

**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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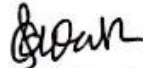
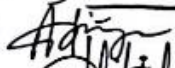
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ABSTRACT

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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