

CHAPTER I INTRODUCTION

1.1 Title of the Study

The title of the study is An Analysis of Copywriting Technique and Language Styles in Skintific's Instagram Marketing Communication.

1.2 Background of Study

Marketing communication is a process of conveying messages from companies to consumers with the aim of informing, persuading, and reminding about the products or services offered, Marketing communication is useful for increasing brand awareness and trust in the products sold by the company (Firmansyah, 2020). For example, consumers trust the quality of a product from one of the company's brands, so the company has succeeded in building consumer confidence in the products they sell. According to Kotler and Keller (2012) in (Firmansyah 2020) marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell.

Interacting and socializing by way of communication, both verbal and non-verbal, has become easier than ever. The advent of the internet has revolutionized the way we communicate, and its rapid development has given birth to social media platforms that have completely changed the marketing landscape. Social media, defined by Kaplan and Haenlein (2010) as internet-based applications that enable the creation and exchange of content published by users, provides unprecedented opportunities for companies to establish personal relationships with target customers. Through social media platforms, companies can utilize digital marketing communications, which can be defined as a series of communication activities aimed at conveying messages to potential consumers using various kinds of digital media. The goal is that the communication provides changes in the knowledge, attitudes, and actions of potential consumers towards a product. According to

Effendy (2006) in Apriani et al (2021), communication is a process of changing the behavior of others. It can be concluded that marketing is an activity carried out by a company in order to raise and promote products or goods to be sold to customers.

Instagram is a visual-based social media platform that is instrumental in modern marketing communication strategies, especially in building brand image, increasing consumer engagement, and expanding market reach. According to Kotler and Keller (2016), the success of a marketing strategy is greatly influenced by understanding consumer behavior and selecting the right communication channels. In this context, Instagram offers unique advantages due to its ability to visualize brand storytelling and strengthen consumer engagement through aesthetically appealing content.

In recent years, marketing communication strategies have undergone significant transformations with the advancement of digital technology. Social media, particularly Instagram, has become one of the primary platforms for brands to reach and engage with their audiences. This shift is driven by the platform's ability to deliver visually appealing and informative content through a combination of images, videos, and text. This phenomenon has encouraged many companies to adopt more creative and strategic marketing communication techniques, including effective copywriting.

In the digital age, marketing communications are more measurable and data-driven than ever before. With a deeper understanding of consumer behavior and preferences made possible by this data, marketing communications may be more focused and successful. one of the marketing communication techniques used is copywriting. Copywriting is a writing practice that aims to persuade audiences to take action, signing up for services, or interacting further. The importance of copywriting techniques in digital marketing, especially in marketing skincare products on Instagram. According to (Kartsivadze, 2022 in Yusnaldi et al, 2024), with so much content available online, it is important for brands to create attractive and engaging copy that can grab the attention of their target audience and drive conversions. The importance of copywriting in digital marketing is that effective copywriting can help differentiate a brand's skincare products from its competitors'

products. By crafting compelling product descriptions, brands can highlight the benefits and features of their products in just the right way. Copywriting technique can help build consumer trust and credibility. By using clear and concise language, providing detailed product information, and answering common concerns or questions, brands can help build trust among their audience and increase the likelihood of purchase Yusnaidi et al (2024).

The importance of copywriting in digital marketing is evident in the strategies of brands like Skintific. Copywriting plays a crucial role in shaping brand image and driving higher engagement. The success of a brand in leveraging copywriting to convey relevant and persuasive messages has become key to winning in an increasingly competitive market. For example, Skintific not only relies on product quality, but also uses effective copywriting technique to highlight their advantages in the market. Skintific is a Canadian brand, founded by Kristen Tveit and Ann-Kristin Stokke. Despite its Canadian origin, the product is manufactured in China under license from PT May Sun Yvan and distributed to Indonesia. Since its inception in August 2021, Skintific has experienced significant growth among skincare enthusiasts in Indonesia, beating out a number of local brands, despite having been around since 1957. Skintific uses TTE (Trilogy Trangle Effect) Technology to produce effective, precise, gentle and safe results for sensitive skin. Their tagline is We Repair Your Skin Barrier. This means that they show that Skintific products not only deliver effective results, but can also maintain the overall health condition of the skin.

The rapid growth experienced by Skintific is particularly noteworthy considering that the brand only entered the Indonesian market in August 2021, yet has managed to outperform a number of local skincare brands that have been established since as early as 1957. According to Aaker (1991), the strength of a brand is not primarily determined by how long it has existed in the market, but rather by the level of brand awareness, brand association, and perceived quality that the brand successfully builds through its communication efforts. This perspective suggests that Skintific's success cannot be attributed solely to product longevity, market experience, or brand heritage, but rather to how effectively the brand

communicates with its target audience through digital platforms, particularly Instagram.

This is further supported by Kotler and Keller (2015), who state that in the digital era, the effectiveness of marketing communication plays a more decisive role than product tenure in shaping consumer trust and purchase intention. As one of the primary channels used by Skintific to interact with consumers, Instagram serves not only as a promotional tool but also as a medium through which the brand builds its image, educates its audience, and encourages engagement through carefully crafted captions. This phenomenon raises an important question regarding the extent to which copywriting techniques and language style contribute to Skintific's ability to attract attention, build trust, and drive consumer engagement within such a short period of time. Given that copywriting and language style play a central role in shaping how marketing messages are received and interpreted by the audience (Musman, 2021; Keraf, 2009), examining these two aspects in Skintific's Instagram captions becomes essential to understanding the underlying communication strategy behind the brand's success. Therefore, Skintific is considered a relevant and appropriate object of study, as it represents a case in which digital marketing communication rather than brand history or established reputation plays a decisive role in shaping consumer perception and purchasing behavior.

