

**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

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**BACHELOR OF APPLIED FOREIGN LANGUAGE**

**VOCATIONAL SCHOOL**

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**APPROVAL SHEET  
A FINAL PROJECT**

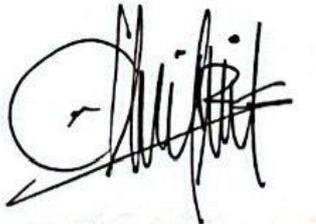
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## STATEMENT OF ORIGINALITY

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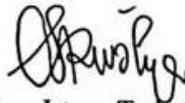
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The researcher hopes that this report can provide benefits for readers, especially future researchers, copywriters, and students in the Indonesian marketing or advertising industries. The author acknowledges that this study contains limitations and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

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## 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