CHAPTER II

LITERATURE REVIEW

In this chapter, the researcher primarily elaborates on the previous studies by citing journals found. The researcher conducts a thorough analysis of existing literature by examining and reviewing relevant scholarly works. By critically evaluating these sources, the researcher identifies key concepts, methodological approaches, and significant findings that relate to their research question. This literature review serves multiple purposes by contextualizing the current study within the highlights of the whole research, finding gaps in existing knowledge that justify the new research, and providing a conceptual framework that guides their investigation.

2.1 Previous Studies

From the studies that exist, researcher identifies various findings that support the researcher's study. The researcher methodically reviews previously published research papers, journal articles, and academic studies to establish the theoretical foundation for their research. By critically evaluating these sources, the researcher identifies key concepts, methodological approaches, and significant findings that relate to their research question.

In Maghfiroh and Chairil (2024), research was conducted on how companies leverage YouTube advertising for real-time digital marketing campaigns targeting specific consumer segments. The study focuses on Gojek's GoSend service advertisements, particularly their collaboration with Indonesian musician Ariel Noah. By using a qualitative descriptive approach and content analysis methodology, the research evaluates these advertisements through three conceptual frameworks: copywriting principles, the AISAS consumer behaviour model (Attention, Interest, Search, Action, Share), and SWOT analysis. The investigation reveals that the GoSend campaign incorporates all five essential copywriting elements: headlines, sub-headlines, body copy, slogans, and taglines. Additionally,

the advertisements employ three specific copywriting approaches: storytelling, humour, and news-style presentation. By analysing the advertisement content including scripts, visual elements, and audience targeting strategies, the researcher identifies both advantages and limitations of these copywriting techniques in digital marketing contexts. This study contributes valuable insights for marketing professionals seeking to enhance brand recognition and drive sales through optimized YouTube advertising campaigns that effectively employ copywriting strategies.

Then Zhang (2022) has published multiple publications that have focused on Swift's advocacy for artists' rights, particularly her public stance against Apple Music and her decision to withdraw her catalogue from Spotify. Several pieces have also documented the historical context and significance of artists reclaiming their work through re-recording. This analysis offers a more comprehensive examination of Swift's business acumen by evaluating her career through economic frameworks. Through comparative analysis, contrasting Swift with industry peers and examining her evolution across different career phases, the paper explores the key drivers behind her remarkable commercial achievements. The research demonstrates Swift's strategic competitive advantages within the music industry and how her genre transitions have expanded her commercial opportunities. Specifically, by reinventing her public image and musical style throughout distinct career periods, Swift has both broadened her audience and maintained core fan loyalty.

Sales comparisons between "Fearless" and "Speak Now" effectively illustrate how Swift's dedicated fan community directly impacts album performance. The remarkable success of "1989" further demonstrates how her calculated genre shifts have sustained her commercial dominance. Songs like "The Man" and "You Need To Calm Down" exemplify how her evolving public persona has enhanced her cultural relevance and popularity. In summary, Swift has demonstrated exceptional skill in audience engagement and market strategy, resulting in substantial fan growth and impressive album sales throughout her career.

Bly (2010) examines that over the past century, the author have developed and refined written sales techniques into proven systematic frameworks that consistently demonstrate their effectiveness in attracting customers and generating revenue. This collection of frameworks serves as a foundational reference that copywriters can repeatedly utilize with confidence and success. When copywriters experience writer's block while crafting sales copy, unsure of their approach or starting point, this resource provides various formulas to match their specific writing objectives. Each framework guides copywriters through the creative process and stimulates their inner creative spark, helping them produce more effective sales-driven content. Successful copy leads to satisfied clients who will continue to engage the copywriters' services repeatedly.

The researcher typically looks for patterns of consistent results across multiple studies, established theoretical principles that underpin their work, or methodological precedents that justify their research design. This selective integration of supporting evidence serves several crucial purposes: it demonstrates the logical foundation of the current study, establishes its legitimacy within the field, provides comparative benchmarks against which new findings can be measured, and helps articulate the incremental contribution the new research makes to existing knowledge.

This study makes a significant and novel contribution to the field by specifically examining the intersection of professional copywriting techniques and music album promotion through the lens of Taylor Swift's 'folklore' release. Unlike previous research that has broadly examined social media marketing in the music industry, this study uniquely isolates and analyses the textual and linguistic elements that drove the album's promotional success.

