

CHAPTER II

LITERATURE REVIEW

2.1 Guidebook

The development of an educational product, particularly a guidebook, must be based on the understanding that instructional materials are not merely supplementary but rather systematic tools for achieving learning objectives. A guidebook is defined as a comprehensive instructional tool that provides structured lesson plans, teaching strategies, and assessment methods to ensure the effective delivery of content (Haule et al., 2024). In the context of English language teaching, a guidebook serves as a framework that ensures consistency in teaching practices, which directly correlates with the development of students' writing skills as an essential component of language proficiency.

The guidebook is evaluated as a comprehensive instructional tool that provides structured lesson plans and assessment strategies. Supporting theory of Adeyemi (2022, as cited in Haule et al., 2024) emphasizes that standardization through guidebooks results in more consistent and measurable learning outcomes. Critically, this theory suggests that in language education, skill development is cumulative, making adherence to a framework essential to prevent learning gaps. Therefore, the product developed in this study must bridge the need for systematic structure with instructional flexibility to prevent learning gaps.

2.2 English Copywriting

Copywriting is generally defined as a technique or skill in the field of creative advertising that involves crafting words and creating advertising copy that combines intellectual work and artistry to convey a sales message. According to Ariyadi (2019, as cited in Hajar et al., 2025), copywriting is the process of combining this creativity to produce effective

copy. This view is strengthened by Jefkins (2020, as cited in Hajar et al., 2025), who states that copywriting is the art of writing the most persuasive sales messages with a strong business background. This definition is in line with the view of Kartsivadze (2022), who argues that copywriting is the process of seeking and identifying the most effective way to communicate by using the appropriate volume, text, structure, tone, and choice of words. Furthermore, Khristianto et al. (2025) add that copywriting plays an important role in digital marketing as a technique for crafting effective and persuasive messages to influence audiences to take specific actions, such as making purchases or engaging with a brand.

A synthesis of these two views indicates that the success of an advertisement depends not only on visual appeal but more on “what” is said in the copy to influence the audience. David Ogilvy, known as the Father of Modern Advertising, supports this premise by asserting that the primary purpose of an advertisement is to sell; an advertisement is considered a failure if it merely looks creative but fails to boost sales volume.

In the field of English for Advertising, the use of linguistic elements and stylistic devices is aimed at achieving adaptive persuasive effectiveness. Copywriters must be able to craft sentences that invite, persuade, command, and prompt concrete action from consumers. This linguistic strategy involves selecting a writing style precisely tailored to a specific target market so that the message is received on a personal level. According to Ariyadi (2019, as cited in Hajar et al., 2025), there are types of writing styles that can be used to engage the reader's emotions, including:

1. Poetic Copy: Using beautiful language with rhyme, verse, or prose to enhance the aesthetic appeal of the message
2. Imagination Copy: Stimulating the reader's imagination through fictional stories that bring the product to life in a fantasy world

3. Humorous Copy: Presenting elements of entertainment and humor without detracting from the core sales message

To ensure that advertising copy performs optimally, experts have developed various proven techniques. Jefkins (2020, as cited in Hajar et al., 2025) introduced the AIDA technique, which requires that a marketing message be able to progress through the audience's psychological stages in sequence:

1. Attention: Gaining the audience's initial attention
2. Interest: Spark curiosity about the product
3. Desire: Creating a desire to own the product
4. Action: Encourage purchases or the use of services

This technical approach is supported by Suhandang (2016, as cited in Hajar et al., 2025), who established the 5W + 1H formula (What, Who, When, Where, Why, How) as the foundation of advertising planning, from identifying the target audience to selecting media. The relationship between the AIDA technique and 5W + 1H demonstrates that creative copywriting must be preceded by a thorough data analysis of the product's benefits from the consumer's perspective.

In addition to AIDA, there are other persuasive copywriting techniques that have been proven effective in building strong product narratives. According to Utami (2025), the PAS (Problem, Agitation, Solution) technique focuses on identifying the audience's problems, intensifying their concerns, and the presenting the product as the solution to those problems. This is supported by Ferdiandus (2025), who states that the application of the PAS technique is highly effective in revitalizing brand communication because it employs a structured approach based on empathy toward the audience's real problems.

The problem-oriented nature of the PAS technique is contrasted by Khristianto et al. (2025) with the FAB (Features, Advantages, Benefits)

technique. According to the authors, while PAS focuses on directing emotions through the audience's problems, FAB emphasizes the product's direct strengths by highlighting its features and tangible benefits, making it more suitable for audiences who are already aware of their needs. On the other hand, the BAB (Before, After Bridge) technique bridges these two approaches. According to Molluscas and Rosyidha (2025), the BAB formula employs an emotional transformation approach by first describing the audience's current difficulties, then visualizing an ideal future condition, and positioning the product as the link between the two states.

While copywriting is applied to audiovisual media, such as promotional video scripts, theories of written narrative become fully integrated with visual communication. According to Hastuti and Siwanta (2024, as cited in Rafly et al., 2025), the 4Ps (Picture, Promise, Proof, Push) technique is a highly relevant approach for developing effective promotional video scripts because each element functions to capture attention while simultaneously building consumer trust.

