CHAPTER IV

RESULTS AND DISCUSSION

In this section, the researcher presents the findings derived from the data analysis and provides a comprehensive discussion of the results. This chapter focuses on interpreting the collected data, examining patterns and trends that emerged from the investigation, and analyzing how these outcomes address the research objectives. In this results and discussion section, the researcher offers a thorough examination of the study's key findings and their implications. Beginning with a systematic presentation of the analytical results, the discussion then elaborates on the significance of these outcomes within the broader research context. The researcher carefully interprets the data patterns and their meanings, followed by a detailed exploration of how the findings relate to existing literature and theoretical frameworks.

4.1 Results

The content analysis of Taylor Swift's folklore campaign reveals significant patterns in copywriting strategy implementation across social media platforms. This study examined twelve posts published between July to November 2020, encompassing album release announcements, music video promotions, deluxe edition launches, and documentary content distribution. The findings demonstrate a systematic approach to digital marketing communication that strategically employs multiple copywriting frameworks to achieve campaign objectives. Based on the twelve data samples implied, here is what the researcher discovered.

4.1.1 Copywriting Approach

According to Malisevic (2024), marketing has long relied on the deep connection between persuasion techniques and human psychology. For marketers, copywriting serves as an essential instrument for reaching potential customers, with a copy's success largely determined by its ability to connect with readers' emotional needs and aspirations. The power of written marketing content lies in its capacity

to tap into what motivates people at a psychological level. When copy effectively speaks to a reader's inner drives and feelings, it becomes far more compelling than simple product descriptions or feature lists. This emotional resonance transforms ordinary marketing messages into persuasive communications that can influence purchasing decisions and brand loyalty.

Table 4.1 Copywriting Approach Result

No.	Copywriting Approach	Total	Percentage
1	Future Pacing	2	16.7%
2	Reciprocity	0	0%
3	Scarcity	2	16.7%
4	Authority	1	8.3%
5	Liking	1	8.3%
6	Social Proof	0	0%
7	Consistency	6	50%
	Total	12	100%

Based on this data table containing seven copywriting approaches across twelve samples, the analysis reveals distinct patterns in approach distribution. The Consistency Copywriting Approach dominated the samples, accounting for half of all instances at 50%. Two approaches tied for the lowest representation they are Authority and Liking, each comprised only 8.3% of the samples. Future Pacing and Scarcity showed moderate usage, with each approach representing 16.6% of the data. Notably, two copywriting approaches were completely absent from the data sample; neither Social Proof nor Reciprocity techniques were identified in any of the twelve data points analyzed.

4.1.2 Copywriting Formula

As stated by Bly (2010), the craft of persuasive writing has matured into a collection of proven, systematic formulas that copywriters have relied upon to consistently generate results and revenue. This formulas collection serves as a

foundational resource that copywriters can repeatedly utilize with confidence and reliability. When copywriters encounter creative blocks or struggle to initiate compelling sales content, this systematic approach provides direction. By selecting an appropriate formula that aligns with their specific project requirements, copywriters can navigate through conceptual challenges and unlock their creative potential to produce more effective content.

Success in copywriting creates a cycle of professional growth. When copywriters deliver content that converts effectively, they establish themselves as valuable assets, leading to repeat business and long-term client relationships. These formulas serve as both creative catalysts and strategic guides, helping copywriters transform initial concepts into persuasive communications that drive action and achieve measurable business outcomes.

Table 4.2 Copywriting Formula Result

No.	Copywriting Formula	Total	Percentage
1	SELWAB	1	8.3%
2	AIDA	7	58.3%
3	4Cs	2	16.7%
4	3S	0	0%
5	Before After Bridge	2	16.7%
	Total	12	100%

Based on this data table containing five copywriting formulas across twelve samples, the analysis reveals distinct patterns in approach distribution. The AIDA Copywriting Formula dominated the samples, accounting for half of all instances at 58.3%. AIDA and Before After Bridge with 16.6% each. One formula tied for the lowest representation is SELWAB comprised only 8.3% of the samples. Notably, the 3S Formula absent from the data sample was not identified in any of the twelve data points analyzed.