2.2 Theoretical Frameworks

2.2.1 Marketing

Marketing is "meeting needs profitably," highlighting its dual role in addressing consumer demands while achieving business goals. The shift from conventional marketing methods to digital platforms marks one of the most profound transformations in contemporary business practices. In their in-depth study, Kumar and Sharma (2022) emphasize that digital marketing has redefined how brands interact with consumers, enabling novel forms of real-time communication and highly personalized engagement strategies.

Modern marketing goes beyond mere selling or advertising; it integrates market research, segmentation, targeting, positioning, branding, customer relationship management, and the use of both traditional and digital channels to reach audiences. In reality, the world has been shifted to be way more digitalized. The emergence of digital marketing has brought about a significant transformation in the way business actors conduct their commercial and transactional activities. Digital marketing not only simplifies the process of promotion and information dissemination to consumers but also enables businesses to reach broader markets more efficiently and cost-effectively. With features such as data analytics, content personalization, and real-time interaction, digital marketing offers a competitive advantage that was previously difficult to achieve through conventional methods. Digital marketing allows companies to "tailor marketing messages precisely to individual needs, thereby increasing customer loyalty and sales conversion." This aligns with the findings of Tiago and Verissimo (2014), who state that the adoption of digital marketing strategies has significantly improved business performance, particularly among SMEs that heavily rely on cost efficiency and market reach.

2.2.2 Advertising

Advertising is an omnipresent element in modern life and plays a crucial role for various reasons (Tellis, 2003). From the moment individuals wake up to the

time they go to sleep, they are continuously exposed to advertising messages. These promotional efforts are embedded in news broadcasts, entertainment content, roadside billboards, online platforms, and even social media spaces, ensuring that consumers are constantly surrounded by persuasive marketing communications.

In the digital era, advertising has evolved beyond traditional media such as television, radio, and print, and now encompasses a wide range of digital platforms, including search engines, websites, mobile apps, and social media. This transition has allowed advertisers to utilize data-driven strategies to target specific audiences with greater precision and personalization (Belch & Belch, 2021). The integration of digital technologies has not only enhanced the effectiveness of advertising campaigns but has also introduced new metrics for measuring engagement and return on investment. According to Kotler and Keller (2009), consistent and well-executed advertising can significantly enhance brand image and consumer recall, especially in competitive markets. In summary, advertising remains an essential strategic tool for businesses seeking to establish and maintain market presence, communicate value propositions, and influence consumer perceptions in an increasingly complex and media-saturated environment.

2.2.3 Copywriting

Kartsivadze (2022) stated that globalization, coupled with digital transformation, has elevated social media's necessity, simultaneously analysing the evolution of copywriting as a specialized marketing discipline focused on crafting promotional text content. This strategic writing practice gained particular significance during the COVID-19 pandemic, when consumers' purchasing behaviours shifted predominantly to online platforms due to public health restrictions, thereby emphasizing the critical importance of effective digital messaging in connecting brands with their digitally confined customer base. Chen et al. (2020) claim that customers' decision-making process and impressions are much influenced by the language and provenance of the brand choices.

Advertising is subject to change by technological advancements. One particular example of this adaptation is the emergence of online advertising, which refers to media that utilize the internet. The advent of the Internet has had a substantial impact on the domain of advertising (Maghfiroh & Chairil, 2024). Copywriting is a "practical art form" that explains a creative work designed to produce tangible outcomes in real-world contexts. While these texts predominantly function to drive sales of products and services, they also serve broader purposes such as conceptual repositioning (rebranding initiatives) and perspective transformation in political marketing communications (Albrighton, 2013). Copywriting represents not merely a component of content marketing strategy but a critical element influencing a brand's comprehensive marketing and advertising effectiveness. As a fundamental instrument of marketing communication, copywriting contributes significantly to establishing brand identity, generating awareness, and cultivating interest among target demographics.

Copywriting is all about persuading audiences with what they offer. Persuasive writing professionals employ a range of psychological strategies to shape decision-making and drive action. They craft compelling messages by leveraging cognitive biases and emotional triggers specific to their target audience. Copywriters' primary task is to identify core values, stimulate particular emotional responses, amplify these feelings, and channel them toward purchasing behaviour. These targeted emotions are not limited to positive ones, nor negative reactions, such as fear, anger, or guilt, can be equally or more powerful persuasive tools. Marketing professionals regularly and deliberately incorporate these emotional techniques into their persuasive communications strategies.

