



EDUTECH

Journal of Educational Technology

Journal homepage <https://ejournal.upi.edu/index.php/edutech>



A Comparative Analysis of UX Writing Elements in Indonesian Travel App: Traveloka and Tiket.com from a Visual Communication Design Perspective

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ABSTRACT

This research aims to analyze, compare, and evaluate the *UX Writing* elements of two popular Indonesian Online Travel Agent (OTA) platforms, namely Traveloka and Tiket.com. Although both applications offer similar functionalities, their implementation of *UX Writing* elements differs significantly. This research focuses on how these elements are applied, their impact on *User Experience*, and their role in shaping each application's *Brand Personality*. The scope is limited to *UX Writing* within the context of flight ticket booking. A qualitative research method is employed, using content analysis of textual elements found in each application's *User Interface* (UI), observed and assessed based on relevant *UX Writing* principles. The study found that Traveloka prioritizes clarity and efficiency, while Tiket.com emphasizes empathy and engagement through personalized tone. The results expected offer practical insights for App developers to enhance the *UX Writing* quality, thereby improving the overall *User Experience*.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis, membandingkan, dan mengevaluasi elemen-elemen *UX*

ARTICLE INFO

Article History:

Submitted/Received 12 Sept 2025

First Revised 15 Okt 2025

Accepted 25 Okt 2025

First Available online 29 Okt 2025

Publication Date 31 Okt 2025

Keywords:

Brand Personality, Online Travel

Agent, User Experience, User

Interface, UX Writing

Writing pada dua platform *Online Travel Agent (OTA)* populer asal Indonesia dalam bentuk Travel App, yaitu Traveloka dan Tiket.com. Meski memiliki fungsionalitas yang hampir serupa, namun pemanfaatan berbagai elemen *UX Writing* pada kedua aplikasi tersebut dapat sangat berbeda. Permasalahan bagaimana elemen-elemen tersebut diimplementasikan, dampaknya terhadap *User Experience*, serta perannya dalam membentuk *Brand Personality* produk mereka, menjadi hal yang dapat diketahui dalam penelitian ini. Fokus kajian dibatasi pada elemen *UX Writing* yang terdapat dalam konteks pemesanan tiket pesawat. Metode yang digunakan adalah pendekatan kualitatif dengan teknik analisis konten terhadap teks yang terdapat dalam *User Interface (UI)* kedua aplikasi melalui observasi, untuk kemudian dikaji berdasarkan elemen-elemen *UX Writing* yang relevan. Hasil studi ini menemukan bahwa Traveloka memprioritaskan *clarity* dan efisiensi, sementara Tiket.com lebih menekankan pada empati dan *engagement* melalui *tone* yang telah dipersonalisasi. Hasil ini juga diharapkan dapat memberikan manfaat wawasan bagi pengembang aplikasi untuk meningkatkan kualitas *UX Writing*, sehingga mampu meningkatkan *User Experience* secara menyeluruh.

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1. INTRODUCTION

Traveling has become an increasingly popular activity among Indonesians. Ease of accessing information, promotions, and ticket bookings are key factors supporting this trend. A key innovation facilitating this activity is the emergence of Online Travel Agents (OTAs) in the form of mobile applications, which has influenced a massive shift in consumer behavior to the digital realm and allowed users to conveniently plan trips via mobile devices. This aligns with a report from statista according to a survey by Rakuten Insight on online travel agencies (OTA) conducted in June 2023, 50 percent of Indonesian respondents stated that they had used an online travel agency (Nurhayati, 2023).

