

**CREATING AN ENGLISH COPYWRITING
GUIDEBOOK TO ENHANCE THE
PROMOTIONAL EFFECTIVENESS OF THE
BEAUTY INDUSTRY**



FINAL PROJECT

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

by

Hailaikala Fiorentinaresa Santosa

40020522650077

**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
DIPONEGORO UNIVERSITY**

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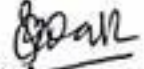
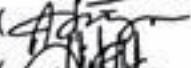
ACCEPTANCE

This Final Project was submitted by:

Nama : Hailaikala Fiorentinaresa Santosa
NIM : 40020522650077
Study Program : Applied Foreign Language
Title of Final Project : Creating an English Copywriting Guidebook to
Enhance the Promotional Effectiveness of the Beauty Industry

**This study has been examined and is accepted for impartial fulfilment
of the requirement for the degree of Applied Bachelor in Applied
Foreign Languages of Vocational College Diponegoro University**

Examiners Board:

1. Girindra Putri Ardana Reswari, S.Pd., M.Sc., Ph.D. : ()
2. Aditya Nur Patria, S.Hum., M.App.Ling. : ()
3. Alfin Rosyidha, S.Pd., M.A. : ()

Semarang, 30th June 2026

Head of Applied Language Program



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

NIP. 197401032000122001

STATEMENT OF ORIGINALITY

This is to certify that the thesis is 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 standards. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

Name : Hailaikala Fiorentinaresa Santosa

NIM 40020522650077

Signature :



Date : June 30th, 2026

**APPROVAL SHEET
A FINAL ASSIGNMENT**

**Creating an English Copywriting Guidebook to Enhance the
Promotional Effectiveness of the Beauty Industry**

By

Hailaikala Fiorentinaresa Santosa

Student Number: 40020522650077

Semarang, June 30th, 2026

**Approved by
Academic Advisor**



Girindra Putri Ardhana Reswara, S.Pd., M.Sc., Ph.D.

NIP. 1993081020180720001

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Semarang, June 30th, 2026

A handwritten signature in black ink, consisting of a large, stylized 'H' followed by a series of loops and a vertical line.

Hailaikala Fiorentinaresa Santosa

ABSTRACT

The rapid digitalization of the beauty industry demands global marketing communication strategies, yet vocational school students face a skills gap in English copywriting due to lack of standardized learning materials. This study aims to develop and evaluate a practical English copywriting guidebook aligned with industry standards by utilizing the 4D (Define, Design, Develop, Disseminate) of Research and Development model. Data were collected through interview at SMKN 6 Semarang and a questionnaire distributed to beauty industry practitioners. The product result, “A Guide to English Copywriting for Beauty Industry”, features a systematic writing structures, bilingual examples, and cognitive control boundaries. Expert validation confirmed the high quality of this guidebook, with a score of 3.9 for content and 3.7 for media presentation, classifying it as ‘Highly Valid’. Further field deployment proves that this product is “Highly Practical”, effectively boosting students’ confidence in writing, expanding specialized vocabulary, and serving as an efficient supplementary resource to prepare students for digital workplace.

Keywords: Guidebook, English Copywriting, Beauty Industry, 4D Model

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