4.1.3 Post by Post Analysis

a) **Post #1 on 23rd July 2020: A5.1;F2.1**

By using the Liking Approach, the sentence 'Most of the things I had planned this summer didn't end up happening' demonstrates the Liking approach because people all over the world have postponed their plans and cannot achieve what they intended. Everything was not functioning as it normally would, which shows that they feel the same way as Swift during the COVID-19 lockdown. This technique operates through a psychological approach. And using the AIDA formula, here is the examination:

i. Attention: 'Most of the things I had planned this summer didn't end up happening, but there is something I hadn't planned on that DID happen' - This creates immediate curiosity through contrast and unexpected revelation.

ii. Interest: 'And that thing is my 8th studio album, folklore. Surprise 😊 Tonight at midnight' - Builds interest through surprise announcement and emotional expression.

iii. Desire: 'songs I've poured all of my whims, dreams, fears, and musings into'- Creates emotional desire by emphasizing personal investment and vulnerability.

iv. Action: 'Tonight at midnight, I'll be releasing my entire brand new album' - Provides a clear, time-specific call to action.

b) **Post #2 on 23rd July 2020: A4.1;F2.2**

By using the Authority Approach, Taylor establishes credibility by name-dropping industry professionals: "cinematographer Rodrigo Prieto, producer Jil Hardin, executive producer Rebecca Skinner, AD Joe 'Oz' Osbourne, editor Chancler Haynes, special effects wizards David Lebensfeld & Grant Miller, and set designer Ethan Tobman." This demonstrates high production value and professional legitimacy. The phrase "which I wrote/directed" adds personal

authority while showing creative control. This technique effectively transfers the credibility of established professionals to her project. And using the AIDA formula, here is the examination:

i. Attention: "The music video for 'cardigan' will premiere tonight, which I wrote/directed" - Immediately grabs attention with premiere announcement and personal creative involvement.

ii. Interest: Behind-the-scenes details, professional team credits, and a collaborative approach create intrigue about production quality and process that fans love to know about.

iii. Desire: High production value through professional team + personal touch ("I wrote/directed") + humor and relatability ("I even did my own hair, makeup, and styling 😂") + COVID safety transparency shows care and responsibility.

iv. Action: "will premiere tonight"- Clear call to action with specific timing, implying audiences should tune in/watch tonight.

c) Post #3 on 23rd July 2020: A3.1;F2.3

By using Scarcity Approach, multiple scarcity elements create urgency: "8 deluxe CD editions and 8 deluxe vinyl editions" shows limited quantity, "available for one week" creates time pressure, "exclusively at taylorswift.com" establishes channel exclusivity, and "unique covers, photos, and artwork" emphasizes that each edition is different and collectible. This technique triggers fear of missing out (FOMO) and the psychological principle that rare items are more valuable.

AIDA Formula examination:
i. Attention: "folklore will have 16 songs on the standard edition" - Leads with concrete product details that grab attention.

ii. Interest: "bonus track called 'the lakes'" - Exclusive content that is not available elsewhere hooks interest and creates differentiation.

iii.   Desire: "8 deluxe editions... unique covers, photos, and artwork" - Builds desire through collectibility, exclusivity, and the appeal of owning something unique and limited.

iv.   Action: "Available exclusively at taylorswift.com" - Clear, direct call to action with specific purchase location.

d) Post #4 on 24th July 2020: A5.2;F5.1

In the Future Pacing Approach, "Now it's up to you to pass them down" projects the audience into a future where they actively share and preserve these stories, making them part of a continuing legacy. This makes the audience visualize themselves as storytellers and cultural preservers. The entire setup leads to this future-focused call to action, where the audience is not just buying/listening to an album, they are becoming active participants in keeping stories alive.

