

ChatGPT and Linguistic Collaboration: AI as a Partner for Copy Writing

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ABSTRACT

This study uses linguistic principles—specifically, pragmatics and semantics to analyze ChatGPT, an advanced AI language model, as a collaborative tool for copywriting. The study emphasizes how ChatGPT can provide material that is meaning-focused and contextually relevant, assisting copywriters in crafting messages that boost communication effectiveness and meet audience expectations. Using a descriptive qualitative methodology, this study investigates the connections between human creativity and AI-driven language generation, showcasing ChatGPT's potential to streamline content creation procedures while addressing its shortcomings in capturing emotional nuance and cultural nuances. The significance of openness and human oversight is emphasized in the discussion of ethical issues and difficulties related to AI in creative activity.

Keywords: ChatGPT; AI in Copywriting; Pragmatics; Semantics; Linguistic Collaboration

INTRODUCTION

Significant progress in comprehending and processing human language is highlighted by the combination of linguistics and artificial intelligence (AI), especially in programs like ChatGPT. An example of how AI uses linguistic theories to produce realistic and coherent text is ChatGPT, which is built on generative pre-trained transformer models. This exchange highlights important linguistic components like pragmatics and semantics, allowing AI to mimic human-like conversation. Researchers have observed that ChatGPT's training on extensive linguistic datasets, which incorporate both structural and functional aspects of language use, is the foundation for its capacity to produce context-aware, fluent responses.

In the realm of copywriting and collaborative text generation, linguistics plays a pivotal role in refining AI's capabilities. The study of discourse structures, language variation, and stylistics allows AI models to cater to diverse communicative needs, from persuasive writing to informational content. Furthermore, linguistic insights

contribute to the model's ability to adapt to user-specific language preferences, fostering more personalized and contextually relevant interactions. Such advancements are reshaping traditional roles in writing and language-based professions, emphasizing collaboration between human creativity and computational efficiency (Luther et al., 2024; Han et al., 2023).

These developments also prompt critical inquiries into the nature of linguistic representation in AI. Questions about bias, language adaptability, and cross-linguistic functionality remain central to ongoing research. For example, AI's performance in second-language acquisition highlights its potential as a tool for language learning, though its effectiveness varies depending on linguistic and cognitive factors (Godwin-Jones, 2023). Overall, the intersection of linguistics and AI heralds transformative possibilities, with applications extending across education, professional writing, and intercultural communication.

In the last decade, the development of artificial intelligence technology has reached its zenith with the presence of a GPT (Generative Pre-trained Transformer) based language model. This technology has brought significant transformations in various fields, including the development of linguistics. One of the prominent applications of the GPT language model is in the development of chatbots, known as GPT Chats. Chatbots based on GPT Chat have brought more natural human-machine interactions, opening new opportunities for using technology in various language contexts. Amanda (2023). The collaboration between artificial intelligence (AI) and linguistics has ushered in a new era of language research and application, redefining how we approach both academic study and practical communication strategies. Among the most groundbreaking advancements in this space is the development of GPT-based models like ChatGPT. These models are not just reshaping language research, but they are also transforming industries such as copywriting, where the art of crafting persuasive messages hinges on a deep understanding of linguistic principles. Copywriting relies heavily on two key areas of linguistics: pragmatics, which focuses on how context shapes meaning, and semantics, which explores the relationship between words and their meanings. Together, these fields help copywriters create messages that resonate deeply with target audiences, ensuring clarity, relevance, and impact.

What makes this transformation even more exciting is the integration of AI-driven language tools like ChatGPT. Through the strategic use of prompts, copywriters can now harness AI to generate highly targeted and contextually rich content, saving time and elevating the quality of the work. By blending human creativity with the precision of AI, businesses and content creators can craft compelling narratives that speak directly to their audiences, whether it's for marketing, branding, or other communication purposes. ChatGPT's ability to generate language that adheres to pragmatic and semantic guidelines has opened new doors for content creation, making it faster, smarter, and more adaptive to the ever-changing needs of consumers.

