DIGITAL COPYWRITING ELEMENTS IN TAYLOR SWIFT'S 'FOLKLORE' ALBUM ON INSTAGRAM

FINAL ASSIGNMENT

A Partial Fulfillment of the Requirements for the Applied Foreign Language Bachelor Degree

By

Vergina Moluscas

SID: 40020521650011

BACHELOR OF APPLIED FOREIGN LANGUAGE

VOCATIONAL SCHOOL

UNIVERSITAS DIPONEGORO

2025

APPROVAL SHEET
A FINAL PROJECT

DIGITAL COPYWRITING ELEMENTS IN TAYLOR SWIFT'S 'FOLKLORE' ALBUM ON INSTAGRAM

by

VERGINA MOLUSCAS
SID: 40020521650011

Date: July, 7th, 2025

Approved by

Supervisor

Alfin Rosyidha, S.Pd, M.A.

NIP 199512092024062001

STATEMENT OF ORIGINALITY

This is to certify that thesis definitely my original work. I am completely responsible for the content of this thesis. Other writers' opinions or findings included in this project are quoted or cited in accordance with ethical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

Name	:	Vergina Moluscas
SID	:	40020521650011
Signature	:	
Date	:	July, 7th, 2025

ACCEPTANCE

ACCEPTANCE

This Final Project was submitted by:

Name : Vergina Moluscas

SID 40020521650011

Study Program : Applied Foreign Language

Title of Final Project : Digital Copywriting Elements in Taylor Swift's 'Folklore' Album on Instagram

"This study has been examined and is accepted for impartial fulfillment of the requirement for the degree of Bachelor of Applied Foreign Language of Vocational College, Universitas Diponegoro"

Board of Examiners:

1. Alfin Rosyidha, S.Pd., M.A. (Chairperson) : (.....)
2. Aditya Nur Patria, S.Hum., M.App.Ling. (Member) : (.....)
3. Lilis Lamsehat Panjaitan, S.Pd., M.A. (Member) : (.....)

Semarang, July 25th, 2025

Head of Applied Foreign Language Study Program

Sriwahyu Istana Trahutami, S.S., M.Hum.

NIP. 197401032000122001

ACKNOWLEDGEMENT

The author expresses profound gratitude to God Almighty for His divine guidance and blessings that enabled the successful completion of this final project titled “Digital Copywriting Elements in Taylor Swift’s ‘Folklore’ Album on Instagram.” This research was conducted to fulfill the academic requirements for an applied foreign languages degree while contributing meaningfully to Indonesia’s professional landscape in 2025. The author acknowledges that this work’s completion resulted from the invaluable assistance, encouragement, and guidance received from numerous individuals who provided essential support throughout the research and writing process.

With sincere appreciation and deep respect, the author wishes to extend heartfelt gratitude to:

1. To my beloved family, especially my parents, Wiwik Dwi Astuti and Hariman Sitorus, and my sister Theressa, who always pray, motivate, and provide endless support for me.
2. Mrs. Sriwahyu Istana Trahutami, S.S., M.Hum, as the Head of the Applied Foreign Language Study Program of Diponegoro University, has provided valuable knowledge to the author.
3. Ms. Alfin Rosyidha, S.Pd. M.A., as the supervisor who has provided me with valuable advice, input, and support while writing this article.
4. All lecturers at the Diponegoro University Vocational School Applied Foreign Language Study Program who have provided valuable knowledge and experience to the author.
5. Willy Fransiskus Nainggolan, for being my support system 24/7. Genuinely cheering and helping make this assessment journey meaningful.
6. Also to my friends Ghina, Fatimah, Pandu, Kintan and Zilla. Thank you for being so supportive all through the ups and downs.

The researcher hopes that this report can provide benefits for readers, especially future researchers, copywriters, and students in the Indonesian marketing or advertising industries. The author acknowledges that this study contains limitations and welcomes constructive feedback and recommendations for enhancement in subsequent research.

