

CHAPTER V

CONCLUSION AND SUGGESTION

In the last chapter, the researcher summarized the whole discussion by mentioning the results of the questions of study. The chapter also articulates the research questions, aim of the research, research purposes, and the significance of the study, explaining how findings may contribute to theoretical understanding or practical applications in the field.

5.1 Conclusion

In the realm of modern arts, copywriting serves as a vital bridge between creative expression and effective market strategy. Today's artists are challenged to maintain the authenticity of their artistic vision while also crafting messages that appeal to fans, critics, and buyers. Historically, the relationship between musicians and their audiences has been marked by a deep sense of personal connection.

The dominance of the Consistency Approach of this study shows that the target Taylor Swift's marketing strategy for her 'folklore' album centered on maintaining consistency, which showed up in half of all her promotional posts. This focus was deliberate because she was switching from pop to folk music—a major risk that could alienate fans. Her team knew that keeping the same visual style, messaging, and themes across all posts would help fans feel comfortable with this new direction and gradually commit to supporting it. Swift leveraged her existing relationship with fans through authentic, steady communication. This approach demonstrates how an established artist can successfully guide their audience through a significant creative change by maintaining trust and connection rather than using typical marketing tactics. The strategy ultimately helped Swift navigate one of her biggest artistic transformations by making the transition feel natural and authentic to her fan base.

The AIDA Formula and Consistency Approach are dominating the copywriting elements in this study. In conclusion, Taylor Swift's promotional

strategy for ‘folklore’ demonstrates a masterful integration of emotion-driven storytelling, strategic copywriting formulas, and brand consistency. The discussion highlights how these techniques serve not only commercial aims but also deepen fan engagement and cultural impact.

5.2 Suggestion

Based on the research findings, several suggestions may be useful for future research conducting studies about copywriting or subjects that related. For future researchers, it is recommended to expand this study by exploring how specific copywriting strategies influence audience behavior through quantitative approaches, such as measuring engagement rates, streaming numbers, or purchase intentions. Comparative studies involving artists from different genres, cultural backgrounds, or promotional platforms could also provide deeper insights into how language and emotional appeal function across various music marketing contexts.

The researcher also suggests exploring more fields other than music promotion, such as movie promotion, including the movie trailers, poster taglines, and promotional campaigns, that must convey complex narratives, emotional tones, and genre expectations within extremely limited space and time constraints. Or any cross-industries comparative studies. For academics, this study may serve as a reference in understanding the practical application of copywriting theories in creative industries, particularly in the intersection of art and strategic communication.