

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia's beauty industry has experienced significant growth in recent years, making it one of the country's fastest-growing economic sectors. According to the Ministry of Industry of the Republic of Indonesia (Perindustrian, 2025), the number of cosmetics businesses increased by more than 77% after the COVID-19 pandemic, with the national market projected to reach USD 9.7 billion by 2025 and expected to grow by 4.33% annually through 2030. This rapid expansion has intensified competition among beauty brands, encouraging them to adopt more effective digital marketing strategies. In this context, the use of English in promotional content, such as social media captions and product descriptions, has become a commonly adopted strategy to create a modern, professional, and globally oriented brand image, thereby enhancing consumers' perceptions of product quality. This phenomenon is further supported by Ramadana (2025), who found that the use of a foreign language in beauty advertisements creates a stronger sense of exclusivity and prestige than the use of a local language. However, the implementation of English in promotional content is not always accompanied by adequate linguistic competence.

The use of English in promotional content has become a common practice among Indonesian beauty brands such as Make Over, Wardah, Emina, Avoskin, and Azarine, which frequently incorporate English words and expressions into their advertisements and promotional videos. Although this strategy is intended to create a modern and globally oriented brand image, the extensive use of English also increases the need for linguistically accurate and effective promotional

communication. In practice, promotional content may still contain grammatical inaccuracies, unnatural word choices, inappropriate beauty-related terminology, code-mixing, and direct translations from Indonesian into English, which can reduce message clarity and communicative effectiveness (Nisa et al., 2024).

The ineffective use of English in promotional content creates practical challenges for beauty brands beyond linguistic inaccuracies. Promotional captions that contain grammatical errors, inappropriate terminology, or unclear messages may reduce the credibility of a brand, weaken its professional image, and limit its ability to communicate product benefits effectively. As digital marketing relies heavily on written communication to attract and persuade consumers, ineffective English copywriting may decrease audience engagement and reduce the overall effectiveness of promotional activities. Therefore, improving the quality of English promotional writing has become an important need for beauty brands seeking to compete in an increasingly globalized market.

Within the highly competitive and digitally driven beauty industry, the quality of language in promotional content plays a crucial role. Language functions not only as a means of conveying information but also as a persuasive tool capable of influencing consumer perceptions and purchasing decisions. Studies have shown that the use of language styles in advertising, such as hyperbole and specific diction, can shape consumer perceptions and affect their behavior in choosing products (Aprinica et al., 2025). Therefore, the inappropriate use of English may reduce the effectiveness of marketing communication and negatively impact brand image.

The growing demand for English promotional skills in the beauty industry also has implications for vocational education institutions that

prepare students for professional careers. Students enrolled in the Beauty Program at SMKN 6 Semarang are expected to develop communication skills that are relevant to industry needs, including the ability to produce English promotional content for digital platforms. However, based on preliminary interviews conducted with teachers and students, English learning materials specifically focusing on beauty copywriting are still limited. As a result, students often rely on direct teacher guidance and experience difficulties in composing promotional captions independently. These findings indicate the need for instructional materials that bridge classroom learning with the practical demands of the beauty industry.

Several previous studies have examined language use in the beauty industry. These studies highlight the role of language in digital promotional content and its influence on consumer engagement and responses. Other studies have also identified linguistic errors in social media advertisements, particularly on platforms such as TikTok, used for promoting beauty products (Ridhani & Rismawan, 2025). Furthermore, studies on language style and diction in advertising emphasize the importance of language selection in enhancing message attractiveness and effectiveness (Sulmayanti et al., 2025). However, most of these studies primarily focus on analyzing language phenomena or their effects on audiences and have not specifically developed practical solutions that can be applied by industry practitioners.

Based on the discussion above, a research gap is identified in the limited number of studies that not only analyze the problems in the use of English in promotional content but also develop applicable solutions to address these issues. To address these needs, this study proposes the development of an English copywriting guidebook as a practical learning resource. A guidebook was selected because it serves as an information medium that presents content in a structured, informative,

and user-friendly manner, enabling users to access practical guidance efficiently. In addition to providing comprehensive information, a guidebook can also function as an educational and promotional medium that supports independent learning and can be distributed in both printed and digital formats to improve accessibility (Barik et al., 2025). Therefore, a guidebook was considered an appropriate medium for this study. This study aims to develop and disseminate an English copywriting guidebook for beauty promotional content based on the identified needs of Beauty Program students at SMKN 6 Semarang and the beauty industry. The developed guidebook is expected to provide practical guidance for producing effective, persuasive, and linguistically appropriate English promotional captions while supporting vocational students in preparing for professional careers in the beauty industry. Theoretically, this study contributes to the field of applied linguistics by integrating English language learning with digital marketing communication in the context of the beauty industry. Practically, the developed guidebook is expected to serve as a supplementary learning resource for Beauty Program students at SMKN 6 Semarang and as a practical reference for beauty practitioners seeking to improve the quality of their English promotional content.

1.2 Research Questions

1. How can an English caption writing guidebook be developed and disseminated to support beauty brand promotions?
2. What are the users' perspectives on the need for an English caption writing guidebook for beauty brand promotions?

1.3 Research Objectives

1. To develop and disseminate an English caption writing guidebook that supports beauty brand promotional activities on digital platforms.

2. To identify users' perspectives on the need for an English caption writing guidebook for beauty brand promotions.

1.4 Research Significance

1. Theoretical Significance

This study is expected to make a contribution to the field of applied linguistics, particularly in examining how English is utilized within digital marketing communication in the beauty industry. It aims to provide a comprehensive understanding of linguistic issues present in promotional captions while proposing a systematic framework that connects theoretical linguistic concepts with their practical implementation.

2. Practical Significance

From a practical perspective, this study is intended to offer valuable guidance for individuals involved in the beauty industry, such as content creators, social media managers, and small business owners, in enhancing the quality of their English promotional writing. The guidebook developed through this research is expected to function as a practical resource that supports users in producing captions that are clearer, more impactful, and linguistically accurate.

1.5 Research Output

The output of this study is a 28 page guidebook, designed as a practical resource for users. The guidebook provides discussions on common linguistic challenges, the appropriate use of terminology in the beauty industry, and systematic guidance for composing captions that are effective, clear, and linguistically appropriate. In addition, the guidebook includes examples of language use, comparisons between appropriate and inappropriate sentence constructions, and caption templates that can be directly applied in promotional contexts. This

study also generates supporting evidence in the form of expert validation and user evaluation results to ensure that the developed product meets the criteria of feasibility, practicality, and effectiveness.