Before After Bridge Formula examination:

i.   Before: "In isolation my imagination has run wild" - Describes the initial state of being isolated and creatively restless, reflecting the pandemic experience many shared.

ii.   After: "I've told these stories to the best of my ability with all the love, wonder, and whimsy they deserve" - Paints the picture of the transformed state where imagination has been channeled into something beautiful and meaningful.

iii.   Bridge: "folklore is out now" - The album serves as the bridge that allows the audience to move from their own "before" state (perhaps feeling isolated, seeking meaningful art) to the "after" state (having access to these carefully crafted stories).

e) Post #5 on 24th July 2020: A1.1;F2.4

Future Pacing Approach, the entire piece guides the reader to imagine themselves as part of the folklore tradition. "Now it's up to you to pass them down" paints a picture of the reader's future role as someone who will whisper these

stories, share them, and keep them alive. This creates emotional investment by making the audience feel they're participating in something larger than just consuming music.

AIDA Formula examination:

i. Attention: "It started with imagery. Visuals that popped into my mind and piqued my curiosity" - Immediately grabs attention with an intriguing, cinematic opening that promises storytelling.

ii. Interest: Extensive imagery builds deep interest: "Stars drawn around scars," "A cardigan that still bears the scent of loss twenty years later," "Battleships sinking into the ocean, down, down, down" - Each image is evocative and mysterious.

iii. Desire: Creates desire through: "A tale that becomes folklore is one that is passed down and whispered around" + "I've told these stories to the best of my ability with all the love, wonder, and whimsy they deserve" - Makes the audience want to be part of this storytelling tradition.

iv. Action: "Now it's up to you to pass them down" - Clear call to action implying they need to listen/buy the album to become part of the folklore tradition.

f) Post #6 on 24th July 2020: A3.2;F1.1

The Scarcity Approach creates urgency through multiple scarcity layers: exclusive content ("bonus song 'the lakes' only available on certain formats), limited options ("8 deluxe CD editions, 8 deluxe vinyl editions" specific limited quantities), and an exclusive channel ("available at taylorswift.com"—not everywhere). The approach focuses on creating urgency through limited availability rather than general promotion.

SELWAB Formula examination:

i. Something Exclusive: "bonus song 'the lakes'" - Content not available on standard edition

ii. Limited: "8 deluxe CD editions, 8 deluxe vinyl editions" - Specific quantity limitations

iii. With A Bonus: The readers feel persuaded by how Taylor mentions they can get additional content if they buy the deluxe album, creating perceived value beyond the standard offering.

g) Post #7 on 24th July 2020: A7.1; F2.5

In the Consistency Approach, Taylor has been building the same narrative and themes throughout the campaign. The audience has developed consistent beliefs and awareness about the folklore concept, so they immediately understand the Peter Pan reference and its connection to the "cardigan" narrative. This maintains the established storytelling framework and reinforces the album's thematic coherence.

AIDA Formula examination:
i. Attention: "I knew you tried to change the ending" - Mysterious, direct statement that immediately grabs attention

ii. Interest: "Peter losing Wendy" - Peter Pan reference creates curiosity about the story connection and lyrical content

iii. Desire: Emotional connection to the story/characters makes fans want to experience the full narrative through the music video

iv. Action: "The #cardiganMusicsVideo is out now" - Direct call to action to watch the music video immediately

h) Post #8 on 30th July 2020: A7.2;F2.6

In the Consistency Approach, Taylor continues building on the same established themes and content (cardigan song), maintaining the acoustic, intimate aesthetic established in the campaign. The audience has consistent expectations and emotional connections to this content, so they immediately understand this is an extension of the folklore experience.