This paper explores the innovative collaboration between ChatGPT and linguistic principles, particularly in the realm of copywriting. It highlights how AI-driven language generation, guided by pragmatic and semantic understanding, is revolutionizing the way we communicate in business and beyond. The study also addresses the challenges and ethical considerations of using AI in creative fields, offering a forward-looking perspective on how AI can serve as a powerful research partner and creative tool in shaping the future of language.

Integration of AI tools like ChatGPT into copywriting represents a significant shift in how content is created and delivered. By leveraging the sophisticated capabilities of these language models, copywriters can explore a vast array of stylistic approaches and linguistic nuances that were previously time-consuming to achieve manually. For instance, the ability to generate multiple variations of a message quickly allows for more extensive testing and optimization, ensuring that the final content resonates effectively with diverse audience segments. Moreover, the collaborative nature of working with AI fosters a dynamic creative process, where human intuition and emotional intelligence complement the analytical prowess of AI. This synergy not only enhances the efficiency of content production but also empowers creators to push the boundaries of their craft, experimenting with new ideas and formats that align with contemporary trends. As a result, businesses can maintain a competitive edge in a rapidly evolving digital landscape, delivering messages that are not only compelling but also deeply aligned with the preferences and expectations of their target audiences.

The integration of artificial intelligence (AI) in linguistic studies has developed rapidly, focusing on the use of AI tools such as ChatGPT for applied tasks like copywriting and discourse analysis. Computational linguistics has undergone a paradigm shift from rule-based models to data-driven approaches, emphasizing the role of neural networks and machine learning (Holstein et al., 2019). The emergence of AI systems has facilitated automatic natural language processing, enabling machines to generate coherent text and support linguistic creativity. These developments highlight the growing synergy between linguistics and AI technology (Shneiderman, 2020). The framework of collaborative intelligence in marketing, as discussed by Huang & Rust (2022), provides insight into how AI and human intelligence (HI) can work synergistically by leveraging their distinct strengths. The authors suggest that AI's ability to manifest multiple types of intelligence enables a range of collaborative applications, particularly in marketing tasks.

In recent years, the development of artificial intelligence (AI) technology has reached remarkable heights, particularly with the emergence of Generative Pre-trained Transformer (GPT)-based language models such as ChatGPT. Previous research has demonstrated that ChatGPT significantly impacts various fields, including linguistics and copywriting (Amanda, 2023). As one of the primary applications of GPT technology, chatbots developed with ChatGPT offer more natural human-machine interactions, providing new opportunities to leverage technology in diverse language contexts (Vasquez, 2021).

LITERATURE REVIEW

The integration of artificial intelligence (AI), particularly ChatGPT, into the field of copywriting has sparked significant academic and professional interest. ChatGPT, developed by OpenAI, functions as a generative pre-trained transformer (GPT) capable of producing coherent, context-aware text across a wide range of writing tasks (Reza et al., 2025). Its ability to automate routine writing while preserving stylistic and grammatical accuracy has made it an attractive tool for copywriters and language professionals (Tomlinson et al., 2023).

From a linguistic perspective, the collaboration between AI and human writers has prompted re-evaluations of semantic and pragmatic accuracy in machine-generated text. While ChatGPT can produce grammatically correct and semantically plausible outputs, studies indicate limitations in its capacity to understand pragmatic subtleties such as tone, intent, and socio-cultural nuance (Jacob et al., 2023; Ambarsari et al., 2024). These constraints necessitate human involvement to ensure that copy is not only grammatically sound but also contextually appropriate and emotionally resonant.

