CHAPTER I

INTRODUCTION

1.1 Background of the study

Language is a system of conventional spoken, manual (signed) or written symbols by means of which human beings, as members of a social group and participants in its culture, express themselves. The function of language include communication, expression of identity, play, imaginative expression and emotional release, the scientific study of language is called linguistics such as whether words can represent experience.

Linguistics is the study of language as a system of human communication. They also state that linguistics includes many different approaches to the study of language and many different areas of investigation such as sound systems (phonetics phonology), sentence structure (syntax), relationships between language and cognition (cognitive linguistics), meaning systems (semantics, pragmatics, functions of language), as well as language and social factors (sociolinguistics).

Sociolinguistics is the descriptive study of the effect of any and all aspects of society, including cultural norms, expectations, and context, on the way language is used and society's effect on language. It differs from sociology of language, which focuses on the effect of language on society. Sociolinguistics is the study of the sociological aspects of language. The discipline concerns itself with the part language.

Language style is defined as the choice of words used by a specific group of people when they speak. A person's speech supplemented by facial expression and gesture when speaker and hearer are mutually in sight, indicate and is intended to indicate a great deal more than request. Sometimes, people use uncompleted sentences to show their relationship.

Language style is the way of someone in using his language in particular occasions by showing his/her personality and character, the way of speaking or writing depending on circumstances of doing that person or people to whom you are speaking or writing.

This style occurs often among people who have known each other for long time, so they do not need use a complete language to make their utterances clear and understandable.

Based on the writer's experiences the role of language is to transfer idea or information from speaker to hearer through communication. It has various different styles and its style has an important role to deliver the purpose of social interaction to understand the meaning from the social communication in language. By its style also make it easier to understand it by whom the language is spoken. In linguistic, language style include into scope of semantic.

According to Martin Joss (1976:155) in Sonia Niken journal (p.31) states language has five styles. He recognized five different language styles namely: frozen style, formal style, consultative style, casual style and intimate style.

Based on the explanation above, the writer is very interested in carrying out study entitled:

"An Analysis Of Language Style On Instagram Captions of Men Accounts".

1.2 Problem of the study

Based on the general background of the study above, the writer formulates the problem as follow :

"What types of language style are found on Instagram captions of men accounts?"

1.3 Objective of the Study

Related to the writer statement above, the objective of the study is:"To find out the types of language style on Instagram captions of men accounts."

1.4 The Scope of the Study

This study is sociolinguistics reserach which focuses on Instagram captions the representing the types of language style, the study recognized five different language styles namely: frozen style, formal style, consultative style, casual style and intimate style.

The writer focuses on the types of language style used of men accounts which are issued on August 10th,11th,12th ,13th, 14th, 15th, 16th, 17th 2020.

1.5 The Significances of Study

The purpose of this study is to contribute a better understanding of language style on the instagram caption.

The significances of this study convey both theoretical and practical significance:

a. **Theoretical**

The result of this study will enrich sociolinguistics especially language style.

b. **Practically**

For the students English Department: this analysis can be advantageous and useful to the readers, especially to the students of English Department who are interested in sociolinguistics and its aspects. In addition the reader also will know the factors that make the speaker used language style.

For another researcherwho do research in the same field able to find shortcomings in this research and continue this research by finding the new perspective in research in language style.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

This chapter will present the review literature and explanation of the related material. It consists of definition of analysis, definition of language, definition of linguistics, the definition of sociolinguistics, definition of language style, and kinds of language style, definition social media (instagram). Some opinions are needed to explain some concepts or terms that applied to the research concern.

2.2 Language

The method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way. Language is a system of communication used by a particular country or community.

According to Neil Thompson (2003:37) Language is refer to any system of communication in the system of communication consisting of sounds, words, and grammar, or the system of communication used by people in a particular country or type of work.

Language is a fundamental aspect of human life. To communicate and establish relationship with other, people use language as tool of their communication.

(Wardhaugh, 2009;29) to communicate means to transfer ideas from one person to the others. If one of all people did not have a tool to communicate every people's can't do activities and interaction would be stagnant.

Thus from the statement above the writer concludes that if the language is the system of communication in the form of oral and written language to interact and to connect one and others by expressing the ideas, opinion, feelings, and experiences based on the situation that makes the speaker and hearer understand one and other and able to give respond.

2.3 Linguistics

Linguistics is the scientific study of language and its structure, including the study of morphology, syntax, phonetics and semantics. Specific branches of linguistics include sociolinguistics, dialectology, psycholinguistics, computational linguistics, historical-comparative linguistics and applied linguistics.

Linguistics is the scientific study of language. It involves the analysis of language form, language meaning and language in context.

