

HALAMAN PENGESAHAN THESIS

AN ANALYSIS OF LANGUAGE STYLES IN THE INSTAGRAM
CAPTIONS OF ENGLISH DEPARTMENT STUDENTS OF HKBP
NOMMENSEN MEDAN

DIAJUKAN OLEH

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CHAPTER I

INTRODUCTION

I.1 The Background of the Study

Language is an important aspect of life. This can be seen for various reasons. One of the reasons is that language serves as the main tool of human communication in various aspects of daily life. Through language, one can express ideas, detail thoughts, and convey various nuances of feelings to others, whether through spoken conversation or written expression. Language is a system of conventional spoken, manual (signed), or written symbols using which human beings, as members of a social group and participants in its culture, express themselves. The functions 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 science of language, which studies, examines, or studies language in general, including regional languages, Indonesian, or foreign languages. Therefore, linguistics is also called general linguistics. Linguistics can further be divided into several branches, namely, phonology, morphology, syntax, and semantics. Linguistic Studies is the study of 'natural language'. This usually includes the study of language structure (grammar), the study of meaning (semantics), and the social function of language (sociolinguistics).

(Jazeri, 2017) Sociolinguistics consists of two words Linguistics. Sociolinguistics is the study of the relationship between language and society. It explores how language use varies in different social groups, the influence of social factors on language, and how language reflects and shapes social dynamics.

In stylistics, sociolinguistics refers to studying how social factors such as social status, ethnic group, or social class can influence language use, language variation, and language change in everyday communication. It includes an understanding of how language style can reflect and shape the social identity of a person or group.

Language style refers to how individuals or groups use language to communicate. Different styles include formal, informal, technical, everyday, and academic. The choice of language style depends on the context, audience, and communication goals. The use of language styles in society is a topic of discussion in the interdisciplinary branch of sociology and linguistics, namely sociolinguistics. The reason the researcher chose language style is because language style is a direct manifestation of social relationships and situations that influence language use. This is important in sociolinguistic studies because language is used to reflect social identities, social groups, and social interactions in online communities. In the context of social media such as Instagram, language style reflects how users interact with their audience and how they construct social identities in a digital environment. By analyzing language styles, researchers can gain deep insight into how language is used to create and maintain social relationships as well as how factors such as the situation and the relationship between speakers and listeners influence language use in everyday communication.

Instagram is a photo-sharing and picture-taking app or photo that applies digital filters to change the appearance of photo effects and shares them with

various social media services, including Instagram's own. Instagram users tend to share their circumstances, feelings, and emotions through the caption feature to give more dimension to the photos or videos they share. As always, Users on Instagram post captions in the hopes of accomplishing various goals. To access all of Instagram's features, a user must first register an account by providing their email address, password, and other details. The caption refers to the message or writing that follows a photo or video posted by Instagram Users on their profile.

Language style plays a crucial role on Instagram by increasing the appeal of content and contributing to user interaction. Word choice, creative captions, and popular terms can make content more interesting and relevant. Additionally, an authentic and down-to-earth language style can build an emotional connection with followers, increase engagement, and create a unique identity for the account owner. Language style is an aspect that includes all forms of individual expression in a language. This involves the choice of words used, the structure of the sentences formed, and the tone of communication reflected in each expression. Using the right language style in student Instagram captions can increase the appeal and resonance of the message. Students can adapt their language style to the purpose of communication, audience, and context, thus creating a positive impression and increasing reader engagement.

In the researcher's experience, the role of language is not only limited to transferring ideas or information but also as a tool to convey messages from the speaker to the listener through communication. Various language styles play an important role in conveying the purpose of social interaction, making it easier to

understand the meaning of social communication through language, and helping to identify who the speaker is through the language styles used. By analyzing the various language styles found in Instagram captions, you can increase your in-depth understanding of how language styles reflect identity and social interactions among students. This research is relevant because Instagram is the main platform for them to share experiences, values, and views. Through analyzing types of language styles, students can reveal communicative preferences, understand the dynamics of digital culture, and explore how social media has become a significant channel for personal and collaborative expression.

This research uses Instagram captions as a data source to analyze language style. This research is related to previous research. The first research is conducted by Hapsah (2008) "Language style analysis in English magazine advertisement headlines" from the English Department, Faculty of Letters and Humanities, Syarif Hidayatullah State Islamic University, Jakarta. In his study, his research was analyzed using stylistic theory and a figure-of-speech approach regarding personification, alliteration, hyperbole, ellipsis, and smiles. This research adopts stylistic variations by Martin Joos' theory, which takes a speech approach to studying aspects of language style.

Another previous researcher Utami (2020) is entitled "Language Style Analysis in Instagram Captions as a Promotional Means (study at Sheraton Bandung Hotel & Towers 2020)". This research tries to analyze the language style in Instagram captions posted by Sheraton Bandung Hotel & Towers in promoting events, facilities, and services. The role of the research is twofold, first, what are

the types of language styles based on William Wells' theory that exists in the Sheraton Bandung Hotel & Towers Instagram caption, secondly what is the purpose of using language styles in the Sheraton Bandung Hotel & Towers Instagram caption. & Menara. Differences between this research and the author's research use William Wells' theory, while the author's research uses Martin Joos' theory.