Persuasive is a noun form of persuade. It is the ability to influence others is commonly viewed as a specialized talent primarily used in commercial contexts like product marketing and sales transactions (Conger, 2008). Effective persuasion is the art of guiding individuals toward adopting perspectives or positions they previously did not embrace, but this process relies on strategic communication rather than desperate pleading. The persuasive approach involves methodically

presenting compelling arguments, evidence, and emotional appeals that gradually shift someone's viewpoint through reasoned influence rather than through imploring or making pathetic appeals for agreement. This deliberate practice requires understanding psychological principles, establishing credibility, and crafting messages that resonate with the audience's values and concerns, creating a natural path to changed thinking without resorting to entreaties.

2.2.4 Copywriting Elements

The primary objective of this research is to conduct an in-depth investigation into the multifaceted elements that form the foundation of copywriting practices. Malisevic (2024) stated that the study aims to systematically dissect and evaluate the essential building blocks of effective copywriting approaches, which means the psychological principles, structural frameworks, and audience engagement strategies that professional copywriters utilize to craft compelling and persuasive content.

Furthermore, the research will undertake a comprehensive analysis of the time-tested copywriting formulas for creating high-converting written materials (Bly, 2010). This investigation will explore how these established frameworks—ranging from classical persuasion models to contemporary digital marketing structures—function as systematic guides that enable writers to produce content that resonates with target audiences consistently, drives desired actions, and achieves specific communication objectives.

2.2.4.1 Copywriting Approach

These are the types of persuasion approaches and how these things work in copywriting (Malisevic, 2024). Guided by this approach, the researcher aims to examine the study's objectives.

a) Future Pacing represents a powerful persuasive strategy employed by marketers where they help customers visualize an appealing future scenario that results from using their product or service. This

14

approach aims to evoke positive emotional responses connected to this imagined future, motivating immediate action. The technique functions by crafting detailed mental imagery of desired outcomes and guiding prospects through a vivid visualization process. Research shows that once individuals have thoroughly imagined themselves experiencing these benefits, they become significantly more motivated to take steps toward realizing that vision (Soules, 2015). This method effectively works by creating a psychological bridge connecting the customer's current situation with a potentially more fulfilling future state, leveraging the mind's natural response to detailed visualization as a catalyst for decision-making and action.

b) Reciprocity, this approach operates on the fundamental concept of reciprocity and mutual obligation, suggesting that individuals have a stronger tendency to agree to requests or make purchases when they experience a sense of indebtedness toward the person making the offer or selling the item (Malisevic, 2024). The psychological mechanism at work creates an internal pressure to respond favorably as a way of balancing the perceived social scales after receiving something of value, whether tangible or intangible.

c) Scarcity is a strategy that leverages people's tendency to assign greater worth to items that appear limited or hard to obtain. This approach taps into the fear of missing out, a powerful psychological driver that motivates individuals to act quickly to avoid losing access to something they consider valuable. It exploits our innate inclination to prize resources more highly when they seem restricted or rare. Marketing writers frequently employ this tactic by fostering urgency and highlighting the limited availability of products or services. They might emphasize that a promotional deal has a deadline or that stock is running low to push their audience toward immediate action. Common expressions include "act now", "only a few left", or "expires soon".

d) Authority is a persuasion method based on the concept that individuals tend to comply with guidance or commands from those they perceive as experts or credible figures in a specific domain (Cialdini, 2001). Companies use famous people or experts to advertise their products because it makes customers trust them more. When a celebrity endorses a product, people are more likely to buy it because they trust that celebrity. Marketing teams work hard to make their brands seem credible and trustworthy. Businesses often choose the right kind of expert for their product, like doctors for medicine or engineers for technology. These experts help in two ways: they make the product look more reliable, and they explain complicated things in simple terms that regular people can understand. This is efficient because people naturally trust recommendations from those they see as knowledgeable or famous.

