

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study successfully developed an English caption writing guidebook entitled “A Guide to English Copywriting for Beauty Industry” through the implementation of the 4D development model, consisting of the define, design, develop, and disseminate stages, as proposed in the 4D development model by Thiagarajan et al. (Hariyanto et al., 2022). The guidebook was developed based on the results of the needs analysis and refined through expert validation before being disseminated digitally. The final product provides bilingual materials, English copywriting structures, persuasive writing techniques, copywriting methods, and contextual examples to support the creation of effective English promotional captions for beauty brands.

The findings also indicate that the guidebook received positive evaluations during the dissemination stage and was categorized as “Very Practical”. The evaluation results showed that 93.7% of respondents found the guidebook design attractive, 81.2% agreed that it helped improve English language skills in the beauty industry, and 77.6% considered it suitable as a supplementary learning resource. Overall, the guidebook was considered relevant and useful in both educational and professional contexts.

5.2 Suggestion

The guidebook developed in this study is expected to be utilized by teachers and students of the Beauty Program as a supplementary learning resource to enhance English caption writing skills in the context of beauty brand promotions. Educational institutions are

encouraged to integrate practical copywriting activities into classroom instruction to better prepare students for the communication demands of the beauty industry. In addition, future researchers are recommended to conduct effectiveness testing with a larger number of participants and employ different research designs to examine the impact of the guidebook on students' learning outcomes. Further studies may also expand the scope of the materials or transform the product into interactive digital formats to improve accessibility and user engagement. Through these efforts, the development of English learning resources relevant to the needs of the beauty industry can continue to evolve and provide greater benefits for vocational education.

Future researchers are also encouraged to investigate other aspects of English copywriting in the beauty industry, such as the effectiveness of different copywriting frameworks, the use of persuasive language strategies, audience engagement techniques, or the influence of English promotional captions on consumer responses across various digital platforms. Comparative studies involving different beauty brands, target audiences, or social media platforms may provide broader insights into effective English promotional communication and contribute to the development of more comprehensive learning resources for vocational education.