The use of ChatGPT in copywriting has also been analyzed through the lens of collaborative intelligence, where AI and human intelligence complement each other (Huang & Rust, 2022). In this partnership, the AI accelerates the generation of draft content, while the human writer revises, evaluates, and imbues the message with creativity and audience-specific nuance. This human-AI interaction aligns with the idea of "co-writing with AI," where humans leverage AI to scaffold writing processes but retain ultimate control over the message and rhetorical intent (Reza et al., 2025; Utami, 2024). In educational contexts, ChatGPT is increasingly used to support writing instruction and literacy development. For example, it provides students with real-time suggestions, enhances vocabulary usage, and models proper syntactic structures. However, researchers warn that overreliance on such tools may reduce students' critical thinking and editing skills if not accompanied by proper pedagogical frameworks (Herbold et al., 2023; Ismail, 2019).

Ethical and legal considerations also arise when using AI for content creation. Scholars have questioned the authorship and intellectual property of AI-generated content, arguing for transparent disclosure of AI use and more defined policies regarding content ownership (Tomlinson et al., 2023). Additionally, the potential for AI-generated misinformation and manipulation in advertising poses further ethical dilemmas, especially when messages are crafted to influence consumer behavior (Jacob et al., 2023).

Despite these concerns, the adoption of ChatGPT in the copywriting industry appears to be more of a transformative partnership than a replacement of human roles. Wired (2025) emphasizes that human creativity, intuition, and cultural intelligence remain indispensable, particularly in persuasive and emotionally driven communication. Thus, the future of copywriting may lie in a synergistic model

where AI handles ideation and drafting, and humans refine and contextualize the content (Ambarsari et al., 2024). Recent empirical studies also point to increased productivity and creativity among professionals who use AI as a writing assistant. This is supported by findings that AI tools like ChatGPT enhance brainstorming and reduce writer's block, thus enabling users to focus more on message strategy and audience targeting (Utami, 2024; Huang & Rust, 2022).

In sum, the collaboration between ChatGPT and linguistic principles in copywriting is reshaping the field. While AI excels in generating coherent and data-informed content, human intervention is vital to ensure contextual appropriateness, creativity, and ethical integrity. Future research should explore more deeply how this collaboration evolves and how it affects linguistic standards, creative practices, and professional writing ethics in the digital age.

METHOD

Design and Sample

This study adopts a descriptive qualitative design aimed at understanding and explaining the collaboration between artificial intelligence (AI), particularly ChatGPT, and linguistic principles, with a specific focus on the application of pragmatics and semantics in copywriting. The qualitative descriptive method is chosen for its suitability in exploring and synthesizing concepts from existing literature without requiring direct experiments or field observations. The sample in this study consists of secondary data drawn purposively from various literature sources, including academic articles, journals, books discussing theories of pragmatics and semantics, research studies on the impact of AI on language and copywriting, and case studies that illustrate the use of AI in generating effective and contextually appropriate language content.

Instrument and Procedures

As a literature-based study, the researcher serves as the primary instrument in identifying, selecting, and analyzing the data. The procedures begin with the identification of the research topic, which centers on the integration of AI with linguistic principles in copywriting. This is followed by the collection of secondary data through a comprehensive literature review. The researcher then selects literature based on its relevance, credibility, and alignment with the research objectives. These selected texts provide a foundation for exploring how ChatGPT applies pragmatic and semantic principles in language generation and how it assists copywriters in enhancing the quality and efficiency of their messages. Furthermore, the study explores the dynamics of human-AI interaction in the creative writing process.

Data Analysis

The data analysis is conducted using a descriptive approach, synthesizing information from the selected literature to reveal patterns and insights related to the integration of AI in linguistics. The analysis highlights how ChatGPT utilizes pragmatics (contextual meaning) and semantics (word meaning relationships) in generating text, and how these capabilities support the work of copywriters. Additionally, the study addresses challenges and implications of using AI in linguistic contexts, including issues related to cultural sensitivity, emotional understanding, and authenticity of AI-generated content. The results of the analysis are then organized into a systematically structured journal article comprising an introduction, literature review, analytical discussion, and conclusion. This qualitative approach enables the researcher to present in-depth insights and a nuanced perspective on the use of AI in linguistic research and practical applications in copywriting.