e) Liking, copywriters use the "liking" strategy by making customers feel connected to a brand through shared interests, values, and experiences. They do this by creating personalized messages, using images people can relate to, and getting endorsements from popular figures that the target audience already likes and trusts. When these endorsers are both respected and relatable, it builds even stronger trust. Highlighting common ground between the brand and customers shows they share similar beliefs or experiences. This emotional connection makes customers more likely to buy the product or take action because they feel drawn to brands that seem similar to themselves.

f) Social proof is a marketing technique that influences people to buy or act by showing them what others have already done. Since people often follow others' behaviour when unsure what to do, they assume popular actions must be correct. Copywriters use testimonials, reviews, and endorsements to demonstrate that others have had

positive experiences, which helps reduce potential customers'
doubts and encourages them to make purchases.

g) Consistency is a persuasive way that is applied to influence people
to act by their previous commitments and beliefs. The consistency
principle shows that once people commit, they tend to stick with it.
Copywriters expand this by encouraging small initial actions that
lead to bigger commitments like purchases, and apply this by getting
prospects to make minor commitments to a brand first, which
increases the likelihood they will follow through with larger
commitments later.

2.2.4.2 Copywriting Formula

Beyond examining how copywriters implement these persuasion
techniques, researchers have identified another crucial element in effective
copywriting: the specific formulas and frameworks that copywriters employ to
enhance the persuasive power of their written content. These formulas serve as
systematic approaches that guide the structure, flow, and presentation of marketing
messages to maximize their impact on target audiences. It was developed by Bly
(2010), Govind (2023), and Govind (2024) about copywriting formulas. And
guiding this study by using this approach to examine the aim of the study, the
researcher would like to use an efficient coding to identify each approach that is
used in the following chapter. These are the formulas:

a) SELWAB stands with Start Every Letter With A Benefit. SELWAB
is to immediately engage readers from the very start, either through
the headline or the initial opening lines. This involves presenting a
compelling benefit that directly appeals to what the target audience
values most and finds highly desirable.

b) AIDA, which stands for Attention, Interest, Desire, and Action.
Starting with Attention, an effective headline immediately captures
readers' attention, compelling the reader to stop what they are doing

and concentrate on the message. The headline signals that this content addresses exactly what the reader has been seeking, motivating them to continue reading for more details. Furthermore, it features a distinctive hook that sets this product or service apart from all competitors in the market. Then, Interest, this strategy provides readers with increasingly valuable information as they continue reading, creating a reward system that incentivizes them to keep going. By gradually revealing more compelling details about the product or service, copywriters establish a stronger connection with their audience. Once readers are invested and engaged through this progressive disclosure, writers can make more persuasive appeals with greater confidence that their audience will remain committed rather than abandoning the content. Third Desire, this is where copywriters introduce emotional triggers that make readers feel personally invested in the product. They create feelings of need, desire, and urgency, suggesting that only by purchasing can readers eliminate these uncomfortable emotions and fill the gap they're experiencing. Last Action is important as the last step in the purchase of the product or service.

c) 4Cs consists of Clear, Concise, Compelling, and Credible. Clear means copywriters who understand their subject matter, know their audience, and have clear ideas to convey naturally write with clarity. While writing classes recommend using simple words, short sentences, and brief paragraphs for clarity, copywriters achieve this best when their thinking is well-organized and purposeful. Concise means conveying all necessary information using the minimum number of words. This requires eliminating wandering thoughts, redundant phrases, unnecessary repetition, and verbose expressions where simpler alternatives exist. Compelling copywriting must do more than simply be readable. It needs to be so interesting, captivating, and valuable that readers are drawn to continue reading

or, at the very least, motivated to scan through it to capture the key information. Lastly Credible, copywriters have several effective tools available to help establish their credibility and address any doubts their readers may have (Govind, 2023).

d) 3s consists of Star, Solution, and Success. According to (Govind, 2024), Star, Present the main character who serves as the story's spotlight. This character should deeply resonate with your intended audience. The Story, guides readers through the challenges and setbacks the protagonist encounters, also describing the emotional journey and feelings involved to create empathy with your audience. And Solution, explain how the protagonist ultimately overcame their problem permanently. This resolution represents the product or service you're promoting in your copy. Encourage readers to take action and discover this same solution.

e) Before After Bridge, according to Govind (2024), in the Before section, copywriters present the existing situation to readers, helping them recognize the challenges or difficulties they currently face. This does not require extensive detail; even a single sentence can effectively convey the problem. In the After section, copywriters depict an ideal future state, illustrating how the reader's life could improve once their current challenges are resolved. In this section, copywriters demonstrate how their product or service can transform the reader's situation from the current problem state to the ideal outcome presented in the "After" section. Lastly, the Bridge may require more detailed explanation when additional persuasion is needed to establish the solution's effectiveness.

