

CHAPTER II

LITERATURE REVIEW

2.1 Guidebook

A guidebook is a type of instructional material designed to deliver information in a structured and practical manner. In the context of English language learning, a guidebook functions as a medium that assists users in understanding how language is applied in real-life situations. Rather than focusing solely on theoretical explanations, a guidebook integrates contextual information, practical examples, and visual elements to enhance users' comprehension and facilitate more meaningful learning experiences (Suharto, 2024).

According to Suharto (2024), a bilingual guidebook can serve as an effective medium in English language instruction, particularly in specific contexts such as tourism. The use of both English and Bahasa Indonesia allows the guidebook to function not only as a learning resource but also as an informative tool that supports users in understanding content more easily. Furthermore, the development of a guidebook requires careful consideration of systematic organization, layout design, and visual presentation to ensure that the material is accessible, engaging, and easy to comprehend (Suharto, 2024).

In addition, guidebooks have been shown to support the development of English language skills, especially in practical communication contexts. Learners who engage in guidebook-based activities demonstrate the ability to organize content, structure information effectively, and apply language in a contextualized manner. This suggests that guidebooks not only function as instructional materials but also play a role in developing practical language

competencies that are relevant to real-world applications (Suharto, 2024).

Furthermore, previous research by Widiari et al. (2025) developed an English learning medium for early childhood education using the Research and Development (R&D) 4D model, which consists of define, design, develop, and disseminate stages. The findings revealed that the developed product achieved a high level of validity based on expert evaluations in terms of content, language, and media, and was considered both practical and effective, as indicated by improvements in learners' performance between pre-test and post-test results (Widiari et al., 2025). These findings demonstrate that the 4D model is an effective framework for developing systematic and needs-based English learning materials. However, the study was limited to early childhood education and basic vocabulary learning, indicating a research gap and the need for further development of English guidebooks in more specific contexts, such as copywriting in the beauty industry.

2.2 Copywriting

Copywriting refers to a writing technique used to deliver persuasive messages in marketing activities. It does not only function as a medium for conveying information but also aims to influence consumers' attitudes and behaviors through the use of effective and engaging language. In the context of digital marketing, copywriting plays a crucial role in establishing communication between brands and their target audiences. Therefore, the ability to construct clear, persuasive, and audience-oriented messages becomes an essential component in marketing communication (Mayasari et al., 2023).

According to Mayasari et al. (2023), copywriting can be understood as the strategic use of language to attract attention and encourage consumers to take specific actions, such as purchasing

products or using services. Effective copywriting should be able to deliver meaningful messages to the appropriate audience at the right time. In addition, copywriting consists of several key elements, including headlines, message structure, and call-to-action (CTA), which function to capture attention, convey information clearly, and drive consumer action. A well-developed copy is generally capable of attracting attention, communicating ideas effectively, persuading, and convincing the audience. Furthermore, previous findings indicate that copywriting has a significant influence on brand awareness, which subsequently affects consumers' purchase intention (Mayasari et al., 2023).

The effectiveness of copywriting is closely related to the use of appropriate persuasive strategies and structured message delivery. To achieve different communication objectives, copywriters employ various copywriting methods that help organize promotional messages in a systematic and persuasive manner. Among the most widely used methods are AIDA (Attention, Interest, Desire, Action), PAS (Problem, Agitation, Solution), FAB (Features, Advantages, Benefits), BAB (Before–After–Bridge), and the 4Ps (Picture, Promise, Proof, Push). Each method provides a distinct framework for attracting audience attention, communicating product value, and encouraging consumer action.

2.2.1 AIDA

The AIDA (Attention, Interest, Desire, Action) model is one of the most widely used copywriting techniques for developing persuasive advertising messages. According to Ramadhan et al. (2024), the model consists of four sequential stages that guide consumers from initial awareness to action. *Attention* aims to capture the audience's interest by presenting educational information, relevant issues, or trending topics. *Interest* seeks to maintain the audience's curiosity by providing

engaging and relevant information. *Desire* focuses on strengthening consumers' willingness to obtain the product or service by emphasizing its relevance and benefits, while *Action* encourages audiences to take specific actions, such as clicking a link, leaving a comment, or making a purchase. The study further concludes that the systematic application of the AIDA model contributes to more effective advertising communication by delivering informative, persuasive, and engaging promotional messages that increase audience interaction and support marketing objectives.

2.2.2 PAS

The PAS (Problem, Agitation, Solution) method is a copywriting framework that emphasizes identifying consumers' problems before offering a solution. According to Sasongko et al. (2023), the *Problem* stage focuses on recognizing the audience's challenges, frustrations, or unmet needs to establish the relevance of the promotional message. The *Agitation* stage intensifies these problems by highlighting the potential consequences of leaving them unresolved, thereby creating a sense of urgency. Finally, the *Solution* stage presents the product or service as the most appropriate answer to the identified problem and demonstrates how it can help consumers achieve their desired outcomes. Overall, the PAS framework is designed to produce persuasive copy that resonates with the target audience by combining emotional and logical appeals, ultimately encouraging consumers to take action.