According to Chomsky in Richard Nordquist (2010:16) "linguistics is defined by a fundamental commitment to universalism and to the existence of a shared species wide knowledge grounded in human biology".

Ary (2010;424) states that the qualitative inquirer deals with data with data that are in the form of words or pictures rather than numbers and statistics.

In conclusion, Linguistics is the study of language, all of the elements of language is the internal view. It can impact the structure system of language itself. On the other hand, language is used by human, it is applied as the function of the language. Language includes the internal and external factors. Both of them are studied in linguistic.

2.4 Sociolinguistics

Sociolinguistics is the study of language as it functions in society, the study of the interaction between linguistic and social variables.

Spolsky (1998:3) stated sociolinguistics is the field that studies the relationship between language and society, between the uses of language and the social structures in which the users of language live. It is the field of the study that assumes that human society is made up of many related patters and behaviors, some of which are linguistics.

Trudgill (2000:32) stated that sociolinguistics is a part linguistics which is concerned with language as a social and cultural phenomenon. The way people talk is determined by social context in which their speaking takes place. People select language which is suitable with the

situations in which they are talking, who they are speaking to and how close their relation with the hearers.

So they can be concluded sociolinguistics is the field that studies the relationship between language, society, and then as a social and cultural phenomenon

2.5 Language Style

Language has a potentiality for making communication successful and establishing social togetherness if it is used well. If not, it will be a handicap for successful communication and interaction. It is important to pay attention on certain aspect of language variation of styles of language to achieve successful and fluent communication and style is how to the speaker informing or asking question and to or from listener.

According to Missikova (2003:16) language style is a way of speech and or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistic means with respect to the topic, situation, function author's intention and content of an utterance.

These are only two basic examples of language style used mainly in writing. There can be even more language styles in speaking. They can be seen in the grammar structures, vocabulary, tone.

Chaika (1982:29 in Nur Ika p.11) states that language style is the way people use the language in communication. it can be written or oral language. Language style actually refers to the selection of linguistics for to convey social or artistic effect.

Figurative language is language that's intended to create an image, association, or other effect in the mind of the listener or reader that goes beyond the literal meaning or expected use of the words involved. Figurative language has connotative or implied meaning that we could not

find in the dictionary as a denotative meaning. Figure of speech are non-literal ways of saying things: that is, the words have to be interpreted in order to understand the intended meaning. (Elder, 2004 : 292).

Figurative language refers to the use of words in a way that deviates from the conventional order and meaning in order to convey a complicated meaning, colorful writing, clarity, or evocative comparison. It uses an ordinary sentence to refer to something without directly stating it. Figurative language is a way to engage your readers, guiding them through your writing with a more creative tone. Types of figurative language: There are several types of figurative languages that are used in modern writing. They include: simile, metaphor, hyperbole, personification, synecdoche, onomatopoeia.

So they can be conclude style is all of the language habits of one person or a group of people in the most effective way of saying which are different from others at one time.

2.5.1   Kinds of Language Style:

The writer uses the same of sociolinguistic theory purposed Martin Joss claims (1976: 153-155) that which is discusses five style of language: frizen style, firmal style, consultative style, casual style, and intimate style. The explanations of those style are follows:

1.Colloquial Style (Oratorical Style)

It is the most formal style used in formal situations and ceremonies such as in place, church, speech of state ceremony, and some other occasions. This style is more elaborated than the other styles. The sequences of the sentence are complicatedly related this style requires high skill and almost used exclusively by specialist, professional orators, lawyers, and preachers.

The   example: *in this grave hour, perhaps the most fateful in our history, I send to every household of my peoples, both at home and overseas this message spoken with the same depth of feeling for each one of you as if I were able to cross your threshold and speak to you myself"*

2.Formal Style (Deliberative Style)

Formal style is defined as the style of language that used for important or serious situation. It is also used in addressing audience usually that is too large or permit effective interchange between speaker and hearers. Through the forms are normally and not a polished as those in oratorical style such in a typical classroom lecture is often carry out is formal style. Formal style is usually a single topc oriented and it is related to the fact, that formal writing is technical. Formal style used in school by students, teacher, lecturer, headmaster.

The *example* of formal style: *"please take a seat, your Majesty"*

3.Consultative Style

Consultative style is style that which used in semiformal communication situation. It is one type of language which is required from everyday speaker. Consultative style is typically dialogue, though formal enough that words are chosen with the school principal, or any first meeting between strangers. The tyoically of consultative style speech is used between two persons. White one speaking at intervals the others give short responses, mostly drawn from a small inventory standard signals. There are basic part of the system, among them are "Yes, No, Huh, Mn, That's right".