Other research conducted by Hayuningtias (2022) Women and Instagram Captions: An Analysis of Language Style in Sociolinguistics. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University Malang. This research uses a qualitative approach with descriptive analysis techniques. The data sources used in the research were fifteen posts with captions containing jargon and language styles from several women's Instagram accounts. This research examines types of language styles and forms, the meaning, and the context of jargon. This research analyzes data using the theory of Chaika (1982) regarding types of figurative language and Halligan (2004) regarding forms of jargon. The difference with the author's research is that the author's research only analyzes language style.

The reason the researcher chose this title is because the analysis of language styles in students' Instagram captions offers research potential that is relevant to the development of digital communication and the use of informal language in academic contexts. In addition, this theme can provide a deeper understanding of linguistic expressions and communication trends among students via social platforms. this research has a very important urgency in understanding

in depth the way students express themselves through language styles in Instagram captions. Analyzing these aspects can help understand how students convey messages, identify their preferences, as well as understand the cultural and social aspects that influence the way they communicate and provide insight into how social platforms influence speaking styles among students.

Martin Joos (2010) suggests five types of language styles, namely Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. Frozen style is a style used in a very formal setting such as in a palace, church, speech of state ceremony, and some other occasions. Formal style is defined as the style of language used for an important or serious situation. Consultative style is the style that is used in semiformal communication situations such as talking to a stranger. The casual style is used for conversation in our relaxed or normal situations that is appropriate to the conversations among friends outside the classroom or sometimes family members. Intimate style is a completely private language developed within families, lovers, and closest friends. Based on the explanation above, the writer is very interested in carrying out the study. entitled: “An Analysis of Language Styles in Instagram Captions of English Department Students HKBP Nommensen Medan”

I.2 The Problem of Study

Based on the research background above, the author formulates the research problem as follows:

1. What are the types of language styles used by the English Education department students of HKBP Nommensen University Medan in writing captions on Instagram?
2. Why are those language styles used by the English Education department students of HKBP Nommensen University Medan in writing captions on Instagram?

1.3 The Objectives of Study

Based on the research statement, the objectives of the study are:

1. To analyze the types of language styles used by the English Education department students of HKBP Nommensen University Medan in writing captions on Instagram.
2. To find out what are the reasons of English Education department students of HKBP Nommensen University Medan use those language styles in writing captions on Instagram.

1.4 The Scope of Study

The scope of the research is to analyze the language style used by English Education Students at HKBP Nommensen University Medan and based on the language style by Joos (2010) to find out the type of language style in the account and the reason for its use. This research is a sociolinguistic research that focuses on Instagram captions that represent types of language styles, this research recognizes five different language styles namely: frozen style, formal style, consultative style, casual style, and intimate style.\

1.5 The Significances of Study

The significance of this research is expected to be theoretically and practically useful:

1. Theoretical

The results of this study are expected to provide benefits on how students majoring in English education at HKBP Nommensen University Medan use language styles in writing Instagram captions. The findings of this study are expected to be used as additional learning or reference material for social media users, especially Instagram users, and in writing their Instagram captions so that it can be used by other students, researchers, and everyone who has an interest in the topic of sociolinguistics.

2. Practically

- a) For students, it is hoped that this research analysis will be useful for readers, especially English Department students who are interested in sociolinguistics and its aspects and can help students develop text analysis skills, understand how words are chosen to convey messages, and identify communication patterns effective in a digital context.
- b) For English teachers, this research is expected to provide information for lecturers and teachers so that they can better adapt to technology, especially Instagram, to improve students' writing skills. and Through this research, lecturers can better understand the dynamics of communication in the digital era, opening up opportunities to improve learning effectiveness and interact with students more efficiently

- c) For other researchers, this research is expected to be an additional learning and reference material to conduct further research on language styles or sociolinguistic topics, and further researchers can find shortcomings in this research and continue this research with a new perspective on language style research in the field of sociolinguistics and its aspects.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

This chapter offers an explanation of the subject and a survey of the relevant study literature. Discuss the following concepts and theories that underline the subject matter of the research.

2.1.1 Language

Language in general can be interpreted as a communication system used by a group or society to convey ideas, information, or feelings. It involves the use of words, sentence structure, and other rules to understand and communicate meaning. The use of language in everyday life is very important because it is the main means of communicating, conveying ideas, integrating into communities, and maintaining cultural identity. Language also plays a crucial role in the process of education, employment, and information exchange in various fields of life.

According to Muhammad (2014: 40), " Language is an institution that has structures or norms that must be followed and applied (sometimes done unconsciously) by its speakers in a respectful community. (Kurniati, 2017) "Language is a very effective means of communication, but imperfections in language can lead to misunderstandings among listeners. Devitt & Hanley (2006) explain that Language is a means of communication that transmits messages through various forms of expression in the context of a particular activity. These expressions involve elements such as verbal and non-verbal aspects, including segmental and suprasegmental. Therefore, a sentence has different communicative

abilities depending on the means of expression used. Furthermore, Pateda (2011), state language is a systematic structure of sounds, acting as a substitute for individuals in conveying messages to their speech partners, thus enabling the formation of cooperation between speakers and listeners. It shows that speakers can express their thoughts through organized sounds, and interlocutors can respond to extend efficient communication.