2.2.5 Personal Branding

As Montoya and Vandehey (2002) stated, that personal brand represents an individual's distinctive identity that consistently evokes specific and meaningful associations in the minds of their audience, effectively communicating the core

values and defining qualities that the individual embodies and stands for. This curated identity creates a clear perception framework through which others interpret and understand that person's actions and contributions. This framework shows how important personal branding is for musicians or public figures. And how they maintain it and keep growing by catching up with the industry's needs.

Taylor Alison Swift, known as Taylor Swift, is an American singer, music producer born in Pennsylvania in 1989. Taylor Swift has established herself as one of the most recognizable and influential personal brands in the entertainment industry. Her strategic approach to brand management has enabled her to navigate multiple musical genres, cultural shifts, and industry changes while maintaining relevance and expanding her audience base. This analysis examines the key components of Swift's personal branding strategy through the lens of contemporary brand theory. In her prime era, has been creating masterpieces such as, Taylor Swift (2007), Fearless & Fearless TV (2008 & 2021, Speak Now & Speak Now TV (2010 & 2023), Red & Red TV (2012 & 2021), 1989 & 1989 TV (2014 & 2023), Reputation (2017), Lover (2019), folkore (2020), evermore (2020), Midnights (2022), and The Tortured Poets Department (2024). She has won many awards for creating music.

Swift's brand has undergone several strategic evolutions, transitioning from country music to global pop icon to critically acclaimed alternative artist. Each phase has been characterized by deliberate brand repositioning that maintains core authenticity while adapting to new markets and artistic directions. According to Holt (2004) cultural branding framework, Swift exemplifies a "cultural icon" who has successfully connected her narrative to broader cultural movements. Central to Swift's branding is her perceived authenticity and control over her narrative. Her writing consistently incorporates autobiographical elements that create intimate connections with her audience. This approach aligns with what Fournier and Avery (2011) describe as "transparency branding," where consumers value perceived genuineness over traditional marketing techniques. This aspect of Swift's brand directly reflects Montoya's (2002) emphasis on creating meaningful perceptions

about one's values. Swift has deliberately shaped a public persona that reflects key values such as vulnerability, sincerity, and emotional transparency, effectively eliciting targeted responses and perceptions from her audience.

Beyond her established persona as a prolific singer-songwriter who has created extensive musical works and garnered multiple awards, a particularly compelling aspect for examination is how her persona is perceived and constructed from the perspective of her fanbase, known as Swifties. Fans perceived Swift's online display of her playful, humorous personality as genuine self-expression, which attracted them and motivated greater engagement with her content (Zafina & Sinha, 2024). These results align with earlier research demonstrating that when audiences view celebrities as authentic, it strengthens their emotional connection to those public figures (Kowalczyk & Pounders, 2016). According to Zafina and Sinha (2024), the majority of participants indicated that Swift's social media content provides them with entertainment value, particularly because her reduced posting frequency compared to previous years makes each post feel more significant and exclusive. Individual posts serve as catalysts for fan engagement, enabling followers to exchange perspectives with fellow fans and collaboratively analyze potential hidden meanings within her content.

Furthermore, a significant number of fans turn to social media as their primary source for information and updates about Swift (Zafina and Sinha, 2024). Despite her current approach of using social media platforms primarily for promotional activities, she continues to communicate with her audience through distinctive methods. Swift frequently hints at upcoming releases and projects by embedding cryptic messages or symbolic imagery in her posts, which fans commonly refer to as 'easter eggs'. A single social media post from Swift can trigger extensive analysis among Swifties, who scrutinize every element, including photographs, captions, and styling choices in search of concealed meanings. Fans typically dedicate approximately three hours daily to searching for information, images, videos, and other Swift-related content across social media platforms.

