

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Result

Based on task division outlined in Chapter 3, the researcher's contribution to this development project focused on the define phase and the execution of the concept during the design phase. The final product of this research is an English Copywriting Guidebook for the Beauty Industry. This guidebook consists of 28 pages, including the editorial team, acknowledgement, table of contents, and references. The author has completed the process of compiling this guidebook despite facing several challenges during its creation. This guidebook is intended for students and teachers from the beauty program at SMKN 6 Semarang as a learning resource to develop copywriting skills in the workplace.

4.1.1 Define

At this stage, a comprehensive need analysis is conducted using two data collection techniques, interviews with 5 (five) students and 2 (two) teachers from the beauty program at SMKN 6 Semarang, and a questionnaire distributed to beauty industry practitioners.

a. Semi-Structured Interview

English Usage in Beauty Practice

5 out of 5 students stated that English is used when greeting customers, such as when addressing clients and carrying out standard operating procedures. Both teachers emphasized that even though English has been integrated into the curriculum, students' are still inconsistent and very reliant on direct guidance from their teachers.

Students Difficulties

According to the interview, students face difficulties with speaking and writing skills due to a limited vocabulary specific to the industry. A lack of confidence is one of the psychological factors that leads students to rely on Indonesian, preventing them from effectively explaining product ingredients or treatment benefits to foreign clients.

Need Analysis

Limited vocabulary and low self-confidence in speaking and writing have been shown to create a domino effect, in which students face significant difficulties when they must persuasively explain product ingredients or treatment benefits, causing them to become heavily reliant on direct guidance from their teachers. In this context, a structured copywriting guide serves as an urgent solution to break this chain of dependency. Through guided copywriting activities, students are given the cognitive space to develop business communication strategies without real-time pressure, which can gradually build their linguistic confidence. This urgency also aligns with students' preferences for a bilingual guide featuring a minimalist, illustrative visual style, which is intentionally designed to minimize the cognitive load of understanding the material while accelerating the adaptation of their practical English language skills to prepare them for the real-world demands of the beauty industry.



Figure 4.1 Interview with SMKN 6 Semarang

b. Questionnaire

To bridge the gap between academic preparation and industry standards, a closed-ended questionnaire using a Likert scale was distributed to 10 practitioners at beauty companies, including KAH I Indonesia and Itjeher. The results are divided into 2 variables.

Table 4. 1 Percieved Importance

No.	Indicators	Percentage Result					Mean
		Very Important	Important	Neutral	Not Important	Very Not Important	
1.	The importance of the ability to create digital promotional content in the workplace.	60%	40%	0%	0%	0%	4.60
2.	The level of attractiveness of promotional messages to the target audience.	80%	20%	0%	0%	0%	4.80

3.	The relevance of thematic word choice (industry-specific vocabulary) in advertising copy.	40%	30%	30%	0%	0%	4.10
4.	The need for foreign language proficiency (English) in marketing materials.	70%	10%	20%	0%	0%	4.50
5.	Understanding the basic structure of the copywriting framework.	90%	10%	0%	0%	0%	4.90
6.	Clear communication of the unique selling point and product information.	90%	10%	0%	0%	0%	4.90
7.	Awareness of the importance of content differentiation and creative messaging.	80%	10%	10%	0%	0%	4.70
8.	Awareness of the consistency of the brand voice.	90%	10%	0%	0%	0%	4.90

Based on the result of questionnaire above, the analysis indicates a very high level of importance across all measured indicators. The highest mean score of 4.90 was achieved by three key indicators; understanding the basic structure of copywriting

frameworks, effectively communicating the unique selling point (USP) and product information, and maintaining awareness of consistent brand voice. These indicators were predominantly rated as “very important” by 90% of respondents and as “important” by 10% suggesting that the fundamental elements of brand message development are regarded as essential pillars. This finding is consistent with the indicator measuring the attractiveness of promotional messages to the target audience, which obtained a mean score of 4.80, with 80% of respondents rating it as very important and 20% as important. Furthermore, awareness of the importance of content differentiation and creative messaging was also highly rated, with a mean score of 4.70, supported by 80% of respondents selecting very important, 10% important, and 10% neutral.