Based on expert opinion, researchers can conclude that language is a complex means of communication, involving the use of words and certain rules to convey meaning between individuals or groups in a society. It is not only a means of communication but also reflects the culture, thoughts, and identity of a community. Understanding language helps us understand the complexity of relationships between individuals and groups within a community.

2.1.2 Linguistics

Linguistics is the scientific study of language and its structure, including the analysis of language form, meaning, and context. It encompasses various subfields such as phonetics, syntax, semantics, and sociolinguistics, aiming to understand the principles underlying human languages. Meanwhile, the benefits of linguistics include that it can help in completing and carrying out assignments, is important for language teachers and study teachers, can translate one language into another language, can be used to compile dictionaries, and can be used to guide textbooks.

According to (Ii & Teori, 2005), Linguistics is a discipline that deeply investigates language with a scientific approach. This study involves a detailed

exploration of the structure of language, its usage patterns, and its development and evolution over time. Siminto (2013) defines linguistics as a science that thoroughly investigates the aspects and details of language or the science of language. Furthermore, Dhanawaty, et al, (2017) stated that the definition of linguistics as an adjective is the study of language, while as a noun it means the science of methods in studying and researching language.

The conclusion from the definition of linguistics is that this is a science that studies or researches aspects of language scientifically, such as its structure, origins, development, and uses in social and cultural contexts. By understanding linguistics, we can better understand the complexity of language and its important role in human interaction.

2.1.3 Sociolinguistics

The writer uses the same sociolinguistics theory proposed by Joos (2010). Sociolinguistics is the descriptive study of the effect of any or all aspects of society, including cultural norms, expectations, and context, on language and the ways it is used. It can overlap with the sociology of language, which focuses on the effect of language on society. The purpose of sociolinguistics in the discussion of language literature is to provide an overview of the social conditions of a society related to its language.

Sociolinguistics is a science that studies the characteristics and various variations of language, and the relationships between speakers in a language community Marni (2016). Saleh & Mahmudah (2006) explain that Sociolinguistics is a science that examines the relationship between social society,

language, and factors that influence differences in the use and pronunciation of language when communicating. Thus, sociolinguistics pays attention to social aspects that affect linguistic interactions in society. Furthermore Firmansyah (2021: 165), Sociolinguistics is a branch of study that investigates social issues and their relationship with people's lives. Over time, sociolinguistics has developed into an independent science that specifically examines aspects of language and its relationship with the social dynamics of society. Every aspect of language structure is systematically analyzed, while its use is studied in the context of social functions and cultural heritage involving the community.

So it can be concluded that Sociolinguistics is a branch of linguistics that studies the relationship between language and society, exploring language variations in social contexts. Sociolinguistics also helps understand how language is reflected in a society's social, class, and cultural identities. Understanding the principles of sociolinguistics can help every speaker to be more aware of the importance of choosing language varieties that are appropriate to the social context. This can reduce the problem of inappropriate language use and improve effective communication in various situations. Both sociolinguistics and linguistics use research methods based on empirical data. Both investigate language structures and communication patterns by gathering information from observation or analysis of language data used in specific social contexts.

2.1.4 Language Style

Language style is a variety of language that is influenced by differences in situations and differences in the relationship between the speaker (writer) and the

listener (reader). A group of people speaking in one place or under certain conditions may be different from a group of people speaking in another place or under other conditions. The use of language styles in society is a topic of discussion in the interdisciplinary branch of sociology and linguistics, namely sociolinguistics.

According to Missikova (2003), Language style is an expression of speaking or a type of speech that is maintained consciously and deliberately. This involves a systematic choice of words, the use of language tools, and extralinguistic factors that are adapted to the context of the topic, situation, author's purpose, and the content of the expression. (Susiati, 2020) Language style is the skillful use of a variety of languages by individuals when speaking or writing. It includes the use of particular varieties of language to achieve specific effects, characterizing the overall language characteristics of a group of literary writers.

Tarigan (2009:4) states that language style is not just a spelling of words, but has rhetorical properties. In this context, the use of words in written and spoken communication has the purpose of convincing and influencing others, adding a dimension of complexity to the study of language. Keraf (2010) states that Language style makes it easier for us to understand a person's character and personality, involving their ability to convey information with varied expressions and using different dialects, without being tied to a specific situation or need.

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, and tone. Figurative language is a style of language used by the writer/speaker to convey a message imaginatively and figuratively to make the reader/listener get a certain effect from the style of language used that is used in modern writing. Types of figurative language: Several types of figurative language are used in modern writing. They include simile, metaphor, hyperbole, personification, synecdoche, and onomatopoeia.

So, it can be concluded that language style is the way a person uses language to convey a message or expression. It involves choosing words, sentence structure, and other language elements to create a distinctive form of communication. Language style can reflect the speaker's personality, communication goals, or cultural context. Language style can be formal, informal, or varied depending on the communicative situation.