4.Casual Style

Casual style is a style that is used for the conversation is related or normal situation that is appropriate to the conversation with friends or sometimes members of a family. Such as outside the classroom, when the students have a chat. Casual style is also characterized by the use of the first name or even nickname rather than a little name and last name in addressing one another. The pronunciation is rapid and often slurred, besides that use of slang. Another characterized feature is casual speech is the omissions of unstressed words, particularly at the beginning of sentence.

The example of casual style: *"what's up man"*

5.Intimate Style

Intimate style is a completely private language developed within families, lovers and close friends. The intimiate labels are: dear, darling, honey and even Mom, Dad, and other nicknames might use in this situation. Intimate style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication and private code characterized, it is often unintelligible smallest social units.

The Example of intimate style: *"Lily, you can do this, talk to me as friends"*

2.6 Gender Identity

A persistent topic in the history of sociolinguistics is gender it self. Standard and vernacular concepts of gender have been frequently recruited to distinguish language which is used by gender differences (Cheshire 2002;222).

Sexism reflected in language was being the second one, specially for men. Du Wenli (2002:217) and Chen Jianmin (2000:49) have studied about the important in this observe. He stated that most of materials analyses are English. In phonological, lexical and syntactical levels, they could show gender differences in language. A gender difference in communication was the last one from this study, such as study that will be the importance issues from conventional styles which consist of strategies and conversational structures.

A dominant strength in structuring our social live is gender. Male and female are social categories that cannot deny in social reality. Mary M. Talbot (2001:78) wrote in her book entitle language and gender: An introduction. She finished the termination that men are more talkative through some conditions. Gender categories are not simply descriptive; they are normative statements that illustrate lines around who is included and excluded (Butler 2003:99). Levinson (2001:239) examined some participants; there are two participants A and B. participants B start to speak and then directly stop. Therefore, this study was relating to gender which initiates or offers the twist.

2.7 Instagram

Instagram is an online photo and video sharing social networking service. It allows users to take pictures and videos, apply digital filters to them and share them to their followers. They can then share them on a variety of social networking services, such as facebook, and twitter.

Instagram as social media are arranged by both personal account and public norms. In many cases, this factor of combination gives rules to the networking (Johns, Chen and Hall 2004:45). Linguistics and identity practices were being engagement for social media which is offering a virtual space and enabling to build the social culture of communities (Lam 2000:66).

Instagram is a social media platform that emphasizes photo and video sharing via its mobile app. People can editing and publish visual content for your followers to interact with through likes, comments, and share.

2.8 Previous Study

Going together with this study, the researcher found some research or projects that nearly similar but different in focus and certainly different in data research.
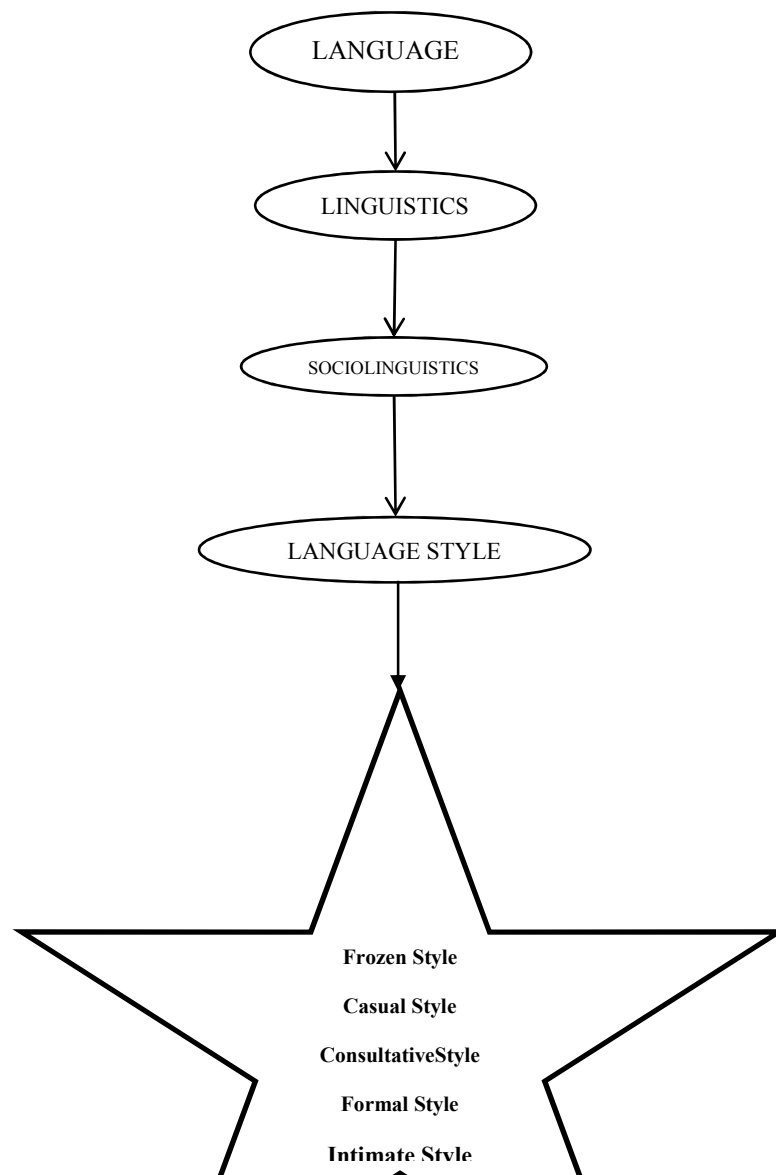
The thesis belongs Baeza Hapsah, (2008) *"The Analysis of language style in headline of English megazine advertisement"* from English Department Faculty of letters and humanities State Islamic University Syarif Hidayatullah Jakarta. In his study, he is research analyzed by using the theory of stylistic and figure of speech approach about personification, alliteration, hyperbole, ellipsis, and smile. He is take a different style according Martin Joos. Because he is take speech approach about language style.