On the other hand, technical and practical skills in the workplace also received considerable attention from the respondents. The indicator regarding the importance of creating digital promotional content in professional world obtained a mean score of 4.60, with 60% of respondents rating as very important and 40% as important. The need for English in marketing materials was also considered essential, with a mean score of 4.50, with 70% of respondents regarding it as very important, 10% as important, and 20% as neutral. Meanwhile, the indicator with the lowest mean score was the relevance of using thematic vocabulary or industry-specific terms in advertising copy, which achieved a mean score of 4.10. Responses to this indicator were relatively diverse, with 40% rating it as very important, 30% as important, and the remaining 30% as neutral. Overall, these findings highlight that structural understanding, creativity, differentiation, language proficiency, and

digital adaptability are viewed as highly important competencies in today's marketing and promotional content.

Table 4. 2 Frequency Challenges

No.	Indicators	Percentage Result					Mean
		Very Often	Often	Sometimes	Rarely	Never	
1.	Intensity of practical involvement in writing social media content.	40%	20%	30%	10%	0%	3.90
2.	Level of difficulty in crafting persuasive promotional messages.	10%	10%	40%	30%	10%	2.80
3.	Frequency of using English in daily marketing practices.	60%	30%	10%	0%	0%	4.50
4.	Difficulty in choosing the right words when writing content.	20%	10%	50%	10%	10%	3.20
5.	External reference-seeking behavior (content benchmarking)	30%	50%	10%	10%	0%	4.00

Based on the result of questionnaires about frequency challenges above, the analysis reveals variations in the frequency of experiences and challenges encountered by respondents in marketing and content writing skills. The indicator with the highest mean score of 4.50 was the frequency of using English in daily marketing practices, with 60% respondents reporting that they used it very often and 30% often, while the remaining 10% indicated that they used it occasionally. This high level of foreign language use corresponds with respondents' tendency to seek external references or conduct content benchmarking, which achieved a mean score of

4.00. this practice was relatively common, with 50% of respondents reporting that they often engaged in it and 30% indicating that they did so very often, while 10% respondents were equally divided between occasionally and rarely. Furthermore the level of practical involvement in writing social media content was also relatively high, with a mean score 3.90. Specifically, 40% of respondents reported being very frequently involved, 20% frequently involved, 30% occasionally involved, and only 10% rarely involved in such activities.

On the other hand, the table also reflects the challenges experienced by respondents during the creative process of content writing. Difficulty in choosing appropriate words in writing content obtained a mean score of 3.20. The data indicate that 50% respondents occasionally experienced this challenge, while 20% reported encountering it very often, and 10% each selected often, rarely, and never. Meanwhile, the indicator with the lowest mean score was the difficulty of developing persuasive promotional messages, which received a mean score of 2.80. Most respondents appeared to experience relatively few difficulties in this area, as 40% reported facing such challenges occasionally, 30% rarely, 10% never, and only 10% each indicated that they encountered them often or very often. Overall, these findings suggest that although respondents are highly engaged in using English, producing social media content, and seeking external references, technical challenges such as word selection and crafting persuasive messages are generally perceived as moderate to low.

4.1.2 Design

Based on the needs identified in the Define stage, the guidebook's content structure was designed to consist of six main sections to bridge applied linguistic theory with creative industry practices.

1. Front Cover

The author recognized the need for a visual representation that could reflect the guidebook's content. This guidebook used the Caveat Brush and Sour Gummy font styles. The cover features the feminine watercolor illustrations of a beauty-enthusiast character and several book illustrations, clearly indicating that the guidebook contains copywriting.

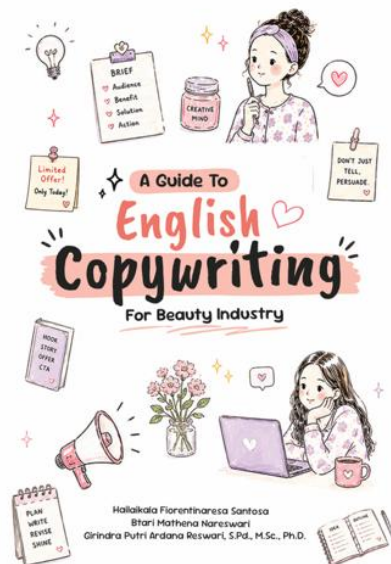


Figure 4. 1 Front Cover

2. Color Pallete

The color palette combines shades of pink, lilac, green, and blue. This color is chosen to represent the calming, welcoming, and professional aesthetic of the beauty industry. In the world of visual

marketing, the colors pink and lilac have become universally associated with femininity and beauty aesthetics. The use of these colors is intended to create an immediate visual alignment with the



