

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The design and development of the guidebook titled “A Guide to English Copywriting for the Beauty Industry” was successfully realized by adopting the systematic four stages of the 4D Development Model, which encompasses Define, Design, Develop, and Disseminate. The product was strategically engineered to align with premium industry standards by integrating essential structural copywriting frameworks, along side five core persuasive writing formulas. Visually, the guidebook successfully captures the modern aesthetic of the beauty sector through a highly systematic layout, soft pastel color palettes, and feminine watercolor illustrations designed to ensure high readability and visual alignment. The structural and media validity of this module was empirically confirmed through a strict validation process by academic experts, achieving an outstanding validation score of 3.9 for product material and 3.7 for media presentation. These quantitative results officially classify the prototype as "Valid," proving that the guidebook successfully meets both rigorous academic parameters and actual vocational field requirements.

Regarding the targeted users' opinions and specific needs, the field deployment at SMKN 6 Semarang revealed that the guidebook serves as a tactical solution to address substantial competency and psychological gaps. Prior to the intervention, students faced persistent challenges including limited industry-specific vocabulary, language inconsistencies, and writing anxiety when communicating beauty product active ingredients or treatment advantages in English. Following the implementation and Focus Group Discussion, evaluation feedback from both beauty students and vocational teachers overwhelmingly categorized the guidebook as "Highly Practical," with the product catching initial user attraction at a feasibility rate of 93.7%. Narratively, users expressed that

the integration of bilingual text formats, real-world commercial captions, and classified "Power Words" effectively minimized their cognitive load while reading. Ultimately, the targeted users concluded that the developed guidebook acts as an engaging, communicative, and highly supportive independent supplementary resource that successfully mitigates writing anxiety, expands specialized vocabulary, and significantly boosts their professional confidence to face the aggressive global demands of digital marketing communication.

5.2 Suggestion

Future researcher should scale up the empirical scope of this study by significantly increasing the number of participants and respondents during the data collection and product validation phases to enhance the generalizability of the findings. To align with modern digital learning trends, subsequent product developments should transcend static print layouts by transforming the guidebook's content into an interactive website or mobile application, which would drastically increase accessibility and offer dynamic user features such as real-time writing exercises. It is highly recommended to enrich the foundational framework of the text by expanding the theoretical references used to construct the guidebook, incorporating a wider array of modern consumer psychology models, global advertising standards, and cross-cultural applied linguistic literature to ensure the material remains a cutting-edge benchmark for professional digital media training.