2.1.5 Kinds of Language Style

The writer uses the sociolinguistics theory proposed by Martin Joos (2010), an American linguist who suggests five types of language styles: Frozen style, Formal style, Consultative style, Casual style, and Intimate style.

2.1.5.1 Frozen Style

Frozen style or oratorical style is the most formal language style used in very important or symbolic situations and does not require feedback from the listener. Frozen style uses complex grammatical structures and vocabulary that only experts in a particular field know. Frozen style never or rarely changes. Frozen style is usually used in legal texts (texts that contain legal impacts), such as laws, negotiations, agreements, and so on. This language style is also used in

ceremonies, weddings, religious holidays, promises or oaths to duties or the state, preambles, and respectful situations. Speaking in a frozen style typically involves using formal and standardized language without considering the specific background or knowledge of the person you're communicating with. It may lack personalization and adaptability to the listener's context.

An example of the frozen style:

" 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 spoke 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"

2.1.5.2 Formal Style (Deliberative Style)

Joos states that formal style is a style that is given in formal situations and there is knowledge about the context and general one-way communication where this style of language occurs and is located (p. 35). In this style of language, there is a standard utterance that is given in a formal style such as a broad vocabulary, avoiding repetition, grammatically correct, using standard form, and using a low tempo (p. 37). Formal style is a language style used in important, official, or serious situations. Formal style is usually used in writing rather than conversation. However, it may be used in speaking to a single hearer, for example between strangers (Rosida, 2008). This use of language usually follows a commonly accepted format, such as "May", "Might", or "Can" and the "Mr" or "Sir" when addressing someone or calling someone by the last name. The language used in the formal style is impersonal and objective.

An example of the formal style:

"May I get your advice on the matter?"

Please keep me informed

I would appreciate your input

They will be attending the meeting tomorrow.

2.1.5.3 Consultative Style

This language style usually takes the form of dialogue that occurs in small groups, especially between two people who do not know each other, where one person has authority. In the consultative style, listeners participate continuously or provide feedback when the speaker provides information. The consultative style is open to giving and receiving conversation—for example, conversations between doctors and patients, and conversations during job interviews.

Chaer (2004) explained that this style is the most operational. The listener usually responds to the speaker with simple signals, "Uh", "I see", "well", and "Mr. David, I think it's good". This is usually used in group discussions, schools, or between seller and buyer.

An example of the consultative style:

"Ladies, open your text to page 14 of the introduction."

You guys will be reading rhymes soon.

Donna? Please read the first sentence on the board."

Ooh, yeah, your story is fascinating

2.1.5.4 Casual Style

A casual style is a relaxed style of language between friends, family, coworkers, and colleagues. This language style is quite open and free, so that background information about the speaker and listener is often included in the conversation. This style is also less focused on complex sentence structure or grammaticality. Casual language style often prioritizes shortening, such as using first names or nicknames instead of full names when speaking. The relaxed nature of this style is also reflected in the use of sentences that may be more grammatically free, creating a more informal and familiar atmosphere of communication between speakers.

An example of the casual style:

OMG! What's wrong with your face?

Ewh that's so cringe

*What's up,
man?*

Exactly! Donna,

2.1.5.5 Intimate Style

Intimate style is a very relaxed language style that occurs between participants who have a very close relationship or know each other well. Joos in his book 'Five Clocks' stated that an intimate style is one characterized by the complete absence of social inhibitions. Normally the intimate group is paired with the intimate labels: dear, darling, honey, and even mom, dad, or other nicknames might be used in this situation. This style of language often uses short, incomplete, abbreviated words and unclear articulation. Intimate style is usually

used in talking about plans, sharing ideas, sharing secrets, and expressing feelings or emotions. Therefore, intimate style is the completely private language used within family and very close friends. Normally, the intimate style is used in pairs. There are two systematic features of intimate style, the first is extraction. The speaker extracts a minimum pattern from a socially conceivable casual sentence. This is the most informal language style.

An example of the intimate style:

Good morning my darling

Good job, honey

Are you okay, sweetie?

2.1.6 Instagram

According to Bambang (2012:10), Instagram is a smartphone application specifically for social media, which is one of the digital media that has almost the same function as Twitter. Still, the difference lies in taking photos in a form or place to share information with its users. According to Atmoko (2012:3), (Ansori, 2015) Instagram is a photography-based social networking service. Damayanti (2018: 262) claims that Instagram allows users to communicate information and take and share images in addition to other functions. Macarthy (2015) Instagram is a social media platform, that thrives on individuals' affection for visuals and a vibrant sense of humor, forming the essence of its user experience, social media application based on someone who likes visuals and has fun features to use in capturing photos, videos, and videos.

According to the official Instagram website, Instagram is a fun and unique way to share your life with friends through a series of images. Shoot a photo with your phone or tablet and then select a filter to change the image. Instagram is a collection of internet-based applications and technologies that provide the possibility for users to exchange and create various types of content. The platform allows individuals to share moments in the form of images, videos, as well as stories that reflect their creativity and personal experiences.