Figure 4. 2 Color Palette

aesthetic preferences of women, who are both the primary users and the majority of consumers in the beauty industry. The combination of green and blue gives enough contrast to distinguish decorative visual elements from the text, ensuring that this guidebook meets the aesthetic criteria for effective educational materials.

3. Layout

The layout utilizes a structured, clean, and highly systematic design that seamlessly bridges text and illustration. Generous margins and whitespace are maintained around the text blocks to prevent readers from losing interest while reading the guidebook. Components such as “Insight Penting” and “Catatan” are consistently placed in structured boxes at the bottom of the page.

This layout strategy naturally guides the reader's gaze, ensuring an engaging and systematic learning experience.

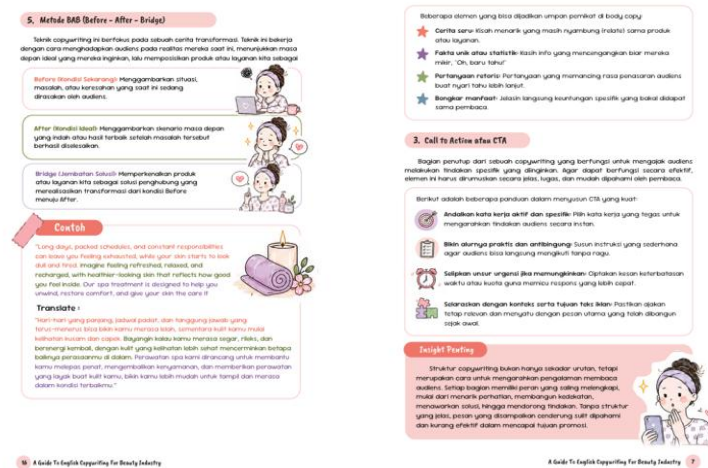


Figure 4. 3 Layout

4. Copywriting Introduction

This chapter, titled “Pengertian Copywriting”, presents a conceptual framework for copywriting specifically tailored to the beauty industry. The material is designed to help readers understand that copywriting is not merely about selling products, but rather a strategic tool for building personal, honest, and relatable interpersonal relationships with the audience. The author identifies four primary functions of beauty copywriting: explaining product

benefits in simple terms, building trust, creating emotional connection, and boosting consumer confidence.



Figure 4. 4 Copywriting Introduction

5. Copywriting Structure

The author developed a systematic chapter on the anatomy of copywriting titled “Struktur Copywriting” to ensure that the message has a strong communicative direction and is easy to understand. This structure is divided into three parts. Hook/Headline, which is designed using powerful vocabulary to grab attention and spark curiosity. Body Copy, which serves as a persuasive element that leverages emotional storytelling, rhetorical questions, or unique facts to highlight specific product benefits, and the Call to Action (CTA), which is a decisive closing with a sense of urgency to practically guide consumer action (e.g., “Book your appointment today” or “Secure yours today”).



Figure 4. 5 Copywriting Structure

6. Power Words

This chapter contains a list of selected power words in English along with their Indonesian equivalents, tailored to the preferences of the beauty industry. The author classified these terms into four operational categories:

1. Results and Beauty: Glowing, radiance, smooth, healthy, and flawless.
2. Trust and Safety: Proven, safe, effective, trusted, and clinically tested.
3. Simplicity and Comfort: Simple, natural, effortless, and lightweight.
4. Call to Action: Now, today, limited, try, and start.



Figure 4. 6 Power Words

7. Copywriting Method

To provide a practical guideline for vocational high school students majoring in beauty, the researcher adopted and adapted five advertising copywriting formulas to the context of beauty products. Each method is accompanied by a visual representation of the thought process, an example of an English text, and its contextual translation into Indonesian.