Traveloka and Tiket.com are two popular Indonesian Travel App platforms among travelers. Both applications provide a range of various services, from booking airline tickets, hotels, transportation, to tour packages in one platform. The presence of these applications offers a new experience for travelers by making it easier for them to plan trips flexibly, eliminating the need to visit travel agents or make reservations through traditional methods. This phenomenon has created a highly competitive landscape among major players, where product differentiation can no longer rely solely on feature completeness or competitive pricing (Prasetya, 2017). Another crucial aspect in the *User Experience* (UX), which has become a determining factor in mobile App's success. The importance of this aspect, as Don Norman stated in his fundamental work, "*The Design of Everyday Things*", is that a superior product is one that can understand and interact with its users intuitively and seamlessly (Norman, 2013). In the context of travel A, the ease of the ticket search process through to a smooth payment process directly contributes to a positive *User Experience* and correlates with user satisfaction. Both applications indeed garnered impressions in terms of positive *User Experience* (Islami et al., 2023).

One element of UX that is often overlooked in discussions but significantly influences the success of interactions, is *UX Writing*. *UX Writing* focuses on the text used within an application's *User Interface* (UI) and not only conveys information but also plays a vital role in creating a pleasant and effective interaction between the user and the application (Tham et al., 2024). It is the practice of designing the words, phrases, and sentences that users see when interacting with a digital product; it is not mere decoration but serves as the primary guide for user. Elements such as Voice and Tone, Error Message, the presentation of information in specific situations like empty states, the choice of appropriate word, the use of the progressive disclosure principle, the use of easily understandable language, and the clear and effective structuring information greatly affect how users interact with a mobile application.

Although both applications have nearly identical functionalities, their use of various *UX Writing* elements to guide users and build their *Brand Personality* is potentially presented very differently. Furthermore, while their visual design and *User Experience* in Online Travel App has been widely studied, discussions from a specific *UX Writing* perspective are still quite limited. The question of how these two applications implement these various *UX Writing* elements, and how they support their respective brand personalities is an interesting topic to discuss. Thus, the research questions for this study are formulated as follows:

- a. How do Traveloka and Tiket.com implement various *UX Writing* elements such as Voice and Tone, Microcopy, error messages, and information on Empty States contained in their application's *User Interface* (UI)?

- b. What are the differences in the *UX Writing* strategies used by Traveloka and Tiket.com, and how do they contribute to shaping their respective *User Experience (UX) Brand Personalities*?

Therefore, this study aims to analyze, compare, and evaluate the *UX Writing* elements in the Traveloka and Tiket.com applications. By conducting a systematic comparative analysis, this research is expected to provide in-depth insights into the implementation of *UX Writing* and its impact on the formation of a product's *User Experience*.

2. METHODS

To gain a deep and contextual understanding of the *UX Writing* phenomenon in Travel App, this study employed a qualitative approach. This approach was chosen for its ability to explore nuances, meanings, and interpretations that cannot be measured quantitatively. According to Creswell & Poth in their book, "*Qualitative Inquiry and Research Design*," (2018) this approach is very suitable for studies aiming to understand a phenomenon from the perspective of participants or in its natural context.

Meanwhile, the design research method applied is a comparative case study. This model allows researchers to conduct in-depth investigations of two or more objects (cases) simultaneously to identify and compare similarities and differences between them (Yin, 2018) In this context, Traveloka and Tiket.com were selected as two cases to be intensively analyzed to understand the *UX Writing* strategies they employ.

The object of study is the *User Interface* on the Traveloka Mobile App (version 5.27.1) and Tiket.com (version 5.2.0) which use the Android operating system from August – September 2025. The selection of this specific version is important to ensure data consistency throughout the collection period. Meanwhile, for the scope of the research: The analysis is focused on the most crucial and commonly used user flows, namely:

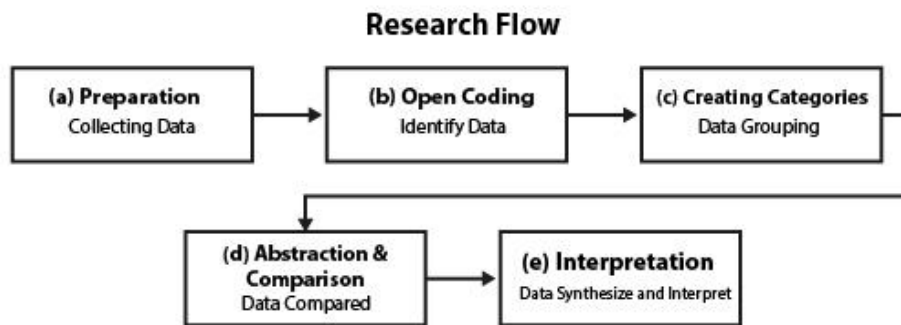
- a. Search (search for airline tickets).
- b. Booking (filling in passenger data).
- c. Payment Page
- d. Post-transaction (notifications and confirmation messages).

Then, the data collection technique for this research uses two techniques:

- a. Heuristic Analysis: This technique involves evaluating an interface based on a predetermined set of principles, or "heuristics." For this study, the heuristics used were the fundamental principles of *UX Writing* (e.g., clarity, conciseness, consistency, and empathy). According to Nielsen (1994) in his influential article, "Heuristic Evaluation," this method is effective for identifying usability issues *in* interface design. The researcher acts as an expert evaluator, reviewing each text element based on these principles.
- b. Systematic Documentation: All screens within a defined user flow are documented through screenshots. This process is conducted systematically across both applications in parallel to ensure the collected data is comprehensive and directly comparable. This documentation method is essential for creating an audit trail that can be verified and reanalyzed (Yin, 2018)

The collected data will be analyzed using comparative qualitative content analysis. This process involves several stages adapted from the framework described (Elo & Kyngäs, 2008) in their article in the *Journal of Advanced Nursing* regarding the content analysis process. The stages are as follows:

- a. Preparation: All screenshot data is organized by user flow and application.
- b. Open Coding: The researcher will examine each screenshot and identify units of analysis, which are *UX Writing* elements (e.g., microcopy, CTA, Error Message, etc.). Each unit will be assigned an initial code.
- c. Creating Categories: Similar codes will be grouped into broader categories. An example category could be "CTA Language Style"
- d. Abstraction & Comparison: Data from two App in the same category will be compared side-by-side. Researchers will analyze the differences and similarities in approach, voice and tone, and application of *UX Writing* principles.
- e. Interpretation: In the final stage, the researcher will synthesize and interpret the findings from the comparison to draw conclusions regarding each application's *UX Writing* strategy and its implications for the overall *User Experience*.



Picture 1. Research Flow
Source: Self Documentation

By following this structured methodology as Picture 1, the research is expected to produce credible findings.

3. RESULTS AND DISCUSSION

The analysis was conducted on both App during the same period to ensure a valid comparison. Key findings indicate fundamental differences in the use of language and text, reflecting distinct brand personalities. Traveloka consistently projects an image of a reliable, efficient, and professional platform. In contrast, Tiket.com builds an image of a friendly, personal, and encouraging platform.

These fundamental differences are manifested in various *UX Writing* elements, from word choice in microcopy to sentence structure in the UI itself. To provide a clearer picture, please review the discussion points and several table summaries of the comparative analysis results below.

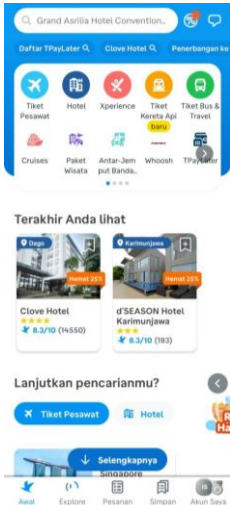

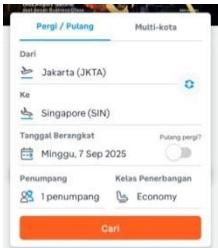


3.1 Data Comparison Table

3.1.1 Search

Search is the first stage of the user flow in both Traveloka and Tiket.com applications. At this stage, users will first search for their desired flight ticket by entering data information such as the mode of travel, destination, desired departure date, and number of passengers. Table 1 below shows a comparison of the results of identifying several *UX Writing* element analysis units that illustrate the search phase. These units have been

categorized and then subjected to comparative analysis: Voice and Tone, CTA buttons, Prompts, and Marketing Copy.