Instagram has a speech, namely captions. Hartini (2017) revealed that a caption is a sentence or text that complements a photo, giving more dimension to the uploaded image. In language variations, similar terms such as "status" are also used, encompassing the words or meanings that the individual wants to express through social media. Captions are not only visual descriptors but also a means of conveying thoughts, feelings, or messages that one wants to communicate to followers. An Instagram caption is a short text or sentence that accompanies a post on the Instagram platform. Benefits involve additional explanation, humor, or context to enrich the viewer's experience of the shared image or video.

A caption refers to a short piece of text placed under/ beside a picture in a social media post, magazine, book, or newspaper that describes that specific picture or explains what is happening in the picture (for example if there are people in the picture the caption may describe what those people are doing or saying). There are four main types of captions: standard, group, identification, and quote only. The standard (or expanded) captions are the mini-stories we discussed earlier. These captions typically have three sentences, although you can get by

with two sentences if space is limited. A good caption uses short but clear sentences. Using captions that are too long will make the audience lazy to read and think your post is boring. Make sure to use narrative captions that can inspire people to read the text. Captions can also be used to express emotions, convey a message, or spark interaction with followers. with the right captions, you can increase engagement and connection with your audience on Instagram.

2.2 Previous Study

Previous research is useful to find out what kinds of research have been done previously that are similar to the focus and problems in current research.

The first research was conducted by Indra & Hamzah (2018) “An Analysis of Language Style of Teenagers Found in Facebook Status” This research aims to identify the types of language styles commonly used by Facebook users in Indonesia and analyze their frequency. The data source for this research involves Facebook users from various age groups, from teenagers to early adults. Descriptive methods are used to describe phenomena based on the data collected. The results of the analysis show four main language styles, namely formal, consultative, casual, and intimate. Casual language style recorded the highest frequency, reaching around 70%. Apart from that, research also highlights that a relaxed language style, generally accompanied by the use of informal words, is the main preference for Facebook users in Indonesia. The similarity can be seen from the use of language style and the theory used, namely Martin Joos' theory (2010) which also uses the descriptive method. However, there are differences in

the data source where previous research used Facebook status users in Indonesia, while this research used Instagram captions as the data source.

The contribution that the previous researcher can make to my research is that the previous researcher explains in detail how to analyze the types of language styles used by Teenagers found in Facebook status so that they can provide guidance or an overview of this research even in different data sources.

The second researcher is Hutaaruk (2019) who examines the types of language styles that are most dominant in the classroom interactions of FKIP UHN Pematangsiantar students. Researchers use the theory of language styles proposed by Joos which is divided into 5 types: frozen style or oratorical style, formal style or deliberative style, consultative style, casual style, and intimate style. The method used in this research is qualitative with inductive data analysis. This research collects data using notes (documentation) as a research instrument. The research results show that the consultative style is the most dominant style given in classroom interactions, namely 47.36%. Other language styles used are frozen style or oratorical style which takes 0%, intimate style which takes 10.52%, casual style which takes 42.10%, and formal style or deliberative style which takes 0%. It is known that this language style is mostly used by teachers when giving instructions to students and giving rewards if they can answer questions correctly. Currently, this research has similarities and differences with previous research. The similarity can be seen in the use of language style and the theory used, namely the theory of Martin Joos. However, differences were found

in the data sources where the previous research used verbal classroom interactions, while this research used Instagram captions as the data source.

In this research, Hutaurok (2019) contributed to my research where in this research I was told how to analyze the most dominant types of language styles in classroom interactions so that they can provide guidance or a general idea about how to analyze the most dominant language styles in this research, even in different data sources.

The third research is conducted by Khoiriya (2019) "Language Style of Written Text on Instagram Post Caption of UNICEF Ambassadors. Thesis. English Letters Department. Faculty of Humanities. Maulana Malik Ibrahim State Islamic University Malang. This research examines the use of women's and men's language styles in UNICEF ambassadors' Instagram captions, with a focus on the issue of refugee children. Using qualitative descriptive methodology and the theories of Lakoff (1975) and Mulac (2003), this research analyzes the sentences of selected ambassadors. The main findings show that both male and female ambassadors adopted similar language styles in dealing with the issue, with a predominance of empty adjectives, locatives, and quantity references. Certain language styles such as hedging, tag questions, very precise grammar, correct color terms, amplification, and avoidance of swear words are not found in their captions. The similarity with the author's research is that both use qualitative methods and analyze Instagram captions. However, differences were found in the theory used, where previous research used the theory of Lakoff (1975) and Mulac

(2003) about women's language styles and men's language styles while this research used the theory of Martin Joos.

The contribution that previous researcher can make to my research is that previous researcher explained in detail how to analyze the use of women's words and men's language styles in Instagram captions using Lakoff's theory (1957) and Mulac's theory (2003). they can provide guidance or an overview of the research even with different data sources and different theories.