AIDA Formula examination:

- Attention: "cardigan" - A recognizable song title that grabs fans' attention who are already invested in the track

- Interest: "cabin in candlelight' version" - Creates intrigue about this specific acoustic/intimate version and its atmospheric setting

- Desire: The atmospheric description makes fans want to experience this cozy, intimate take on the song, appealing to desires for comfort and intimacy

- Action: "is out now 🕯" - Clear call to action to go listen/buy it now, with candle emoji reinforcing the intimate atmosphere

i) Post #9 on 18th August 2020: A7.2;F2.7

The Consistency Approach, Taylor maintains consistent messaging about the same album and bonus content that has been teased throughout the campaign. The audience has developed consistent beliefs and awareness about the folklore deluxe edition, so this announcement feels like a natural progression rather than something new.

AIDA Formula examination:

- Attention: "folklore deluxe edition" – Grabs fans' attention with the familiar album name, which they are already invested in.

- Interest: "featuring bonus song 'the lakes'" - Creates interest with exclusive content that was previously only available physically

- Desire: The exclusivity of a bonus track creates desire to get the deluxe version, especially for fans who may have only streamed the standard edition

- Action: "is now available to stream/download 🌊" - Direct call to action with specific availability information

j) Post #10 on 24th November 2020: A7.3; F5.2

In the Consistency Approach, Taylor maintains the established folklore narrative and fanbase expectations. The audience has consistent beliefs about her number significance (13) as her lucky number and surprise announcements, so the mathematical reference feels authentic to her brand. The Disney+ partnership extends the consistent storytelling approach.

Before After Bridge Formula examination:
- Before: Fans did not have access to intimate, behind-the-scenes content showing the creative process of folklore
- After: They will have this exclusive documentary experience showing the songs being performed and discussed in an intimate studio setting
- Bridge: "Disney+ at midnight tonight" - The documentary serves as the bridge that transforms fans from just having the album to having the complete creative story and experience

k) Post #11 on 25th November 2020: A7.4; F3.1

In the Consistency Approach, Taylor continues building on the same established folklore content and Disney+ special that was announced the previous day. The audience has consistent expectations and awareness about this content, making this follow-up announcement feel natural and expected.

4Cs Formula examination:
- Clear: Straightforward product identification: "folklore: the long pond studio sessions deluxe edition album" - No ambiguity about what's being offered
- Concise: Gets the message across in minimal words without unnecessary fluff, focusing on essential information
- Compelling: "(from the Disney+ special)" adds context that makes it more appealing as it is connected to exclusive content fans have seen

- Credible: "is out everywhere now!" provides concrete information about availability, and the Disney+ reference adds legitimacy and validation from an official platform.

l) Post #12 on 25th November 2020: A7.5; F3.2

In the Consistency Approach, Taylor maintains consistent messaging about the same Disney+ content that has been established. The audience has consistent beliefs and familiarity with the collaborators mentioned, so this announcement reinforces rather than introduces new concepts.

4Cs Formula examination:
- Clear: Direct product identification: "folklore: the long pond studio sessions" with specific platform "@disneyplus" - Complete clarity about what and where
- Concise: Streamlined announcement without unnecessary words, just the essential information fans need
- Compelling: The "Starring:" format with credited collaborators (Aaron Dessner, Jack Antonoff, Bon Iver) adds appeal and credibility since these are respected names in music
- Credible: Official platform mention, proper hashtag, and crediting the actual participants establishes legitimacy and professional presentation

4.2 Discussion

This chapter discusses the findings from the analysis of 12 (twelve) Instagram posts by Taylor Swift during the folklore album campaign from July to November 2020. The study revealed specific patterns in copywriting approaches and formulas used throughout the campaign. The campaign demonstrates a sophisticated layering of psychological triggers and copywriting formulas, with each post building upon previous messages while serving specific functions in the customer journey.

