

CHAPTER I

INTRODUCTION

1.1 Background

The beauty industry is currently facing digital disruption, compelling brands including local ones to adopt global standard marketing communication strategies. This shift is driven by the fact that the national cosmetics industry in Indonesia is experiencing an exponential surge, acting as a highly strategic contributor to the country's economic growth. According to data from the Ministry of Industry of the Republic of Indonesia (Kemenperin, 2025), the number of cosmetics businesses jumped over 77% post-pandemic, with the national market potential projected to reach USD 9.7 billion by 2025 and expected to expand steadily by 4.33% annually until 2030. Backed by Indonesia's massive domestic population and its strategic global position as the second-largest consumer of halal cosmetics, local beauty brands are aggressively entering a sustainable expansion phase to capture both local and international markets. The use of English copywriting has become an urgent necessity for establishing a premium image, capturing attention, and enhancing consumer perceptions of product quality (Sari et al., 2022). Unfortunately, evidence from the field shows that many beauty brands are still unable to package English copywriting effectively. Promotional materials are often hindered by rigid grammar or translations that lose their persuasive power. This urgency arises from the wide gap between a brand's global ambitions and the poor quality of the language used. In the highly competitive beauty industry, marketing messages that fail to meet audience expectations will not drive sales, which ultimately weakens the brand's market position.

In the face of intense market competition, beauty brands face a major challenge in standing out and building trust among increasingly critical consumers. To address this, they have adopted a "scientification" strategy by using product names based on chemical terms and quantitative figures

(Cahyani, 2025). However, this strategy has sparked new problems, namely the proliferation of exaggerated claims and the emergence of a communication paradox, in which a flood of complex technical terms risks undermining consumer understanding and trust.

Crafting marketing narratives for beauty products requires a precise balance between technical explanations such as ingredient efficacy or medical claims and psychological approaches that engage consumer emotions. According to Amalina (2023), the use of pseudo scientific terms combined with persuasive adjectives is a linguistic instrument intentionally used to build trust and attract market interest. However, this strategy carries risks if not executed carefully, particularly regarding cultural adaptation. Research by Olwi and Alshammari (2024) warns that using foreign languages or product terms while ignoring local sensitivities can backfire, leading to misunderstandings or even consumer rejection.

This operational gap highlights a critical need for early-stage vocational preparation, particularly for future professionals entering the industry. The target users of this study are the students of the Beauty Program at SMKN 6 Semarang. As vocational students trained in beauty services and cosmetics, they represent the next generation of beauty entrepreneurs, digital creators, and brand practitioners. While they possess strong technical competencies in beauty application and product knowledge, they often lack the specialized linguistic and communication skills required to market these skills globally. Equipping them with industry-standard copywriting capabilities is essential to bridge the gap between their vocational expertise and the evolving demands of digital marketing.

Recent studies indicate that the majority of research regarding English usage in the beauty marketing sector remains focused on one way impact analysis on audiences. For instance, Sari et al. (2022) analyzed how customers respond to Instagram captions from local brands that use

English, while Amalina (2023) utilized critical discourse analysis to examine textual strategies in skincare promotions. On the other hand, linguistic sensitivity in cross cultural advertising became the primary focus for Olwi and Alshammari (2024).

Based on these research gaps, the primary objective of this study is to design, develop, and evaluate a guidebook on the procedures for creating effective English copywriting for beauty brand promotions. The choice of a guidebook as the final product is highly justified by its structural flexibility and practical utility in both instructional and professional environments. Unlike dense textbooks, a guidebook provides vocational students and creative practitioners with instant access to actionable templates, instruction, and clear linguistic rules that they can immediately apply in real-world marketing workplace (Kristiyorini et al., 2024).

To ensure a highly structured and pedagogically sound output, the 4D development model (Define, Design, Develop, and Disseminate) formulated by S. Thiagarajan, Semmel, and Semmel in 1974 is distinctly well-suited for the creation of this guidebook. This methodology provides a systematic, step-by-step framework that is ideal for analyzing user needs, structuring instructional material, validating linguistic accuracy, and testing the final product within a vocational context. Academically, this research seeks to enrich international marketing communication literature by transforming applied linguistic theories into an operational framework. This aims to reduce the potential for cross cultural communication failures that frequently occur. Practically, the resulting guidebook is projected to be a ready to use instrument for creative practitioners and advertising agencies. This output is expected to serve as a reference standard for drafting product descriptions and social media content that are not only visually captivating but also highly competitive on the global stage.

1.2 Research Question

1. How can an English copywriting guidebook be designed and developed to align with beauty industry standards?
2. What are the targeted users' opinions and needs toward the development of an English copywriting guidebook for beauty product promotions?

1.3 Research Objective

1. To design and develop a guidebook prototype that integrates persuasive writing materials with systematic visual navigation and branding.
2. To identify specific needs, opinions, and competency gaps in English copywriting within the beauty sector through market and theoretical research.

1.4 Research Significance

1. Contributes to the field of Applied Linguistics by transforming international marketing communication theories into a practical framework that minimizes cross-cultural communication failures.
2. Provides a concrete solution for designers and copywriters to minimize grammatical errors while enhancing the psychological appeal of marketing messages for a global audience.

1.5 Research Output

The research began with the preparation of a research-based report on the latest copywriting trends and market needs in the beauty industry. This research was transformed into a 28-pages practical guidebook titled “A Guide to English Copywriting For Beauty Industry”. The book not only covers theory but is also designed as a ready-to-use resource containing scriptwriting materials for short-form video content, sample copy for various social media and e-commerce channels, and visual branding

guidelines to ensure that written messages align with the visual aesthetics of beauty products.