1. AIDA (Attention, Interest, Desire, Action): A tiered psychological flow, applied to the promotional text for Collagen Booster Treatment.
2. PAS (Problem, Agitation, Solution): A straight-to-the-point formula that escalates the urgency of damaged hair issues before offering Keratin & Scalp Therapy as the primary solution.
3. FAB (Features, Advantages, Benefits): Analyzing the objective aspects of the Wrinkle Multi Balm product through

to the tangible emotional value consumers receive “hydration throughout a busy schedule”.

4. The 4Ps (Promise, Picture, Proof, Push): Guiding readers to envision an ideal scenario through imaginative, smudge-free visuals “16-Hour Lock Technology” for the Makeup Setting Spray.
5. BAB (Before - After - Bridge): Focusing on the story of transforming dull skin into a fresher, more relaxed appearance through spa treatment interventions.



Figure 4. 7 Copywriting Method

8. Communication Strategy

This section provides a practical guide to write captions for social media. The material focuses on using a natural conversational tone, keeping sentences concise so the audience doesn’t lose focus, and

techniques for sparking curiosity in the first line of a caption to hold the audience's attention as they scroll.



Figure 4. 8 Communication Strategy

9. Cognitive Control and Regulatory Boundaries

This chapter is designed to help users develop the ability to distinguish between effective copy and less effective copy. Researchers present a direct comparison in a bilingual format to evaluate common pitfalls such as overly rigid text that fails to explain benefits, information overload, the absence of a call-to-action, and the use of unrealistic and overclaiming. Through this comparison, the importance of honesty and transparency in advertising language is emphasized to build long-term brand reputation.



Figure 4. 9 Control and Boundaries

4.1.3 Develop

At this stage, the initial draft of the guidebook has been reviewed by experts to evaluate its design, language, and content. The goal is to obtain feedback on the guidebook's suitability and its effectiveness in improving copywriting skills. The evaluation process was conducted by presenting an expert validation questionnaire to academic advisors for review and feedback to improve the quality and appeal of the handbook. The questionnaire contained several indicators regarding the format of the media and the material presented.

PRODUCT VALIDATION QUESTIONNAIRE

Validator Identity

Name : Girindra Putri Ardana Reswari, S.Pd., MSc., Ph.D.
Institution : UNDP
Field of Expertise/Position : Thesis Supervisor

Instructions for Completion
Please assess each statement by putting a check mark (✓) in the appropriate column.

Score	Criteria
4	Very Appropriate
3	Appropriate
2	Inappropriate
1	Very Inappropriate

A. Product Material Validation

No.	Indicators	Score			
		1	2	3	4
1.	The material is in accordance with the learning objectives				V
2.	Clear explanation of the structure of basic copywriting (Headline, Body Copy, CTA)				V
3.	The accuracy and comprehensiveness of the explanation of copywriting methods (AIDA, PAS, FAB, 4Ps, BAB)				V
4.	The information delivered is accurate				V
5.	The material reflects real conditions in the field				V
6.	Detailed practical guidelines for making engaging captions				V
7.	The language used is easy to understand				V
8.	There are various bilingual phrases that support practice				V

9.	Sentences are structured effectively and communicatively			V	
10.	The concepts presented in the material are appropriate				V

B. Product Media Presentation Validation

No.	Indicators	Score			
		1	2	3	4
1.	The media design is attractive and professional			V	
2.	The media's structure and learning objectives are clear				V
3.	The media's format is consistent and the layout is neat			V	
4.	The media has attractive color and easy to read fonts			V	
5.	The media suits the characteristics of the target users				V
6.	The media has attractive cover and supporting illustrations				V
7.	The presentation of the material is not confusing				V
8.	The instructions for use are clear				V
9.	The media is easy to use				V
10.	The media is practical and relevant to the early stages of the professional world				V

C. Suggestions and Feedback

The guidebook presents relevant and practical material for vocational students and beginners in beauty-industry copywriting. The explanations of copywriting structures and methods are clear, supported by bilingual examples that facilitate understanding and practice. The content is aligned with current industry needs and can effectively support students in developing promotional writing skills. For future improvement, the book may benefit from additional proofreading to ensure language consistency and grammatical accuracy.

Validator Signature



(Girindra Putri A.R., S.Pd., M.Sc., Ph.D.)