Besides copywriting, language style is also important in marketing communication strategy. Language style is the arrangement of words and sentences by writers or readers in expressing ideas, ideas, and experiences to convince or influence listeners or readers. For this reason, the language style in an essay or someone's writing must be able to be revealed and disclosed with a logical mind and with solid consideration, according to Damayanti (2018).

According to Saputra (2016), The language styles in rhetoric is known as "style," which indicates the ability to write or use words beautifully. Conversely, according to Keraf (2009), style, or language styles, is a methodical approach to convey ideas through language that upholds the dignity and honor of writers. Language styles is an essential aspect of writing that influences how ideas are

expressed and communicated. It involves word choice, rhythm, the writer's personality, and writing techniques. In rhetoric, language style is seen as a factor that affects communication effectiveness and the impression on readers or listeners. It reflects the writer's uniqueness, creativity, and character in delivering ideas.

The multi-billion-dollar skincare sector has recently seen a surge in demand due to changing customer preferences, technological advancements and increased awareness of self-care activities. In line with this trend, consumers looking for efficient and reliable answers to their skincare problems are also attracted to skintific products, which combine scientific innovation with skincare. However, apart from their composition and effectiveness, skintific products also depend on how well marketing strategies are implemented to reach and interact with target consumers (Yusnaldi et al, 2024). Skintific promotes its products and provides valuable information about skincare through content marketing on Instagram. By offering tips for maintaining healthy skin, addressing common skin problems, and explaining the benefits of its product ingredients, skintific has built a reputation as a brand that cares about users' skin health and as an authority in the skincare industry.

There are three previous studies that have discussed the marketing communication strategy of Skintific or beauty products on social media, there are several gaps that have not been filled. Research by Riwong and Wono (2024) focused on the influence of TikTok content on Skintific's brand image with a quantitative approach. Meanwhile, Yusnaldi et al. (2024) examined Skintific's marketing communication strategy on Facebook through a qualitative approach. Meanwhile, research by Apriani et al. (2021) did examine the marketing strategy of beauty products on Instagram, but the context was different (the Bilik Ayu brand during the pandemic). Thus, there has been no research that specifically examines the use of copywriting techniques and language style in Skintific's Instagram captions, especially by applying the AIDA theory and language style according to Keraf as an analytical framework, making this an important research gap to fill.

This study aims to analyze the application of copywriting techniques on Instagram by Skintific and to describe the language style used in the captions of the

@skintificid account. By focusing on these two aspects, the research seeks to explore how Skintific utilizes persuasive language strategies to engage its audience, build brand awareness, and enhance the effectiveness of its marketing communication on social media.

1.3 Formulation of the Problem

Based on background stated above, the problem that arise in this study are as follow:

1. How is the AIDA of copywriting technique used by skintific on Instagram captions?
2. What are the language styles used by skintific in Instagram captions?

1.4 Limitation of the Study

In this section, the researcher discusses the limitation of the study. This research focuses on analyzing the skintific marketing strategy on the Instagram social media platform with an emphasis on copywriting techniques and language styles in several posts used by the skintificid Instagram account. This research was conducted only on Skintificid Instagram accounts in April to June 2025.

1.5 Purposes of the Study

Based on the formulation of the problems mentioned above, this study aims to :

1. Analyze the application of copywriting technique used by skintific on Instagram captions.
2. Describe the language style used by skintific in Instagram captions.

1.6 Significance of the Study

For Students

This research is expected to provide meaningful benefits for students, particularly those majoring in communication, marketing, or language studies, by offering a concrete example of how copywriting techniques based on the AIDA

model and language style theory can be applied and identified in real digital marketing content. Through this study, students can gain a clearer understanding of how marketing communication theories operate beyond the classroom and use the results as a reference to critically analyze other brands' social media content, as well as to develop their own analytical and writing skills in the field of marketing communication.

For Researchers

This research holds significant value for the researcher by allowing for an in-depth exploration of Skintific's marketing communication strategies on Instagram, with a specific focus on copywriting techniques and language styles. It addresses a critical gap in existing literature, as previous studies have primarily examined Skintific's presence on Facebook and TikTok, leaving Instagram largely unexplored as a marketing platform for this brand. By focusing on these underexplored aspects, the researcher gains novel insights into how creative writing and linguistic choices contribute to audience engagement and brand positioning in the competitive digital skincare market. This endeavor is expected to deepen the researcher's understanding of effective digital marketing communication and provide a unique contribution to the academic discourse.

For Industry

This research is also expected to be beneficial for industry practitioners, particularly marketers and content creators in the skincare and beauty sector, by providing insight into how copywriting techniques and language styles can be strategically applied to build audience engagement on Instagram. The results of this study can serve as a practical reference for companies seeking to strengthen their brand communication, particularly in balancing persuasive appeal with informative content when introducing product information and benefits. Ultimately, this research may help industry players design more effective, audience-centered marketing strategies that foster long-term consumer relationships rather than short-term transactional engagement.