2.2.6 Folklore Album Profile

The album was released during COVID-19, during lockdown. She produced two albums and released them in a row, 'folklore', and continued with 'folklore'. The release and promotion of Taylor Swift's eighth studio album, 'folklore', on 24th July 2020, unfolded against the backdrop of the global COVID-19 pandemic. The unprecedented nature of worldwide lockdowns and social distancing measures disrupted conventional album marketing strategies, compelling artists to fundamentally restructure their promotional activities within entirely digital environments. In this context, Swift's decision to employ a surprise release strategy for 'folklore', followed later by a similar approach with 'evermore', serves as a significant case study in crisis-era marketing innovation. Her work in the use of strategic copywriting and digital communication channels highlights how artists adapted their promotional practices to maintain engagement and visibility during a period of profound industry disruption.

Folklore was released officially on 24th July 2020, through Republic Records. This album has 16 songs, including:

1. the 1
2. cardigan
3. the last great american dynasty
4. exile (feat. Bon Iver)
5. my tears ricochet
6. mirrorball
7. seven
8. august
9. this is me trying
10. illicit affairs
11. invisible string
12. mad woman
13. epiphany
14. betty

15. peace

16. hoax

Taylor Swift's eighth studio album, folklore, marked a creative departure as she shifted from autobiographical songwriting to storytelling about others. Recorded during COVID-19 isolation, the album was surprise-released with only 16 hours' notice via social media, breaking from her usual promotional campaigns.

The album features collaborations with Aaron Dessner (The National), Jack Antonoff, Justin Vernon (Bon Iver), and William Bowery (Joe Alwyn), later revealed as her then-boyfriend Joe Alwyn. 'folklore' became Swift's most critically acclaimed work. It was the 2020s' only album to sell one million U.S. copies within three months and won the 2021 Grammy for Album of the Year, making Swift the first woman to win three times in that category (Genius, 2020), iHeart Radio Music Award for Pop Album of the Year at the 2021 and Danish Music Award for International Album of the Year 2020.

This album was filled with rich storytelling, with Taylor Swift weaving intricate narratives across seventeen tracks that explore themes of love, loss, nostalgia, and hope. Each song on folklore serves as a distinct vignette, creating a cohesive tapestry of human experience.

The opening track, "the 1" was all about a past one-sided relationship. Second track shifts into more mysterious territory with "cardigan" a song about the perspective of Betty, reminiscing on her memories with James before he cheated on her with Augustine, and knowing that he would come back to her in the end. This track is the first part of what fans call the "teenage love triangle" or simply "trilogy" case, an interconnected story that continues through "august" on track eight is all about the girl's point called Augustine of view for being involved in love affair crime and "betty" on track 14 is about the boy's point of view of what he's done in the relationship and begging for forgivness towards his girlfriend called, Betty. These tracks demonstrate Swift's ability to tell the same story from multiple perspectives, examining young love and heartbreak through different characters' eyes. And the third track, songs blend real and fictional narratives, including "the

last great american dynasty" about Rebekah Harkness, "exile" featuring Bon Iver on track forth tells about the past toxic relationship that is no longer for those two lovers to work on. "my tears ricochet" delves into the aftermath of broken relationships, while mirrorball" uses the metaphor of a disco ball to explore themes of people-pleasing and self-reflection. "seven" transports listeners to childhood memories with dreamlike imagery and innocent nostalgia with her friend.

The album's latter half includes "invisible string," which celebrates the serendipitous connections that bind people together, and "mad woman," a more pointed commentary on how women's anger is perceived and dismissed. "epiphany" draws parallels between her grandfather's wartime experiences and healthcare workers during the pandemic, showing Swift's ability to connect personal and universal struggles. Track fifteen, called "peace' describes Swift's relationship with her ex, Alwyn. She could not handle the attention, fame, and pressure she got from people and the media towards her relationship; she felt no peace she could give to Alwyn because of her fame. The album concludes with "hoax," a sparse, haunting meditation on love's complexities that serves as a fitting end to folklore's exploration of human relationships and emotions. Each track contributes to an album that feels like reading a collection of interconnected short stories, showcasing Swift's evolution as a narrative songwriter.

The album spawned a November 2020 Disney+ documentary, folklore: the long pond studio sessions, filmed at Long Pond Studios, featuring performances and behind-the-scenes conversations about each track. The deluxe edition included a bonus track, "the lakes" and eight collectible covers for website sales.