Table 1. Search

Element	Traveloka	Tiket.com	Description Analysis
Voice and Tone	 <p>Tends to be professional, convincing, and straightforward. It uses more formal language but remains easy to understand. Has the reputation of being a "asisten perjalanan yang andal."</p>	 <p>Tends to be more casual, friendly, and energetic. Often uses greetings like "Sobat tiket" and more personal language. Comes across as a "teman perjalanan yang seru."</p>	<p>Key Difference: Traveloka prioritizes trust and clarity, while Tiket.com focuses on user intimacy and engagement. These language choices reflect their respective brand personalities.</p>
CTA (Call to Action)	 <p>Use clear, action-oriented verbs. Examples include: "Cari" or "Pilih."</p>	 <p>Traveloka's CTA is very efficient and unambiguous. Tiket.com's CTA feels more enthusiastic and encouraging, which may be more appealing to some users.</p>	
Prompt			<p>Both are equally effective, but Traveloka is more direct, while Tiket.com uses a more humanistic approach and encourages interaction.</p>

Marketing Copy

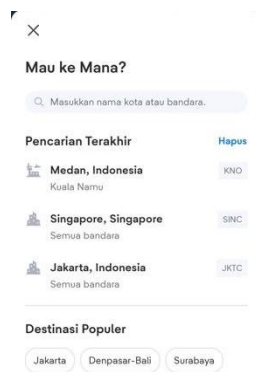
Very descriptive and functional. Example words: "Cari kota atau bandara."



Very descriptive and functional. Example words: "Promo Tiket Pesawat", "Klik di sini untuk lihat lebih banyak promosi."

Often uses more persuasive and dynamic words. Examples include: "Ayo, Cari!" and "Lanjut Bayar."

Tends to be conversational and personal. Example words: "Mau Kemana?" and "Masukkan nama kota atau bandara"



Leads to personal, relaxed, and casual conversations. Examples: "Kuy, cek promo sebelum bepergian"

Marketing Copy on Traveloka is immediately clear, in the promotional offers offered, while on Tiket.com, it prioritizes personal engagement with casual sentences.

The overall hypothesis that emerged at the search stage shows that Traveloka uses direct explanations that are to the point, clear, unambiguous and efficient, while Tiket.com is interactive, engaging and motivating.

3.1.2 Booking

After the search stage, the next stage in the user flow is the Booking stage. In this section, users are asked to fill in their data and learn the details of the application's offerings before proceeding to the payment stage. **Table 2** outlines several interesting *UX Writing* elements in the ordering section: Form Label, Empty States, Micro Content, and Button Label.

Table 2. Ordering

Element	Traveloka	Tiket.com	Description Analysis
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Form Label



Instructional, solution-oriented, and formal. Titles and labels are very clear. For example: "Detail Penumpang." For error messages, use: "Mohon isi info penumpang dulu sebelum lanjut."



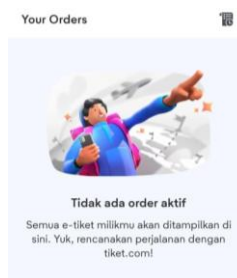
Friendly and helpful. There's often additional reassuring microcopy. For example, "Isi data dirimu, ya." And for error messages: "Ada detail informasi yang belum diisi"

Traveloka focuses on accuracy and compliance to reduce errors. Tiket.com tries to ease user anxiety with friendly reminder messages.