Figure 4. 10 Validation Result

Product Material and Media Validation Result

The comprehensive product validation conducted by the Academic Advisor evaluated both the content and visual presentation of the guidebook, concluding that the resource meets excellent academic and professional standards.

Regarding content and structure, the advisor deemed the material highly accurate and logically organized. It provides an in-depth yet accessible breakdown of foundational copywriting elements (Headlines, Body Copy, CTAs) and key marketing formulas such as AIDA, PAS, FAB, 4Ps, and BAB. This theoretical foundation is strongly supported by realistic, industry-aligned guidance, including systematic steps for crafting engaging social

media captions. The communicative writing style, enhanced by diverse bilingual phrases and practical examples, successfully simplifies complex concepts to foster reader creativity.

Visually, the product meets professional design standards with an attractive, neat, and consistent layout. The advisor highlighted that the chosen color scheme and typography ensure high readability while matching the psychological preferences of the target users. A compelling cover design effectively captures attention, while well-balanced spacing and supporting internal illustrations deliver a comfortable reading experience. Operationally, the guidebook is highly user-friendly and accessible, complete with clear, explicit usage instructions that make it a functional tactical guide for beginners.

Table 4. 3 Expert Validation Result

Aspect	Score	Category
Material Validation	3.9	Valid
Media Validation	3.7	Valid

Suggestion and Feedback

According to the academic advisor, The guidebook presents relevant and practical material for vocational students and beginners in beauty-industry copywriting. The explanations of copywriting structures and methods are clear, supported by bilingual examples that facilitate understanding and practice. The content is aligned with current industry needs and can effectively support students in developing promotional writing skills. For future improvement, the book may benefit from additional proofreading to ensure language consistency and grammatical accuracy.

4.1.4 Dissemination

After a thorough process involving define, design, and develop stages in the development of the guidebook of “A Guide to English Copywriting for the Beauty Industry”, the final stage of the 4D development model is dissemination, where the purpose of this stage is to evaluate the guidebook that has been designed by implementing it with the target users, while also collecting feedback, responses, and evaluations to determine the product’s effectiveness and acceptance in the field.

The researcher opened the Focus Group Discussion forum by distributing product evaluation questionnaires to 11th grade students and beauty program teachers at SMKN 6 Semarang on June 10, 2026. The questionnaire contained several indicators regarding the format of the media and the material presented.

Table 4. 4 Evaluation Result

No	Aspects	Percentage				Feasibility
		Strongly Agree	Agree	Disagree	Strongly Disagree	
1.	The design of this guidebook caught my attention	75%	25%	0%	0%	93.7%
2.	The color scheme in the guidebook looks appealing	32.1%	64.3%	3.6%	0%	82.1%
3.	The illustrations in the guidebook helped me understand the material	21.4%	78.6%	0%	0%	80.3%
4.	The layout of the guidebook is neat and visually appealing	14.3%	85.7%	0%	0%	78.5%
5.	The font size and type in the	14.3%	85.7%	0%	0%	78.5%

	guidebook are easy to read					
6.	The material in the guidebook is easy to understand	14.3%	85.7%	0%	0%	78.5%
7.	The material presented is appropriate for the needs of beauty students	21.4%	78.6%	0%	0%	80.3%
8.	The copywriting examples provided are easy to understand	10.7%	89.3%	0%	0%	77.6%
9.	The material in the guidebook is organized in a logical and systematic manner	14.3%	85.7%	0%	0%	78.5%
10.	The language used in the guidebook is easy to understand	14.3%	85.7%	0%	0%	78.5%
11.	The English terms used are easy to understand	14.3%	85.7%	0%	0%	78.5%
12.	The sentences used are clear and unambiguous	7.10%	92.9%	0%	0%	76.7%
13.	The guidebook helped me understand the concept of copywriting	14.3%	85.7%	0%	0%	78.5%
14.	The guidebook helped me understand the structure of copywriting	14.3%	85.7%	0%	0%	78.5%

