

AN ANALYSIS OF COPYWRITING TECHNIQUE AND LANGUAGE STYLES IN SKINTIFIC'S INSTAGRAM MARKETING COMMUNICATION

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ABSTRACT

This study aims to analyze the application of copywriting techniques based on the AIDA model (Attention, Interest, Desire, Action) and to identify the language styles used in the Instagram captions of the official @skintificid account. The research employed a qualitative descriptive approach using content analysis. The data consisted of 34 Instagram captions published between April and June 2025, which were collected through observation and documentation. The data were analyzed using the AIDA model proposed by Mulyati and Sudrajat (2024) and the language style theory proposed by Keraf (2009). The results reveal that Skintific consistently applies the four stages of the AIDA model in its Instagram marketing communication. The Attention stage is created through attractive opening statements, rhetorical questions, influencer mentions, and product benefit claims. The Interest stage emphasizes product ingredients, skincare education, and solutions to consumers' skin concerns. The Desire stage is developed by highlighting the benefits consumers can obtain, while the Action stage is mainly expressed through calls for interaction, such as commenting, participating in giveaways, or sharing experiences. Furthermore, the analysis shows that Skintific predominantly uses informal and conversational language, a simple tone, climactic sentence structures, and rhetorical language styles to deliver persuasive and engaging marketing messages. These results indicate that the combination of AIDA-based copywriting techniques and appropriate language styles plays an important role in supporting Skintific's marketing communication on Instagram by attracting audience attention, increasing engagement, and effectively conveying product information.

Keywords: *Marketing Communication; Instagram; Copywriting; AIDA Model; Language Styles; Skintific.*