Semarang, July 7th, 2025

Vergina Moluscas

ABSTRACT

The digital music industry has undergone transformative changes in the last decades, evolving from physical sales dominance to streaming supremacy. This evolution has fundamentally altered not only how music is consumed but also how it is marketed and promoted. In this study, the researcher focuses on how Taylor Swift worked on her album called 'folklore'. To examine how the copywriting approach for 'folklore' represents an evolution in Taylor Swift's marketing strategy compared to her previous albums, and identify how copywriting formulas were strategically implemented on Instagram promotional platforms for the 'folklore' album. This study applies a qualitative approach that allows the researcher to explore Swift's work while acknowledging the understanding in discourse analysis in digital copywriting. Taylor Swift applied many copywriting approaches, including liking, scarcity, authority, future pacing, and consistency, combined with structured formulas such as AIDA, Before-After-Bridge, 4Cs, and SELWAB. Otherwise, the AIDA Formula and Consistency Approach dominate the copywriting elements of Taylor Swift's.

Keywords: digital copywriting, copywriting elements, album promotion, Taylor Swift, 'folklore'

ABSTRAK

Industri musik digital telah mengalami perubahan transformatif dalam beberapa dekade terakhir, berevolusi dari dominasi penjualan fisik menjadi supremasi streaming. Evolusi ini secara fundamental telah mengubah tidak hanya bagaimana musik dikonsumsi tetapi juga bagaimana musik dipasarkan dan dipromosikan. Dalam penelitian ini, peneliti berfokus pada bagaimana Taylor Swift menggarap albumnya yang berjudul 'folklore'. Untuk meneliti bagaimana pendekatan copywriting untuk 'folklore' merepresentasikan evolusi dalam strategi pemasaran Taylor Swift dibandingkan dengan album-album sebelumnya, dan mengidentifikasi bagaimana formula copywriting diimplementasikan secara strategis di platform promosi Instagram untuk album 'folklore'. Penelitian ini menggunakan pendekatan kualitatif yang memungkinkan peneliti untuk mengeksplorasi karya Swift sambil mengakui pemahaman dalam analisis wacana dalam copywriting digital. Taylor Swift menerapkan banyak pendekatan copywriting, termasuk kesukaan, kelangkaan, otoritas, mondar-mandir di masa depan, dan konsistensi, yang dikombinasikan dengan formula terstruktur seperti AIDA, Before-After-Bridge, 4C, dan SELWAB. Namun, Formula AIDA dan Consistency Approach mendominasi elemen copywriting Taylor Swift.

Kata kunci: copywriting digital, elemen copywriting, promosi album, Taylor Swift, 'folklore'

TABLE OF CONTENTS

APPROVAL SHEET ii
STATEMENT OF ORIGINALITY iii
ACCEPTANCE iv
ACKNOWLEDGEMENT v
ABSTRACT vii
ABSTRAK viii
TABLE OF CONTENTS ix
LIST OF FIGURES xi
LIST OF TABLES xii
CHAPTER I INTRODUCTION 1
1.1 Background of the Study 1
1.2 Statements of the Problem 6
1.2.1 6
1.2.2 6
1.3 Objectives of the Study 6
1.3.1 6
1.3.2 6
1.4 Significance of the Study 6
1.4.1 Theoretical Contribution: 6
1.4.2 Practical Contribution 7
1.5 Output 7
CHAPTER II LITERATURE REVIEW 8
2.1 Previous Studies 8
2.2 Theoretical Frameworks 11
2.2.1 Marketing 11
2.2.2 Advertising 11
2.2.3 Copywriting 12
2.2.4 Copywriting Elements 14
2.2.4.1 Copywriting Approach 14

2.2.5 Personal Branding 19
2.2.6 Folklore Album Profile 22
CHAPTER III METHODOLOGY 25
3.1 Type of Research 25
3.2 Object 25
3.3 Limitation 26
3.4 Data Collection 26
3.5 Data Analysis 27
CHAPTER IV RESULTS AND DISCUSSIONS 30
4.1 Result 30
4.1.1 Copywriting Approach 30
4.1.2 Copywriting Formula 31
4.1.3 Post by Post Analysis 33
4.2 Discussion 40
CHAPTER V CONCLUSION AND SUGGESTION 44
5.1 Conclusion 44
5.2 Suggestion 45
REFERENCES 46
APPENDICES 50

LIST OF FIGURES

Figure 3.1 Data Analysis Theory by Huberman & Miles (1984) 27
Figure 3.2 Percentage Step..... 29

LIST OF TABLES

Table 3.1 Copywriting Approach Code 28
Table 3.2 Copywriting Formula Code 29
Table 4.1 Copywriting Approach Result 31
Table 4.2 Copywriting Formula Result..... 32