RESULT AND DISCUSSION

This study reveals how ChatGPT, an AI language model, can function as a collaborative tool in applying linguistic principles, particularly in the realms of pragmatics and semantics, to enhance copywriting. By utilizing a descriptive qualitative approach, the research highlights the capacity of ChatGPT to assist in generating content that aligns with contextual (pragmatic) and meaning-based (semantic) considerations. Pragmatic elements enable ChatGPT to tailor messages according to context, such as audience expectations and situational relevance, while semantic principles help in maintaining clarity and accuracy in word choice and overall meaning. For example, in marketing and copywriting, pragmatic understanding is essential for aligning tone and message with consumer expectations, while semantics ensures that the chosen words precisely convey intended meanings, minimizing ambiguities. Secondary data from literature also demonstrate that ChatGPT can streamline content creation by assisting writers in maintaining consistent voice and style across various communication channels, ultimately improving efficiency and quality.

Furthermore, the findings indicate that, despite its utility, ChatGPT's application in pragmatic and semantic tasks is not without limitations. AI struggles to fully capture cultural nuances and emotional subtleties, which are essential in effective communication. Studies in AI and natural language processing (NLP), such as (Floridi & Chiriatti, 2020), have documented how models like GPT-3 can support content creation but often fall short in nuanced interpretation and understanding, especially regarding idiomatic expressions or culturally-specific language. This gap presents both a challenge and an opportunity for copywriters to use AI as a supportive tool rather than as a substitute for human intuition and cultural awareness in language.

The use of ChatGPT in copywriting illustrates a promising blend of AI and human

intelligence, where AI serves as a partner rather than a replacement. By employing AI, copywriters can focus more on strategic and creative aspects, leveraging AI-generated drafts for refinement rather than starting from scratch. The study also points to practical implications for linguistics, particularly in automating initial language generation based on pragmatic and semantic principles. However, the ethical concerns surrounding AI-generated content, such as issues of authenticity and authorship, remain pertinent. (Binns, 2018) discusses how fairness and transparency are crucial in AI applications, suggesting that copywriters should be transparent about AI's role in content creation to maintain credibility and trust with audiences.

The framework for linguistic collaboration established here could influence future studies in AI and linguistics, encouraging a balanced approach where AI complements human strengths. As copywriting increasingly adopts AI tools, ongoing assessment of AI's effectiveness and limitations is essential. This research highlights the potential for ChatGPT to enhance linguistic tasks, making content creation more efficient while still valuing human insights into cultural and contextual appropriateness. Consequently, while ChatGPT presents opportunities for linguistic innovation, its application should remain mindful of the nuances only human intelligence can provide, particularly in complex communicative contexts.

CONCLUSION

This study demonstrates that Chat GPT, as an AI-driven language model, offers considerable potential as a collaborative tool in copywriting, enhancing both efficiency and linguistic precision. By integrating pragmatic and semantic principles, ChatGPT assists copywriters in generating content that is contextually appropriate and meaningfully resonant with target audiences. While AI brings notable benefits, such as the rapid generation of varied message formats and stylistic approaches, it also presents limitations, particularly in understanding cultural subtleties and emotional nuances. These gaps highlight the importance of human oversight, as human intuition and cultural awareness remain essential for authentic and impactful communication. The ethical implications of AI in creative fields, including transparency regarding AI's role in content creation, are critical to maintaining credibility with audiences. This study advocates for a balanced approach where AI serves as a partner rather than a replacement, allowing copywriters to focus on strategic and creative refinement. As the digital landscape evolves, AI tools like ChatGPT will likely continue to shape the field of copywriting, fostering a collaborative framework that leverages AI's capabilities alongside human expertise. Future research should explore this AI-human partnership further, especially in areas where nuanced cultural and emotional understanding is required.

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