Empty States



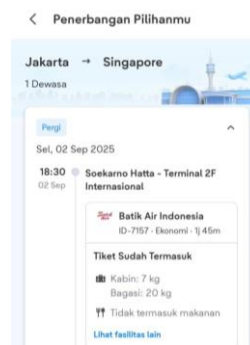
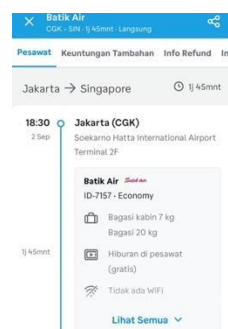
Empty states displayed in the "Pesanan" menu can inform users of the situation and be used to encourage exploration and prevent errors. For example: "Kamu belum punya pesanan aktif" and "Yuk, cari inspirasi untuk petualangan barumu! Kalau tidak ada pesanan yang kamu cari, coba masuk pakai email yang digunakan saat memesan"



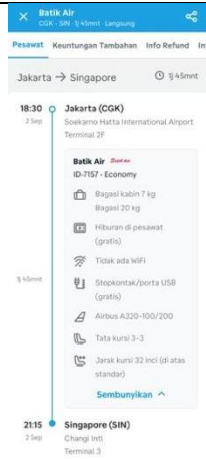
Empty states displayed in the "Your Order" menu can inform users about the situation, facilitate navigation, and reduce frustration, as well as prevent users from leaving by encouraging exploration. Examples include: "Tidak ada order aktif," and "Semua e-tiket milikmu akan ditampilkan disini. Yuk, rencanakan perjalanan dengan Tiket.com!"

The message on Empty States that appears on Traveloka is oriented towards directing you to check your email and inviting you to look for temporary adventure inspiration, while on Tiket.com it invites you to plan a trip. Both seek to engage users to encourage exploration, increase user engagement and enhance the *User Experience*.

Micro Content



The use of Progressive Disclosure is very useful for keeping the interface intuitive, Traveloka chooses to display microcontent in the form of short points that are quickly read by users, while Tiket.com chooses to display it in the



Using Progressive Disclosure in the form of Accordions, Example: using the “Lihat Semua” Label to indicate secondary features, which displays other facilities in the form of bullet points and short words, the interface looks clean, easy and intuitive.

Button Label



Use a button to ensure the user has double-checked before proceeding. Example: "Ya, Sudah benar."



Using Progressive Disclosure in the form of Content previews, Example: using the label “Lihat Fasilitas Lain” when selected will display a new page with complete detailed information arranged in microcopy in the form of explanatory sentences.



Invites users to the next step, which is payment. For example: "Lanjut Bayar."

form of content previews first, which are then followed by a complete explanation after clicking the label so that users feel safe.



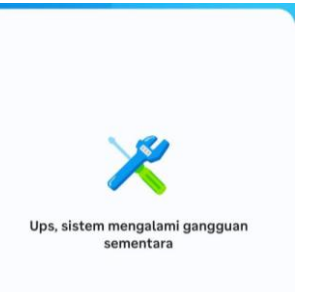
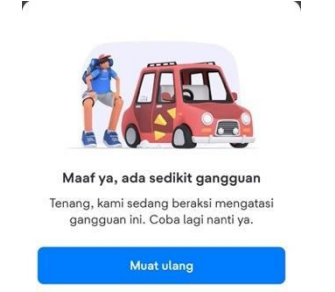
The microcopy on the Traveloka Button Label helps prevent user errors by encouraging them to check again, while Tiket.com tries to reassure and navigate users by telling them the next steps.

The overall hypothesis that emerged at the booking stage shows that Traveloka focuses on accuracy, brevity, to reduce and prevent user errors, while Tiket.com reduces anxiety with friendly interactions that provide a sense of security to users.

