identitas dari Jalanan Surabaya, contrasts apparently harsh regional expressions with their context-dependent role in familiar relationships. Everyday dialogue subsequently leads to handwriting, digital typography, printed clothing, and souvenirs. The resulting insight is that expressions perceived as harsh can,

in suitable interpersonal contexts, communicate closeness. The narrative connects this tension to symbolic urban identity rather than treating merchandise as a standalone product (Holt, 2004; Escalas, 2004).

This cultural transformation is relatively explicit, yet its persuasive execution remains uneven. The storyboard emphasizes emotional identification more strongly than product benefits, purchasing motivation, or a concrete call to action. Cultural resonance and advertising completeness must therefore be assessed separately.

The three gastronomy projects offer potential insights related to regional dishes, culinary memory, and coastal practices. Batik Okra and Batik Wistara offer possible insights from craftsmanship and motif symbolism. In each case, cultural meaning and brand relevance would require further examination of scripts or field evidence; the presence of traditional food or batik does not establish a completed insight. Witrove, by contrast, shows an ecological problem-solution concept in which water hyacinth becomes functional handicraft products. Its environmental insight is visually identifiable, but a grounding in transmitted local wisdom was not verified.

Table 3 distinguishes documented, potential, and ecological sources of insight without ranking the artistic quality of projects.

Table 3. Comparative analysis of creative insight extraction

Project	Identifiable or potential insight source	Evidence status	Interpretation
Cak-Cuk Surabaya	Context-dependent meanings of regional expressions	Documented in storyboard and script	Cultural insight is visibly transformed into brand narrative
Bakmi Jogja Trunojoyo	Regional culinary identity	Insufficient narrative evidence	Creative insight remains unverified
Semanggi Surabaya	Traditional gastronomy and local identity	Insufficient narrative evidence	Creative insight remains unverified
Lontong Kupang	Coastal culinary practices	Insufficient narrative evidence	Creative insight remains unverified
Batik Okra	Traditional craftsmanship and possible symbolic meanings	Insufficient narrative evidence	Creative insight remains unverified

Batik Wistara	Batik craftsmanship and possible cultural symbolism	Insufficient narrative evidence	Creative insight remains unverified
Witrove Eceng Gondok	Environmental problem and material transformation	Supported by visual observations	Ecological creative insight is identifiable

Pedagogically, the comparison demonstrates why insight extraction should be explicitly taught. In deconstruction, students identify evidence, cultural meanings, target audiences, tensions, and persuasive functions. In reconstruction, they translate validated insights into scripts and storyboards and revise them through feedback. Cak-Cuk exemplifies culturally situated linguistic insight, Witrove exemplifies ecological innovation, and the remaining projects illustrate the need for verification before making cultural claims.

3.4. Cultural Storytelling and Narrative Persuasion in Copywriting Scripts

Documentary copywriting positions brand messages within people, places, practices, and recognizable experiences. A culturally themed subject becomes cultural storytelling only when its meanings shape the central message. A food documentary limited to ingredients and prices or a craft film limited to production steps may remain descriptive rather than culturally interpretive. Narrative analysis here examined hooks, setting, characterization, conflict, transformation, resolution, emotional branding, and calls to action, informed by narrative transportation (Green & Brock, 2000), narrative processing (Escalas, 2004), and narrative persuasion (Bullock et al., 2021; Thomas & Grigsby, 2024).

Cak-Cuk's 15-scene structure progresses from contradictory perceptions of regional language to familiar interactions in Surabaya's streets and coffee shops, then to visual design and product production, and finally to merchandise positioned as an expression of linguistic identity. The narrative moves through observation, cultural tension, creative transformation, and symbolic resolution, as detailed in Table 4.

Table 4. Narrative structure and persuasive functions in the Cak-Cuk storyboard

Narrative component	Storyboard evidence	Persuasive function
Hook	Contrasting interpretations of politeness and harsh language	Generates curiosity
Cultural setting	Coffee shops, urban streets, and everyday Surabaya interactions	Establishes cultural familiarity

Characters	Students, friends, designers, and production workers	Represents different social contexts
Conflict	Contradiction between negative linguistic perceptions and familiar social meanings	Develops cultural tension
Transformation	Oral expressions become typography, illustrations, and products	Connects cultural meaning with brand creation
Resolution	Products represent aspects of local linguistic identity	Communicates symbolic brand value
Call to action	Reflective emotional closing without a clear behavioral invitation	Identifies a gap in persuasive execution

Source: Authors' analysis of the Cak-Cuk Surabaya storyboard.