This theoretical framework is further supported by Dewi et al. (2025, as cited in Rafly et al., 2025), who state that combining these elements significantly increases consumer interest. In this framework, Picture serves as the hook, Promise and Proof highlight emotional and rational benefits, and Push functions as the Call to Action. Rafly et al. (2025) conclude that promotional messages are more effective when verbal and visual elements are aligned within a coherent communication structure.

2.3 Copywriting in Beauty Industry

The current development of the beauty industry in Indonesia cannot be separated from the phenomenon of massive digitalization. Saparuddin et al. (2025) explain that this industry is highly dynamic and adaptable, with growth driven by changes in consumer lifestyles and increased awareness of skin health. Conceptually, this growth creates a need for

more adaptive marketing strategies. This perspective aligns with the analysis by Kalaij et al. (2024), who emphasize that within the digital ecosystem, customer loyalty no longer depends solely on the quality of physical products, but rather on how the brand interacts with consumers through digital platforms. The connection between these two perspectives forms the basis for the argument that product development (such as copywriting guides or marketing modules) must be able to address the challenges of “trend speed” and “digital proximity” to remain relevant in an aggressive market competition.

In ensuring business sustainability, service quality theory serves as a critical evaluation tool. Kalaij et al. (2024) define service quality as the excellence expected to meet customer needs, encompassing the dimensions of reliability and empathy. This is strengthened by Saparuddin et al. (2025), who state that product innovation in the beauty industry must include added value, both in terms of function and sustainability (clean beauty). A comparison of these two approaches shows that while Kalaij focuses more on the interaction process (service), Saparuddin emphasizes the solution object (product). The strength of the interactional approach lies in its ability to build emotional engagement, but its limitation is high operational costs. Conversely, the product innovation approach excels in market differentiation but risks failure if not communicated using the right copywriting techniques. This highlights that writing texts within the beauty industry requires a specialized approach, as textual communication acts as the ultimate bridge that translates complex product value into understandable consumer benefits.

The theories above serve as the theoretical foundation for designing development products. The main problem identified is the gap between the rapid growth of the industry (Saparuddin et al., 2025) and practitioners' ability to convert interest into loyalty through digital marketing (Kalaij et al., 2024). Therefore, this product design will integrate elements of digital

persuasion (such as copywriting) with industry service standards. Experts agree that digitalization is the primary driving force, but their differences lie in the emphasis on success variables regarding social media strategies or the technical quality of the product. This evaluation indicates that the developed product must be holistic, it should not merely offer a way to write beautiful advertising copy. Instead, an ideal beauty copywriting framework in the digital era must synergize the perspectives of Kalaij and Saparuddin; it must be capable of building a luxurious brand identity through meaningful digital interactions, embedding the ethos of clean beauty, and delivering honest solutions to users' specific skin concerns.. By combining the concepts of digital penetration and consumer awareness, this conceptual framework emphasizes that the product developed in this study is not merely a communication tool, but a strategic solution to enhance the economic contribution of beauty business units through the strengthening of brand identity in the digital space.

2.4 Previous Studies

Research on the development of English for Specific Purposes (ESP) materials and digital communication strategies has been extensively conducted by previous researchers. One such study was conducted by Ulyani (2025) in a paper titled “The Role of Elective English for Specific Purposes (ESP) in Preparing Beauty Vocational Students for the World of Work: A Qualitative Case Study”, which used a descriptive qualitative approach to examine the role of elective ESP at SMKN 2 Selong. The study found that the integration of beauty-specific content, such as product catalogs and salon manuals, significantly improved students’ communicative competence, motivation, and self-confidence in a professional context. In line with this, Herawati et al. (2026), through a study titled “English for Makeup Client Services: An ESP Material Development Study at SMKN 3 Bogor”, developed teaching materials using Sugiyono (2019) Research and Development model with 30 beauty

care students. The final product of this study was a textbook focused on customer service, and pilot test results showed that 100% of students considered the material highly relevant to the needs of their vocational program.

In addition, language strategies on social media were also the focus of a study by Triani and Yusuf (2025) titled “Bank Syariah’ Copywriting Strategies on Social Media: An Analysis of Persuasive Language Styles in Boosting Generation Z’s Interest”. Using a descriptive qualitative method and a content analysis approach, they found that the use of persuasive language styles such as storytelling, humor, and popular slang terms (such as “Slay” and “Cuan”) is highly effective in building emotional closeness with Generation Z without violating Sharia marketing ethics. On the other hand, Sihombing et al. (2024), in their study on the 4D Development Model (Define, Design, Develop, and Disseminate) in Islamic Education, provide a procedural foundation for developing instructional materials using Thiagarajan’s 4D model. Their research resulted in instructional designs validated by subject matter experts and media specialists to ensure the practicality and effectiveness of the resulting products within the educational context.

Although there have been several studies on ESP and the language strategies mentioned above, this study occupies a distinct and specific position. While the studies by Ulyani (2025) and Herawati et al. (2026) focused more on oral communication skills in beauty salons for vocational high school students, this study focuses specifically on creative writing skills, or English copywriting. Furthermore, unlike Triani and Yusuf (2025), who used the context of Islamic banking, this study applies copywriting strategies to the beauty industry, focusing on luxury aesthetics and digital marketing. In terms of outputs, while previous researchers produced general textbooks or game-based media, this study produces

practical guidebooks specifically designed to support the professional needs of the beauty industry.