2.2.3 FAB

The FAB (Features, Advantages, Benefits) method is a copywriting framework that emphasizes presenting a product's characteristics, competitive advantages, and the benefits received by consumers. According to Utami et al. (2025), the *Features* stage describes the main characteristics or specifications of a product or

service. The *Advantages* stage explains how these features provide greater value or superiority compared to competing products. Finally, the *Benefits* stage highlights the positive outcomes or practical value that consumers gain, such as fulfilling their needs, solving problems, or improving their quality of life. By systematically presenting features, advantages, and benefits, the FAB method helps audiences understand not only what a product offers but also why it is valuable and relevant to their needs, making promotional messages more persuasive and convincing.

2.2.4 BAB

The Before–After–Bridge (BAB) method is a copywriting formula that presents promotional messages through a structured narrative to strengthen audience engagement. According to Moluscas & Rosyidha (2025), the Before–After–Bridge formula was identified as one of the copywriting frameworks used in Instagram promotional content to create compelling storytelling and support persuasive communication. The study found that combining the BAB formula with other copywriting approaches helps organize promotional messages in a coherent and engaging manner, allowing brands to build emotional connections with audiences while encouraging interaction and consumer response. As a result, the BAB method contributes to more effective digital promotional communication by presenting messages in a structured and audience-oriented format.

2.2.5 The 4Ps

The 4Ps (Picture, Promise, Proof, Push) are a copywriting method that helps organize promotional messages in a structured and persuasive manner. According to Rafly et al. (2025), the *Picture* element attracts the audience's attention by presenting engaging visuals that reflect the product or brand. The *Promise* element highlights the main benefits or

value offered to consumers, while *Proof* strengthens credibility by providing supporting evidence, such as testimonials or real customer experiences. Finally, *Push* encourages the audience to take immediate action through a clear call to action, such as making a purchase or contacting the business. By integrating these four elements, the 4Ps technique enables marketers to deliver promotional messages that are visually appealing, credible, and persuasive, thereby enhancing the effectiveness of marketing communication.

Previous studies have demonstrated the importance of applying effective copywriting strategies in digital marketing communication. Halim et al. (2024) found that the implementation of various copywriting approaches supported by the AIDA method on the Instagram account @beauty.kendari contributed to more effective promotional communication by delivering messages that were relevant to consumers' needs and increasing audience engagement. Similarly, Setyowati & Aydawati (2025) reported that the combination of copywriting elements, such as headlines, body copy, and other persuasive components, enhanced the creativity and effectiveness of promotional content on Instagram. Furthermore, Hikmatullah et al. (2025) concluded that clear, persuasive, and audience-oriented copywriting plays a significant role in strengthening brand identity and building stronger relationships with audiences on digital platforms. These findings indicate that effective copywriting requires not only persuasive language but also the appropriate application of structured copywriting methods and message elements. Therefore, they provide a theoretical foundation for developing the English copywriting guidebook in this study, which integrates various copywriting methods to support the creation of effective English promotional captions for beauty brands.

2.3 Copywriting in Beauty Industry

The beauty industry, particularly the skincare sector, has experienced rapid growth in recent years and has become an essential part of consumers' lifestyles. This growth is driven by increasing public awareness of skin health, rising purchasing power, and the strong influence of digital technology. As a result, the beauty industry has emerged as one of the most promising sectors, especially in the Indonesian market. The increasing demand for skincare products is also supported by the expansion of digital platforms, which enable businesses to reach wider audiences more efficiently (Wulandari et al., 2025).

In the current digital era, social media plays a significant role in shaping marketing strategies within the beauty industry. Platforms such as Instagram and TikTok are widely utilized as promotional tools, allowing brands to deliver product information, interact with consumers, and build brand awareness. The use of digital marketing strategies, particularly marketing content, enables businesses to present information in various formats, including text, visuals, and videos, which can attract consumers and influence their purchasing decisions. Moreover, the integration of influencer marketing further enhances the effectiveness of promotional activities, as influencers are able to deliver messages in a more relatable and persuasive manner to their audiences (Wulandari et al., 2025). Therefore, copywriting plays an important role in presenting promotional messages through captions, advertisements, and product descriptions that are capable of attracting attention, communicating product benefits, and encouraging audience interaction.

In the beauty industry, copywriting is designed not only to provide product information but also to persuade consumers by combining informative and emotional elements. Effective beauty copywriting

incorporates persuasive language, storytelling, testimonials, product benefits, and clear calls to action to influence consumer perceptions and purchase intentions. Consequently, well-crafted copywriting contributes to stronger consumer engagement and long-term relationships between brands and their audiences. (Wulandari et al., 2025).

Previous research conducted by Halim et al. (2024) examined the application of copywriting strategies in the beauty industry, particularly on Instagram. The study found that copywriting functions as an effective communication tool for delivering promotional messages to target consumers. The researchers identified the use of direct response copywriting, marketing copywriting, and branding copywriting, supported by the AIDA (Attention, Interest, Desire, Action) framework, to increase consumer engagement. Furthermore, the study emphasizes that effective beauty copywriting requires copywriters to position themselves from the consumers' perspective so that promotional messages become more relevant and persuasive. Consequently, the implementation of appropriate copywriting strategies contributes to higher engagement and more effective marketing communication in the beauty industry (Halim et al., 2024).