3.1.3 Payment

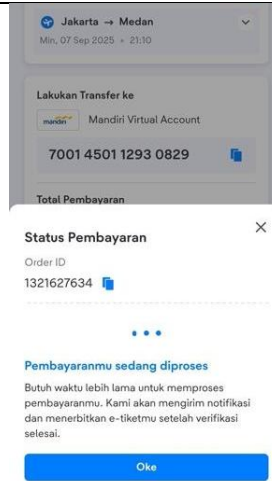
The next stage in the user flow is the payment stage. In this section, the user is asked to complete the transaction, which is the main task for the user. This stage is a crucial decision for the success of the payment transaction and is the main goal of a task in both applications. **Table 3** will explain several *UX Writing* Elements related to the payment phase, namely: Loading Page, Error Message, and Verification.

Table 3. Payment

Element	Traveloka	Tiket.com	Description Analysis
Loading Page	 <p>The microcopy on the payment loading page explains the status and a graphic showing the loading time. Examples include: "Menghubungi maskapai" and "Meneruskan informasimu & menginformasi detail penerbangan."</p>	 <p>Microcopy on Tiket.com while loading the page while waiting for the payment process attempts to reduce anxiety while users wait by trying to interact with the user. Examples include: "Saatnya santai" and "Kami menunggu respon dari maskapai. Silahkan tunggu beberapa saat."</p>	<p>The loading page on Traveloka is task-oriented by notifying the status on the loading page to reduce user frustration while waiting, while on Tiket.com the loading page on Tiket.com tries to reduce user anxiety by inviting interaction.</p>
Error Message	 <p>The microcopy of the Traveloka error message provides a clear explanation of its status, for example: "Ups, sistem mengalami gangguan sementara."</p>	 <p>The microcopy in Tiket.com's error message attempts to engage users and includes buttons for other CTAs, thus reassuring them and preventing them from leaving the page. Examples include: "Maaf ya, ada sedikit gangguan" and "Tenang, kami sedang beraksi mengatasi gangguan ini. Coba lagi nanti ya" along with a CTA button that says "Muat ulang."</p>	<p>Traveloka's error messages are short, concise, and clear, providing status information. Meanwhile, Tiket.com strives to reassure users with a personalized approach and prevent them from abandoning the page by politely asking them to wait and try again.</p>
Verification			<p>Both try to provide clarity on the verification status so</p>



Clear, concise microcopy, along with time estimates, prevents user frustration. Examples include: “Memverifikasi Pembayaran Anda” and “Mohon tunggu sebentar proses verifikasi akan selesai sebelum 11:59.”



Clear microcopy, while explaining with a personalized message, reassures users about the wait time and prevents them from worrying. Examples include: “Pembayaranmu sedang diproses” and “Butuh waktu lebih lama untuk memproses pembayaranmu. Kami akan mengirimkan notifikasi dan menerbitkan e-tiketmu setelah verifikasi selesai.”

that users do not feel frustrated and worried while waiting, the only difference is that Traveloka provides a time estimate, while Tiket.com uses a personal interaction approach.

The initial hypothesis that emerged during the payment stage showed that the similarities between the two were clear: reducing user frustration and anxiety. However, Traveloka focused on reducing user frustration by providing concise and clear status updates on each page, while Tiket.com sought to reduce anxiety with a friendly and personalized approach.

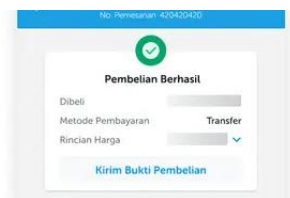
3.1.4 Post-Transaction

The post-transaction phase is the final stage of the user flow after making a payment. In this phase, the user will receive a notification that the transaction has been completed. **Table 4** outlines several *UX Writing* elements related to the post-transaction phase, namely Notifications.

Table 4. Post-Transaction

Element	Traveloka	Tiket.com	Description Analysis
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Notification



Informative and reassuring. Examples: "Pembelian Berhasil!!", "e-Tiket telah dikirim ke email anda"



Expressive and celebratory. Examples: "Hore! Pembayaran berhasil!", "Selamat menikmati perjalanan"

Analysis: Traveloka provides the reassurance users need after a transaction. Tiket.com creates moments of joy to reinforce the positive experience.

