

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



FINAL PROJECT

A partial fulfillment of the Requirements for the
Applied Foreign Language Bachelor Degree

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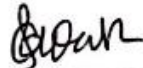
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STATEMENT OF ORIGINALITY

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ACKNOWLEDGEMENT

The researcher would like to express her sincere gratitude to the following individuals whose support, guidance, and encouragement have contributed to the completion of this final project:

1. Allah SWT, for His infinite blessings, mercy, and constant guidance throughout the researcher's life. His countless favors have provided strength, hope, and resilience during the most challenging moments of this journey.
2. Mrs. Girindra Putri Ardhana Reswari, S.Pd., M.Sc., Ph.D., as the advisor of this final project, for her invaluable guidance, constructive feedback, patience, and continuous encouragement throughout every stage of this journey.
3. All lecturers of the Applied Foreign Language Study Program, for sharing their knowledge and experiences, and for inspiring the researcher to grow both academically and personally throughout her years of study.
4. My final project partner, Hailaikala Fiorentinaresa Santosa, for her support, cooperation, and encouragement throughout this journey. Thank you for helping the researcher navigate the challenges of completing this final project.
5. My beloved family, my father, my mother, and my three siblings, Mas Bibip, Mba Anyit, and Mas Bati, for their endless love and support, sacrifices, and sincere prayers, as well as for continuously believing in the researcher and standing beside her through every challenge.
6. My beloved pets, Belly, Bre, Buntel, Bule, and Gold, for bringing comfort, joy, and companionship. Their presence became a source of warmth and a gentle reminder to keep moving forward.
7. To Al, for being one of the greatest sources of strength throughout this journey, for his endless love and support, reassuring words, and

constant affection, and for accompanying the researcher through every ups and downs of this journey. His presence brought comfort and encouragement, reminding the researcher that she did not have to go through this journey alone.

8. My dearest friends, Fayza Alifah Aufa, Kalila Hunaina Yusuf, Fahriza Prameswari, Salwa Sabira, Diah Syakila Putri, Hailaikala Fiorentinaresa Santosa, and Felicia Nafftali Primastito, for their endless support, understanding, laughter, and companionship throughout this journey, especially during difficult times, reminding the researcher that every challenge becomes easier to overcome when faced with their presence.
9. All employees and fellow interns at ITJEHER Group, especially Malika Alea Casta and Fatimma Arini Ramadani, for their support, kindness, encouragement, and for fostering a positive environment that became one of the reasons the researcher found the strength to complete this final project.
10. Last but not least, the researcher would like to thank herself for staying resilient throughout this journey, for embracing growth through every challenge and for continuing to move forward despite the exhaustion, uncertainty, and obstacles encountered in completing this final project.

Semarang, June 25th 2026



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ABSTRACT

The increasing use of English in beauty industry promotions highlights the importance of effective copywriting skills. However, vocational school students still struggle to create persuasive promotional content that adheres to language conventions due to a lack of learning resources that specifically address English copywriting in the context of the beauty industry. This study is based on the concept of a guidebook, copywriting theory, and digital marketing communication in the beauty industry. The study aims to develop an English copywriting guidebook and identify users' perspectives on the need for such a guidebook. This research employs the Research and Development (R&D) method using the 4D model (Define, Design, Develop, Disseminate). Data collection was conducted through semi-structured interviews with two teachers and five students from the Beauty Vocational Program at SMKN 6 Semarang, the distribution of questionnaires to ten beauty industry practitioners, expert validation, and a product feasibility test via a questionnaire involving twenty-five students and three teachers. The results of the study indicate a need for practical, bilingual teaching materials that align with industry demands. Therefore, *A Guide to English Copywriting for the Beauty Industry* was developed and deemed suitable for use as a supplementary learning resource. Further research is recommended to test the guidebook's effectiveness in improving students' copywriting skills through an experimental design.

Keywords: English copywriting, guidebook, beauty industry, 4D model.

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