The fourth researcher is Purba et al., (2021) This research explores the language style used by millennials in writing on social media, especially on Instagram through captions. Using Martin Joos' theory as a foundation, this research adopts a qualitative approach with documentation as a research tool. From 30 Instagram caption data collected from January to July 2021, the results show that casual style dominates the usage, reaching 17 data (56.7%). Meanwhile, intimate style reached 13 data (23.3%), formal style 3 data (10%), consultative style 2 data (6.7%), and frozen style 1 data (3.3%). Despite using similar theories, this study has similarities and differences with previous studies. Similarities can be seen from the application of Martin Joos' language style and theory, but differences arise from the data source, with this study utilizing Tinder profiles as a new data source that provides a new dimension to understanding the millennial generation's language style.

The contribution that previous researchers can make to my research is that previous researcher explained in detail how the millennial generation wrote on social media, especially Instagram, through captions and previous research used

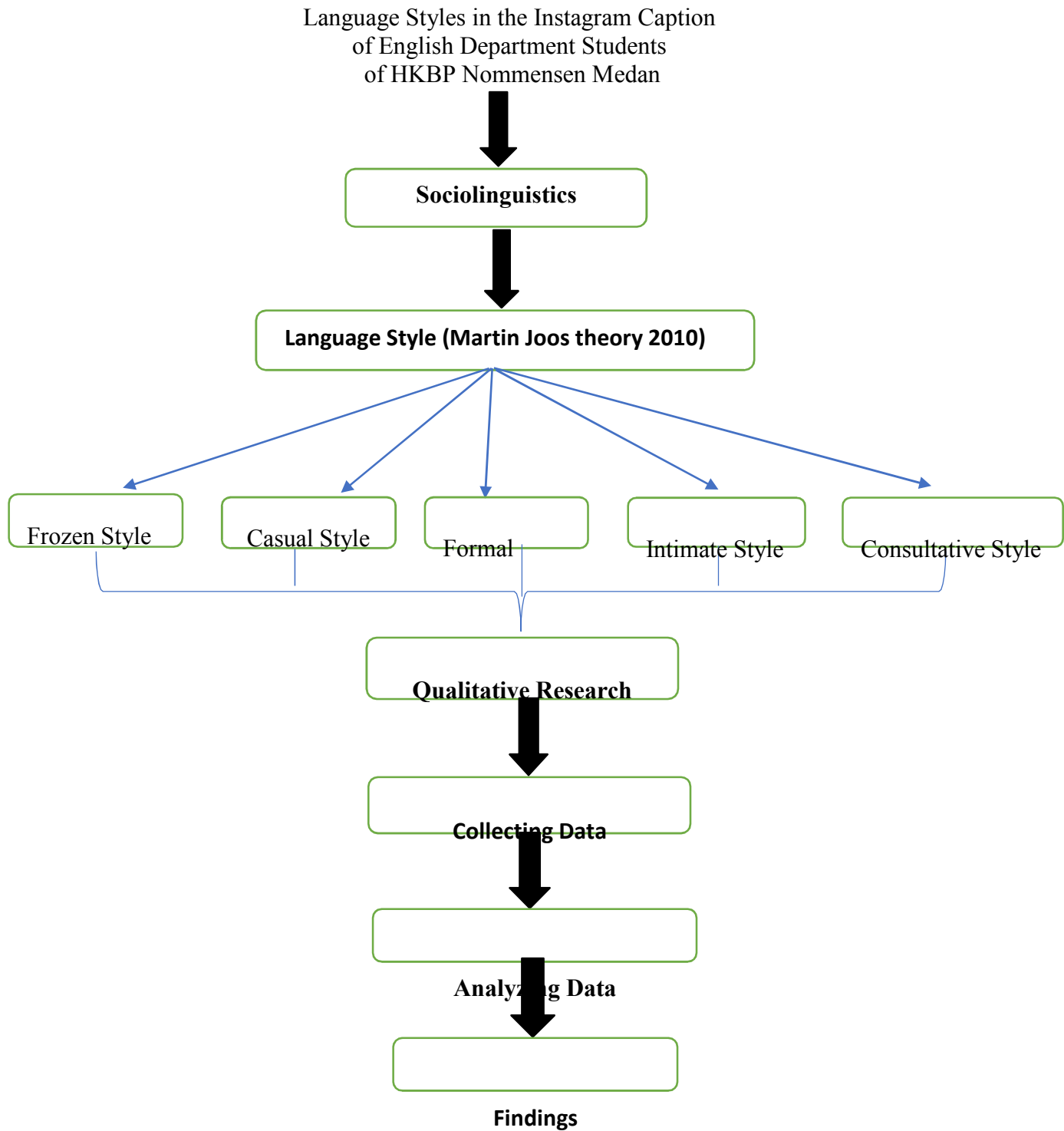
Tinder profiles as a data source so that they could provide knowledge and benefits about this research even in different the data source.