Barizah Nazir (2012). She observed "Gender Patterns On Facebook: A Sociolinguistics Perspective". She was conducting Facebook as the object of her research. She found the

differences of language level and information display which there are gender linked in terms of choices between men and women. Women were going to Facebook more likely to uphold the accessible of her relationships and be entertained.

Besides, men were going to Facebook more likely to expand new relationships or convene with new people. These were reflecting Speared and Whorf's hypothesis about the cultural; people will use the language change that focuses on they are attempting to adapt gender, blurring limitations and maintaining identities. Therefore, in social media, gender has been important since it would be forms identity and it would be also insufficient.
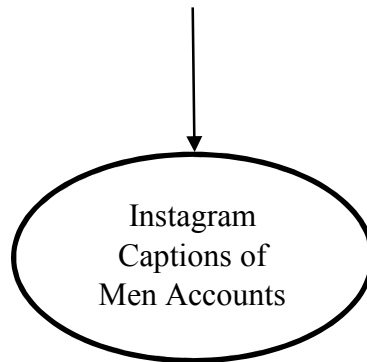
2.9   Conceptual Framework.

LANGUAGE

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LINGUISTICS

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SOCIOLINGUISTICS

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LANGUAGE STYLE

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Frozen Style

Casual Style

ConsultativeStyle

Formal Style

Intimate Style

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          │      Instagram      │
          │     Captions of     │
          │     Men Accounts    │
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Figure 1.1 An analysis of language style on Instagram Captions of Men Accounts

(Amelia Wiwik Dinurti Marbun:2021)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Descriptive qualitative research involves collecting and analyzing non-numerical data for example: text, video, or audio to understanding concepts, opinions, or experiences.

Descriptive qualitative research can also be described as an model effective that occurs in a natural setting that enables the researcher to develop a level of detail from being highly involved in the actual experiences (Creswell, 2003:67).

Descriptive qualitative research builds its premises on inductive, rather that deductive reasoning. It is from the observational elements that pose questions that the researcher attempts to explain the strong correlation between the observer and the data is a marked difference from quantitative research, where the researcher is strictly outside of the phenomena being investigated.

In addition to the distinct differences between quantitative and qualitative designs, notable differences have also been identified in each respective research methodology. The following sections will briefly describe the qualitative methodology.

3.2 Subject of the study

The study focuses Instagram captions that representing the types of language style used by men accounts with the most followers. The writer is investigation the types of language style used of men accounts on August 10th,11th,12th, 13th, 14th, 15th, 16th, 17th 2020.

3.3.Instrument of Collecting Data Observation

Instrument of collecting data is the ways that can be used by researchers to collect data. The instrument of this research, the writer collected word by word an

analysis the data.

3.4 The Technique Collecting Data

To analyze the data, the writer use the following procedure:

1. ReadingInstagram caption and then the study to screenshot the caption from the account and to write the figurative language.

2. Transcribing sentences of men accounts in Instagram.

3. Underlying the sentences which contain figurative language.

3.5 Technique analyzing data

The data analyzing by following the theory which consist of language style based on gender identity of sociolinguistics.

1. Classifying the sentences according to rom the caption in Instagram according to Martin Joss (Frozen Style, Casual Style, Consultative Style, Formal Style, Intimate Style).

2. Making conclusion.