

Case Study 1: Prompt Iteration & Optimization for F&B Copywriting

- Name: Taupan Taupiq Qurohman
 - Date: September 21, 2025
-

1. Project Summary

Objective:

To document and analyze the step-by-step process of improving prompt quality (iteration) in order to produce effective, persuasive, and ready-to-use product descriptions (copywriting) for a Food & Beverage product.

Scenario:

I acted as a Prompt Engineer tasked with creating an attractive product description for the signature menu item, *“Es Kopi Susu Senja”*, from a fictional coffee shop named *“Senja di Soreang”*, located in Soreang, Bandung Regency. The description is intended for online food delivery platforms such as GoFood or GrabFood.

2. Prompt Iteration Process

Below is the step-by-step documentation of the prompt optimization process.

Iteration #1: Basic Prompt (No Context)

- Prompt:
“make a description of es kopi susu senja”
 - AI Output:
“*Es Kopi Susu Senja is a drink made from a blend of coffee, milk, and palm sugar served cold with ice.*”
 - Analysis:
The result is purely factual and has no selling value. The prompt failed because it was too short and did not provide any context to the AI.
-

Iteration #2: Adding Basic Context

- Prompt:
“I own a coffee shop called ‘Senja di Soreang.’ Create a description for our signature menu, ‘Es Kopi Susu Senja.’”
- AI Output:
“*Experience Es Kopi Susu Senja from Senja di Soreang. A perfect blend of*

selected coffee, fresh milk, and the sweetness of palm sugar. The ideal companion for your day.”

- **Analysis:**
The result is much better as it mentions the brand name. However, the writing style is still very generic and lacks a clear target audience.
-

Iteration #3: Adding Persona & Target Audience

- **Prompt:**
“Act as an F&B copywriter. My target audience is college students and young professionals in the Soreang area. Write a description for the menu item ‘Es Kopi Susu Senja.’”
 - **AI Output:**
“Feeling drained after a long day in Soreang? Recharge your energy with Es Kopi Susu Senja. Its creamy, rich flavor blends perfectly with just the right caffeine kick to get you focused again—perfect for your relaxed afternoon.”
 - **Analysis:**
By specifying a role (“F&B copywriter”) and a clear target audience, the AI successfully adopted a more casual, relevant, and persuasive tone tailored to the demographic.
-

Iteration #4: Adding Format, Constraints, & Writing Style

- **Prompt:**
“Act as a professional F&B copywriter. The target audience is college students and young professionals in Soreang.
Write a poetic and appetizing product description for the menu item ‘Es Kopi Susu Senja.’”

Rules:

- The description must be 3 sentences.
- It should end with a call to action to order.
- Avoid clichés such as ‘delicious’ or ‘refreshing.’”
- **AI Output:**
“As the Soreang sky turns crimson, find serenity in a glass of Es Kopi Susu Senja. A gentle touch of espresso mingles with the pure sweetness of palm

sugar, embracing your long day. Let each sip carry your evening story—order now.”

- **Analysis:**

This is the optimal result. By providing clear instructions on writing style (“poetic”), structural limits (“3 sentences”), and negative constraints (“avoid clichés”), the AI produced output that is not only aligned with the target but also unique, creative, and business-ready.

3. Final Comparison

Poor Prompt (Iteration #1)	Optimized Prompt (Iteration #4)
----------------------------	---------------------------------

<i>“Es Kopi Susu Senja is a drink made from a blend of coffee, milk, and palm sugar served cold with ice.”</i>	<i>“As the Soreang sky turns crimson, find serenity in a glass of Es Kopi Susu Senja. A gentle touch of espresso mingles with the pure sweetness of palm sugar, embracing your long day. Let each sip carry your evening story—order now.”</i>
--	--

4. Conclusion

This iterative process demonstrates that the quality of a prompt directly correlates with the quality of AI output. By providing context, persona, constraints, and clear stylistic instructions, a Prompt Engineer can transform AI from a mere informational tool into a powerful creative partner capable of generating specific, impactful content.

END OF CASE STUDY