	(headline, body copy, and CTA)					
15.	The guidebook helped me understand how to use persuasive language in promotions	14.3%	85.7%	0%	0%	78.5%
16.	The tips for creating engaging promotional captions provided in the Guidebook are helpful	21.4%	78.6%	0%	0%	80.3%
17.	This guidebook helps improve English language skills in the beauty industry	25%	75%	0%	0%	81.2%
18.	The guidebook is suitable for use as a supplementary learning resource	10.7%	89.3%	0%	0%	77.6%

Category: Very Practical

Based on feedback from respondents, the material presented in the guidebook was rated as very informative, practical, and substantial. The sections covering copywriting methods such as AIDA and PAS are the most popular components due to their systematic and easy-to-understand explanations, even for beginners. Respondents also emphasized that the discussion on tone of voice and strategies for tailoring messages to the target audience is highly relevant to actual needs in the beauty industry. Additionally, the inclusion of concrete examples, such as draft captions in

English accompanied by their translations, is acknowledged as being very helpful for readers to immediately apply the theory in practice.

Respondents also found the style of presentation in this guidebook is highly communicative and simple. The use of relatively simple terminology makes the technical content easily understandable. The straightforward narrative on writing English copy for beauty products and services also has a positive psychological impact. Respondents felt that the clarity of the instructions in the book successfully improved their immediate understanding and boosted their confidence in crafting compelling promotional copy.

Comments from respondents indicate that this guidebook has a very aesthetic appeal. The front cover design was rated as very creative, attractive, and capable of making a cheerful first impression that captures the reader's eye. Furthermore, respondents liked the beautiful page layout with a harmonious color combination, giving a simple professional impression. The use of images and illustrations within the guidebook was also considered effective because they not only enhance the visuals but also bring the content to life, prevent boredom, and maintain the reader's focus and comfort throughout the learning process.

4.2 Discussion

The research results at SMKN 6 Semarang reveal that students face language inconsistencies and a self-confidence crisis due to their high reliance on teachers and the absence of standardized independent tools. This finding strongly validates the instructional material theory by Haule et al. (2024) and the standardization framework by Adeyemi (2022, as cited in Haule et al., 2024), demonstrating that this bilingual guidebook effectively bridges systematic structure with flexibility to eliminate learning gaps and build writing skills cumulatively. Industry

questionnaires emphasize the importance of key copywriting structures (headlines, body text, CTA) and persuasive terms like glowing or flawless, which aligns with Jefkins (2020, as cited in Hajar et al., 2025) and the AIDA framework. This concrete approach operationalizes David Ogilvy's principle that the primary goal of advertising is to sell. While Ariyadi (2019) suggests abstract styles like Poetic or Imagination Copy, field observation shows that beauty students and practitioners strongly prefer real-world commercial examples over complex linguistic theories. Furthermore, this specialized approach expands the PAS (Utami, 2025) and FAB (Khristianto et al., 2025) frameworks, highlighting that copywriting cannot be generalized across sectors. Unlike Triani and Yusuf (2025), who found casual slang effective for Islamic banking, the beauty industry demands a distinct linguistic approach focused on premium aesthetics, luxury branding, and aspirational sensory adjectives.

From a visual standpoint, the premium pastel theme and watercolor illustrations match the digital industry dynamics proposed by Saparuddin et al. (2025) and Kalaij et al. (2024), where customer loyalty depends heavily on emotional and visual interactions on digital platforms. This integration position fills an important gap in English for Specific Purposes (ESP) literature. While previous studies by Ulyani (2025) and Herawati et al. (2026) developed ESP materials for beauty programs like salon manuals and customer service guides, their interventions heavily focused on oral communication. In contrast, this study targets the often-neglected digital written literacy. Instead of general textbooks, this research produces a concise, colorful, and highly practical guidebook tailored directly to the creative writing needs and preferences of vocational students and teachers.

Theoretically, this study enriches ESP and advertising literature by proving that vocational language materials must adapt to the specific aesthetic shifts of a targeted industry, establishing a synergy between structured verbal persuasion (AIDA, PAS, FAB) and visual

communication. Practically, this guidebook provides an immediate instructional tool that reduces students' dependence on teachers, directly resolving their psychological barriers when drafting text for digital platforms. Ultimately, this tool equips beauty program graduates with the specialized digital literacy needed to construct luxury branding and communicate product benefits to international clients, significantly increasing their readiness for the modern workforce.