The researcher discovered 7 (seven) copywriting approaches and 5 (five) copywriting formulas. The data reveals a calculated and multifaceted communication strategy that blends emotional appeal, urgency, exclusivity, and consistency. Taylor Swift applied a wide range of copywriting approaches, including liking, scarcity, authority, future pacing, and consistency, combined with structured formulas such as AIDA, Before-After-Bridge, 4Cs, and SELWAB. This discussion unpacks how each of these contributed to audience engagement and the construction of a compelling narrative. The promotional posts for 'folklore' utilized a range of copywriting approaches such as scarcity**,** liking**,** authority**,** future pacing**,** and consistency, combined with established copywriting formulas like AIDA**,** Before-After-Bridge**,** 4Cs**,** and SELWAB. The use of these tools reveals how emotional appeal, exclusivity, and storytelling were strategically employed to engage fans and drive consumption.

The Consistency Copywriting Approach dominated the samples, accounting for half of all instances at 50%. The analysis reveals significant insights into Taylor Swift's strategic copywriting preferences during the 'folklore' album promotion period. The dominance of the Consistency approach at 50% suggests a deliberate marketing strategy that prioritizes building and maintaining audience trust through coherent messaging and reliable communication patterns. This approach likely manifested through consistent visual aesthetics, recurring themes, and unified messaging across posts, creating a cohesive narrative that reinforced the album's artistic identity. The high frequency suggests that maintaining brand consistency was considered crucial for the 'folklore' era's success, particularly given the album's departure from Swift's previous pop sound to a more indie-folk direction.

The notably low representation of Authority and Liking approaches (8.3% each) reveals interesting strategic choices. The minimal use of Authority suggests Swift relied less on external validation or expert endorsements, instead focusing on an authentic personal connection with her audience. Similarly, the limited Liking approach indicates confidence in her established fan relationship, requiring less emphasis on likability-building tactics. This distribution pattern reflects a mature

artist's understanding of her audience and market position, prioritizing consistency and authenticity over traditional persuasion techniques.

Swift's team understood that consistency would be essential for two reasons: first, it would help existing fans reconcile this new sound with their established relationship with her music, and second, it would create the psychological foundation needed for fans to commit to this new artistic direction. By maintaining this consistency at 50% frequency, Swift's campaign created multiple touchpoints for audience commitment. Each consistent element became an opportunity for fans to align themselves with this new artistic identity, building toward the larger commitment of embracing and promoting the album.

The consistent use of the AIDA formula (seen in almost every post) structured the content to first grab attention, build emotional interest, create desire through exclusivity or artistry, and push readers to act. This aligns with standard persuasive marketing techniques, emphasizing urgency and product uniqueness. The analysis suggests several key implications. First, emotional authenticity is a powerful driver of engagement in music promotion. Swift's willingness to share vulnerabilities fosters a parasocial relationship with her audience. Second, structured copywriting techniques like AIDA and 4Cs offer a framework for Swift to present their work persuasively. Third, the strategic use of exclusivity and scarcity effectively converts emotional interest into commercial action. These findings are relevant not only for musicians but for marketers and content creators seeking to build meaningful, action-oriented connections with their audiences.

What makes this particularly effective is how the AIDA structure provided the tactical execution framework while the consistency approach provided the strategic foundation. Every post followed the attention-interest-desire-action sequence, but the consistency ensured that each AIDA cycle built upon previous ones (Bly, 2010), creating cumulative persuasive power rather than isolated conversion attempts. The key insight is that technical frameworks like AIDA

become exponentially more effective when supported by genuine relationship-building and strategic consistency.

The findings reflect established theories in digital marketing and music promotion. According to Papadatos (2006) shows that, emotional storytelling, limited-time offers, and direct artist-audience engagement are effective strategies in the streaming era. Swift's approach reinforces these claims while innovating with deeper narrative integration and multimedia consistency. These findings suggest that modern music marketing significantly benefits from blending emotional authenticity with structured copywriting strategies. Artists can build brand loyalty not only through their music but also through the language and imagery they use to share it. Educators, marketers, and creators could adapt these strategies in broader campaigns beyond the music industry. The analysis focused solely on Taylor Swift's 'folklore' promotion, which may not represent broader trends across different artists or genres. Moreover, the interpretation of intent or audience impact is inferred from the content, without direct data on audience response or conversion metrics.