The initial analysis hypothesis that emerged at the post-transaction stage showed that Traveloka was consistent with its informative and clear style, thus providing the certainty needed by users, while Tiket.com consistently used a friendly and persona interaction approach and motivated users with positive sentences.

3.2 Discussion of Findings

This discussion will examine in more depth the implications of the findings presented in **Tables 1 – 4** based on the methods previously explained by referring to the theoretical concepts from the literature review.

(a) Differences in Tone of Voice Strategies and Their Impact on *Brand Personality*

According to (Podmajersky, 2019), voice is the consistent, recognizable choice of words across an entire experience. Tone is the variability in that voice from one part of the experience to another. Meanwhile, according to (Evans, 2017) voice is part of *Brand Personality*. It refers to the mood and attitude communicated through a product. Voice can be based on the way people speak. For example, Duolingo's writing guidelines aim to make the app sound like Trevor Noah: funny, relatable, and intelligent. Other brands sometimes prefer to build feelings. Nike has an inspiring brand *voice*. Represents a company or brand therefore, *voice* must remain consistent throughout *the* digital product experience. Although, if we notice, voice and tone are sometimes used interchangeably. However, according to Evans (2017), in *UX Writing*, these are two different meanings. Brand Voice can be likened to a person's character, the mental and moral qualities that are typical of an individual or a product, while Tone is the mood that a person or product has in a certain context. It is as if while the character remains constant, its mood fluctuates based on context. Every piece of microcopy contained in a button label can contribute to the voice and tone that a product uses to speak to each user.

In the context of this research, the most striking finding is the fundamental difference in voice and tone. **Traveloka adopts a professional and reassuring tone.** This choice aligns with efforts **to build an image as a reliable and trustworthy platform.** The straightforward and formal language, as seen in the confirmation message and CTA, aims to reduce cognitive load and provide reassurance to users, in line with the pragmatic quality principles of UX proposed by Hassenzahl & Tractinsky (2006) who prioritize efficiency and clarity will feel comfortable with this approach.

In contrast, **Tiket.com uses a casual, friendly, and personal tone.** The use of greetings like "sobat tiket," conversational phrases, and expressions of enthusiasm

("Hore!", "Yeay!") are designed **to build an emotional connection**. This strategy focuses on the hedonic quality of UX, namely creating a pleasant and memorable experience. By humanizing interactions, Tiket.com strives to transform the transactional process into an experience that is more than just a function, but rather a friendly interaction.

(b) Implications of Microcopy Elements on User Experience

Copywriting focuses on persuasion and promotion, namely conveying messages that can influence the audience to take certain actions, such as purchasing a product or following a service. In contrast, *UX Writing* every type and task of *UX Writing* involves microcopy, as a core element of the *User Experience*, *UX Writing* integrates microcopy across various modalities (e.g., textual, graphical, audio) to present clear and concise language, thereby ensuring that user interaction with a digital product is both effortless and intuitive (Tham et al., 2024). Similarly, according to Yifrah (2017) *UX Writing* can be defined as the creation of interface copy that is integral to user action. Its principal function is to motivate, instruct, and provide feedback at key touchpoints in the user journey.

Portman expressed a similar opinion, stating that microcopy represent the most definitive and impactful textual output from UX writers, as it directly shapes the scope of interactions available to users (Portmann, 2022). Thus, copywriting operates primarily in the marketing realm, while UX Writing is at the core of *User Experience* design. Analysis at the microcopy level (error messages, labels, buttons, prompts, feedback statuses, notifications, marketing copy) reinforces the strategic differences mentioned above.