The next research Farida's (2023) research title is "The Applied Linguistics Aspects of Using Digital Media: Analysis of Women's Instagram Account Captions Based on Language Style. This research uses Chaika's 1982 theory of five language styles in the form of formality; formal style, informal style, colloquial style day, casual style, and intimate style. Researchers chose five female accounts, namely Selena Gomez, Kylie Jenner, Ariana Grande, Kim Kardashian, and Taylor Swift. This research uses descriptive qualitative research because it processes words by analyzing and describing problems related to aspects of social phenomena from phenomena on social media. The results obtained were five Instagram caption posts according to the type and characteristics of their language style. The similarity with the author's research is that they both analyzed the language style and the data source, namely Instagram. However, differences were found in the theory used, where the previous research used Chika's theory in 1982, while this research uses Martin Joos' theory, making this theory something new in this research.

The contribution that previous researchers can make to my research is that previous researchers explained in detail how to analyze women's Instagram account captions based on language style, and previous research used Chaika theory (1982), they can provide new knowledge to researcher about the differences in the theories used.

2.3 Conceptual Framework

The conceptual framework of this research is illustrated as follows:



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Descriptive qualitative research was used in this study. The qualitative descriptive method is a type of qualitative research that explores the characteristics of a phenomenon, rather than explaining the underlying causes or mechanisms. It involves the collection and data analysis in words, images, or other non-numerical forms of information.

According to Sugiyono (2018), qualitative research methods are research methods based on philosophy, which are used to research scientific conditions (experiments) where researchers are instruments, data collection techniques, and qualitative analysis emphasize more on meaning. Borg dan Gall (in Sugiyono, 2014, p. 213-214) explains that “Qualitative research is much more difficult to do well than quantitative research because the data collected are usually subjective and the main measurement tool for collecting data is investigator himself.

The reason this research uses a qualitative approach is that, in this research, the data produced is descriptive data obtained from data in the form of writing, words, and documents that come from sources or informants that are researched and can be trusted.

3.2 Research Instrument

Data collection instruments are ways that researcher can use to collect data carefully and systematically. Research instruments are important for obtaining research data because a series of methods are used to collect data and assist researchers in understanding the phenomenon under study more deeply. To collect data for this research, the researcher used tools, namely the Instagram Platform, Documentation, and using Questionnaires via Google form.

The link is https://docs.google.com/forms/d/e/1FAIpQLSf_nJtXVIhCSH--nQx9E6vsdj797Z8jX3_-xQNuKjN8u5u19g/viewform?usp=sf_link.

3.3 Data and Data Source

The data of this research is the Captions/Status of English Education students at HKBP Nommensen University Medan. The researcher chose Instagram because this platform provides an environment where users, including students, actively share their thoughts, experiences, and daily lives. Instagram also allows researchers to explore variations in language expressions and communication trends unique to student groups, creating a deeper understanding of how they interact and convey messages online. The data source is 30 Instagram users, with a large number of followers posted from January to December 2023. After finding posts and captions from several student Instagram accounts, the researcher took screenshots of the posts.

3.4 Technique of Collecting Data

In collecting data, the researcher took data from several accounts of HKBP Nommensen English Education students on Instagram social media.

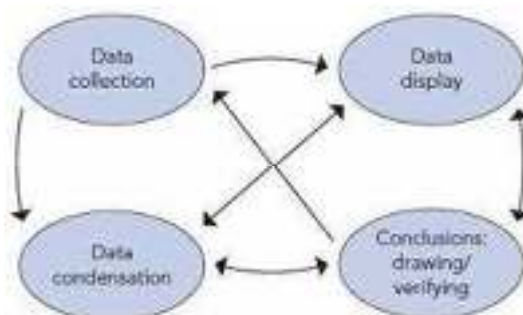
Data collection is carried out with the following procedures:

1. Access Instagram social media accounts using smartphones and internet data,
2. Search for Instagram social media posts of English education students at HKBP Nommensen University that contain captions and language styles.
3. Determine the population of students to be analyzed and select a representative sample
4. Ask for permission from the student whose Instagram account caption will be analyzed and ask for an explanation of why students use language style in their Instagram Captions.
5. Taking posts or data that match the research needs through screenshots.
6. Use observation techniques to compile the dataset, read the captions, and record the language styles found in the student's Instagram captions, then save the data in a format that can be analyzed, such as a spreadsheet.
7. Design a survey or questionnaire to gain an understanding of the reasons why students create these captions.

3.5 Technique of Analyzing Data

Data analysis uses sociolinguistics-based theories. In analyzing data, the researcher must take data from the research object. The data analysis model used by researchers is the interactive model of Miles, Huberman, and Saldana (2014: 12-14). The Miles, Huberman, and Saldana (2014) data analysis model involves several key components, including data condensation, data display, and conclusion drawing/verification. This process provides a comprehensive

framework for exploring and deeply understanding research data. In addition, the model considers data validity and reliability throughout the analysis process to ensure reliable and meaningful results.



Scheme 3.1: Interactive Data Analysis Chart

According to Miles, Huberman, and Saldana 2014

1. Data Condensation

Data condensation refers to selecting, focusing, simplifying, abstracting, and transforming data that is close to the entirety of written field notes, interview transcripts, documents, and empirical materials. In conclusion, this data condensation process was obtained after the researcher conducted interviews and obtained written data in the field. In conclusion, this data condensation process is obtained after the researcher conducts interviews and gets written data in the field, which later the interview transcripts are sorted out to get the focus of the research needed by researchers.