The storyboard presents a coherent progression but lacks a consistently developed protagonist; several characters appear briefly, and the main conflict is interpretive rather than a sustained interpersonal struggle. A stronger central perspective and smoother transitions could improve narrative continuity. The social meaning of the regional expressions must remain explicitly contextual rather than generalized to every Surabaya audience.

Its emotional-branding logic associates language, local identity, and consumption. Narrative processing may facilitate consumer-brand connections (Escalas, 2004), but viewer attachment and purchasing behavior were not measured. Under AIDA, the opening contradiction establishes Attention, social scenes and design processes develop Interest, and cultural product symbolism partly supports Desire. Action is underdeveloped because the closing remains reflective without an explicit invitation. Table 5 summarizes these functions. Thus, cultural authenticity and persuasive completeness require distinct evaluative criteria.

Table 5. AIDA-based interpretation of the Cak-Cuk documentary script

AIDA component	Narrative representation	Analytical assessment
Attention	Cultural contradiction and curiosity-based opening	Clearly represented
Interest	Social interactions and creative design transformation	Clearly represented
Desire	Cultural identity and symbolic product meanings	Partially developed
Action	Emotional conclusion without a specific CTA	Underdeveloped

Source: Authors' interpretation of the available copy storytelling script.

The Cak-Cuk example shows that meaningful cultural storytelling still requires consumer relevance and a clear next action. Across the wider sample, Witrove provides a visually supported ecological problem-solution orientation, whereas the gastronomy and batik projects offer potentially relevant cultural narratives without accessible scripts establishing their realization. Table 6 preserves these differences in evidence status.

Table 6. Comparative storytelling orientation across documentary projects

Documentary project	Potential or documented storytelling orientation	Evidence status
Cak-Cuk Surabaya	Sociolinguistic cultural storytelling and brand identity	Supported by detailed script and storyboard
Bakmi Jogja Trunojoyo	Gastronomic storytelling	Potential, not verified
Semanggi Surabaya	Traditional culinary storytelling	Potential, not verified
Lontong Kupang	Coastal culinary storytelling	Potential, not verified
Batik Okra	Cultural-artifact storytelling	Potential, not verified
Batik Wistara	Cultural-artifact and craftsmanship storytelling	Potential, not verified
Witrove Eceng Gondok	Ecological problem-solution storytelling	Supported by visual observations

Source: Authors' comparative interpretation of the available project materials.

The comparative findings distinguish choosing a documentary subject, extracting a creative insight, and executing an effective persuasive narrative. A familiar local product does not itself establish cultural storytelling, and an ecologically coherent documentary does not automatically represent local wisdom. For LMS SiDia-assisted hybrid learning, the proposed Deconstruction-Reconstruction sequence begins asynchronously with case-method modules, documentaries, guided worksheets, cultural evidence checks, and initial drafts. Synchronous meetings then support discussion of competing interpretations, cultural authenticity, insight refinement, peer feedback, and collaborative script revision. Deconstruction identifies cultural sources, audience meanings, tensions, and narrative devices; reconstruction produces an original script and storyboard aligned with persuasive objectives. This sequence aligns with research on deliberate blended-learning design (McCarthy & Palmer, 2023; Gudoniene et al., 2025) and peer feedback (Wei & Liu, 2024; Vuogan & Li, 2023).

The model is a pedagogical proposition rather than a demonstrated causal effect: complete LMS records and validated performance outcomes were unavailable. Subsequent research should evaluate its effectiveness using fuller artifacts, independent coding, and direct student and audience measures.

CONCLUSION

This study examined how local wisdom becomes creative insight and documentary storytelling in LMS SiDia-assisted hybrid copywriting learning. Comparative analysis of seven student projects distinguished (A) documented local wisdom, (B) plausible cultural sources requiring verification, and (C) ecological creativity without verified local-wisdom grounding. Cak-Cuk Surabaya most clearly transformed context-dependent regional expressions into a cultural tension and symbolic brand narrative. The three gastronomy projects and two batik projects supplied potential cultural sources but lacked sufficient narrative documentation, while Witrove Eceng Gondok illustrated visually supported ecological problem-solution insight.

The findings distinguish a culturally recognizable subject from verified insight and persuasive execution. Cak-Cuk offers a coherent cultural storyline but needs stronger audience-specific product motivation and a clearer call to action. The proposed Deconstruction-Reconstruction framework integrates evidence-based cultural interpretation, audience psychology, insight extraction, narrative development, and collaborative revision through SiDia-assisted hybrid learning. Its contribution is an evidence-sensitive pedagogical pathway, not evidence of measured learning effectiveness. Future studies should use full audiovisual materials, independent coding, validated copywriting rubrics, and audience-response measures to evaluate narrative and instructional outcomes.

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