- On error messages: Traveloka's solution-oriented and immediately effective approach from a usability perspective. However, Tiket.com's empathetic approach ("Maaf ya...") may be superior in maintaining user *well-being* when encountering issues. Empathetic error messages can reduce frustration and increase user retention. Tiket.com seems to be aware of this and consistently implements it.
- On Form Filling: Traveloka prioritizes error prevention with very precise instructions ("Mohon isi info penumpang dulu sebelum lanjut"). This is a direct implementation of the Clarity principle in *UX Writing*. Meanwhile, Tiket.com adds a psychological layer with the reassuring sentence ("Saatnya santai..."). This is an example of proactive microcopy that addresses potential user concerns about their status while being forced to wait, which is crucial for building trust.

(c) Call-to-Action (CTA) Effectiveness

Calls-to-Action (CTAs) are instructional phrases within interactive elements designed to prompt a user to take a specific, subsequent step. By clicking, tapping, or speaking, the user activates the CTA to trigger a function or navigate through a process (Podmajersky, 2019). CTAs are both App use effective CTAs, but with different "flavors." Traveloka's task-oriented CTA ("Lanjutkan ke Pembayaran") leaves no room for interpretation and is very efficient in guiding users. This aligns with the design principles described by Krug (2014) in "Don't Make Me Think".

Meanwhile, Tiket.com's dynamic and persuasive CTA ("Ayo, Cari!") attempts to inject energy and encourage action with a call to action. This approach may be more effective in discovery scenarios, where users need a little nudge to start exploring.

(d) Synthesis of Discussion

Overall, both Traveloka and Tiket.com have implemented *UX Writing* principles very well, but with different philosophies.

- Traveloka implements *UX Writing* as a tool for efficiency and functional clarity. The text on its interface is designed to be "**invisible**" to help users' complete tasks as quickly and easily as possible without distraction.
- Tiket.com implements *UX Writing* as a tool to build relationships and engagement. The text on its interface is designed to "**feel**" to create warm, personal, and emotionally memorable interactions.

This strategic choice is not a matter of right or wrong, but rather a conscious decision made in line with the target audience and brand position that each company wants to achieve in the competitive market. Although empathetic tone improves engagement, excessive informality may reduce perceived professionalism.

4. CONCLUSION

Based on the results of the analysis and discussion outlined in the previous chapter, several main conclusions can be drawn as follows:

- a. **There Are Fundamental Differences in *UX Writing* Strategies:** This research confirms that Traveloka and Tiket.com consciously implement fundamentally different *UX Writing* strategies. Traveloka consistently adopts an approach focused on functional efficiency and professionalism. This is reflected in its straightforward brand voice and tone, precise instructions, and task-oriented microcopy. The goal is to build a reliable, safe, and trustworthy brand image. On the other hand, Tiket.com uses *UX Writing* as a tool to build emotional connections and engagement, or in other words, using a Personalization and Empathy approach as Differentiators. This approach is realized through a casual and personal tone of voice, the use of greetings, and empathetic and encouraging microcopy. This strategy aims to create a *User Experience* that feels more human, friendly, and enjoyable.
- b. **Implementation of Key Elements:** These strategic differences are clearly manifested in key elements. In error messages, Traveloka prioritizes quick solutions, while Tiket.com prioritizes reducing user frustration. In Call-to-Action (CTA), Traveloka emphasizes clarity of instructions, while Tiket.com injects enthusiasm to encourage action.
- c. ***UX Writing* as a Brand Differentiation Tool:** This research shows that *UX Writing* is not just a technical element of interface design, but a vital strategic component in brand differentiation. Amidst fierce competition for features and price, word choice and style are among the most effective ways to communicate *Brand Personality* and build long-term relationships with users.

The scope is limited to *UX Writing* within the context of flight ticket booking, and still analyzing the application in Indonesian version, not yet analyzing the application in the English version. Hopefully, this case study will provide learning implications for UX writers, developers, or visual communication design researchers who are interested in *UX Writing*. Future research could explore the impact of *UX Writing* tone on user trust through experimental methods

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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