- a) **Selecting:** At this stage, the researcher selects the caption that will be the object of analysis. This involves selecting a representative and varied sample to ensure the analysis results reflect the diversity

of student language styles on the platform. This process may also involve determining criteria such as popularity, context, or certain topics to gain a deeper understanding of the language style to be studied. After the data selection process is complete, the researcher continues to the focusing stage.

- b) Focusing: In this stage, the researcher focuses the data by each problem formulation in research analyzing language style in the Instagram caption among students. This involves coding or categorizing data based on the types of language styles that are the focus of the research. Researcher use qualitative methods to identify specific types and characteristics in the language styles observed. This analysis aims to provide a deeper understanding of how students use language in their Instagram captions.
- c) Abstracting: In this stage, the researcher formulates an abstraction or high-level summary of the main findings. This involves identifying the types or key aspects of language style that appear in students' Instagram captions. The researcher can present these findings in a more conceptual or theoretical way, providing a broader view of the significance of the findings in the research context and perhaps trying to relate them to related literature or theory. The goal is to provide an informative overview without having to detail every detail of the analysis.

d) Simplifying or Transforming: At this stage, data that has gone through several stages up to the data abstraction stage in further research is simplified and transformed in various ways, namely through strict selection, summary, or brief description. The researcher looked at each data that had been marked and grouped each data. Furthermore, the researcher sorted out all the data that had been grouped based on the participants who gave the answers. After that, the researcher put together the data of each participant by summarizing it into a continuous sentence to make it easier to observe each finding and discussion in conducting data analysis. This was done carefully and carefully on every data collected from each participant. This stage is the last in condensing the data. Furthermore, the researcher stepped into the next stage, namely data presentation.

2. Data Display

The third important step in the data analysis process is to display the data. "Display" here refers to an arrangement of information that allows conclusions and actions to be taken. In qualitative research, data presentation is often done through narrative text. By displaying the data, understanding events becomes easier, and planning the next steps based on that understanding becomes more efficient. At this stage, the researcher presents the data by briefly describing each participant separately based on the research problem. The researcher presents the data through a brief description of each participant separately

based on the research problem to convey the information obtained as a description of language style analysis in Instagram captions on college students. The presentation of data that shows an overview of the analysis of language styles in student Instagram captions will be designed to combine information that is arranged so that it is easy to understand. information that is arranged so that it is easy to understand.

3. Conclusion/Verification

The final step in data analysis is to conclude or verify. From the beginning, the researcher took the initiative to prevent the data from becoming meaningless. data condensation, data display, and inference/verification should begin early, with the researcher taking a leading role in each stage. If the condensation and data presentation stages have been carried out, the final step is to conclude. Concluding is a process the researcher interprets data from the beginning of collection accompanied by making patterns and descriptions or explanations. Conclusions are evidence of the research conducted. At this stage, after presenting data related to the analysis of language style in the Instagram captions of students, the researcher draws conclusions about the analysis of language style in student Instagram captions based on information submitted by the participants and has gone through various stages for data analysis.

The researcher tries several technical steps to make it easier to analyze the data.

1. Read the entire text on Instagram captions published from January to December 2023, to find out the types of language styles used in Instagram captions by English education students at HKBP Nommensen University, the researcher must read the entire text itself and retrieve the data.
2. Next, sort the data. The researcher took and sorted the Instagram caption data from January to December 2023.
3. Classify the data.

Before the researcher analyzes, the data taken from the text must be classified. The goal is to make it easier for the researcher to analyze. The data was classified into two classes; namely, the types of language styles used by students in Instagram captions and the reasons why students use language styles in their Instagram Captions.

4. Analyzing and interpreting data

After the data was classified, the researcher analyzed the data to get answers to the research problems, what are the types of language styles based on Martin Joos's 1967 theory (Frozen, formal, consultative, casual, and intimate) that exist in the Instagram captions of English education students and the reasons why do students use language styles in their Instagram Captions. The results of the analysis are written in descriptive form

5. Conclusions

The researcher concludes all the results of the study and then, will assess the results.

3.6 Triangulation Data

The author used data triangulation in the data analysis process. Data triangulation is used to obtain high data credibility and accuracy Creswell (2008). According to Sugiyono (2011), triangulation is a combined technique from several existing data collection techniques and data sources. Denzin (1978) and Patton (1999) identified four types of triangulation: (a) method triangulation is where more than one method is used in collecting data, (b) triangulation between researchers, namely involving multiple researchers in collecting or analyzing data, (c) theoretical triangulation, namely using various theoretical perspectives in your research and finally (d) data source triangulation, namely the technique of repeating data credibility by checking data that has been obtained through several data sources. In this study, the researcher used source triangulation using the theory of Brown and Levinson (1978). Triangulation of data sources can be done through various approaches, namely using direct observation of students' Instagram captions, analysis of text content, and using a questionnaire to get a more in-depth perspective. Through a combination of data collection from various data sources, the analysis results are stronger and more reliable in describing the use of language styles in students' Instagram captions. The results of the researcher's analysis were checked by the informants

