CHAPTER I

INTRODUCTION

This chapter deals with five components of introducing the research, they are background of the research statement of problems, research purposes, research significances, and clarification of key terms.

1.1 Research Background

Information and communication can be transmitted through numerous media in this digital era. People use social media to access information or communicate from anywhere. Humans need media to share information in daily life, which is the essence of communication. Through communication, a person can deliver news, ideas, and information or socialize with others. The main attractions it offers are the facilities provided by social media to carry out social activities such as communicating and sharing stories through writing, photos, and videos, as well as the ease of establishing relationships with people around the world.

Indonesia is among the countries with the most social media users. Tempo.co Website states that Indonesia is ranked fourth in the world with the most social media users. Currently, many social media sites have appeared, including Facebook, Twitter, YouTube, Tumblr, and Instagram. Instagram is a social platform that allows users to share photos and videos and interact with other users through comments, likes, and messages. According to Amirudin and Triyono (2018), Instagram, as one of the most popular social networking sites of this century, is considered a way to explore 'what we have, ''what we do,' 'what others have, 'and 'what others do.' Instagram is now one of the most popular apps worldwide, especially among the younger generation. In Instagram content, captions, texts accompanying photos, or videos are uploaded. According to dataindonesia.id, Indonesia also ranks as the fourth highest Instagram user in the world, below the United States, and above Turkey, with 99.4 million users as of July 2024. Captions provide context, express thoughts, or add value to visual content. What is written

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in the 'caption' column can relate to several aspects, such as culture, news, social phenomena, education, religion, knowledge, and personal information.

According to the Website meetedgar.com, Instagram is divided into two types of accounts: personal accounts and professional accounts. Individual accounts are used to share daily life, interests, and experiences with followers, whether friends, family, or anyone who follows them. Professional accounts are accounts for businesses that allow brands to track their engagement and interactions. This type includes business and creator accounts, both of which offer more features with the aim of audience insights and content performance.

There are some professional Instagram accounts that act as online media platforms that aim to provide insight to the audience with the concept of content in the form of photos under which there is one sentence as a headline in Indonesian, and an explanation of the context is stored in a caption presented in English such as the Folkative account (@folkative) and USS Feed (@ussfeeds). However, this time, the researcher is discussing the Folkative Instagram account. The Folkative Instagram account was founded by Kenneth William in 2016 and became known in 2018. Although this account is privately owned, it is owned by several people. Folkative's Instagram account contains information about things that happen in Indonesia. Folkative's goal is to open the door to information about Indonesia's creative culture for young people while doing so in an engaging and easy-to-understand way (Jamilatussarifah, 2024). According to Tamara (2024), the Folkative Instagram account focuses on being one of the sources of information for young people who are active on social media, especially Instagram. Based on information seen from the Folkative Instagram account with the username @folkative, the Folkative Instagram account joined Instagram in May 2016 and has 6.5 million followers and 11,164 posts up to July 3, 2025. In a day this account can post an average of about four posts per day.

Since there are many Instagram users and followers of the Folkative Instagram account, the researcher is interested in examining Folkative Instagram captions using the Systemic Functional Linguistics (SFL) approach. According to Halliday and Matthiessen (2014), a text is internally organized as patterns of

logical, experiential, interpersonal, and textual meaning. According to Eggins (2004), Interpersonal meaning is the meaning of one's relationship with others and attitudes towards each other. Therefore, the researcher analyzed this on the captions of Folkative's Instagram content. Instagram captions can be used to analyze interpersonal meaning in SFL because they can show social interaction, strategic use of language, and identity representation. Analyzing Instagram captions makes it possible to understand more about the relationship between writers and audiences on social media platforms. According to Gerot and Wignell (1995), interpersonal meaning is the expression of the speaker's attitude and judgment.

There are several studies on Instagram captions using interpersonal meaning; they are the undergraduate thesis written by Mamluah (2022) with the title "Interpersonal Meaning in Caption Found in Instagram Used by Verified Accounts." And then, a journal article was written by Ratnasari et al. (2019) titled "Interpersonal Meaning Analysis of Indonesian Politicians' Instagram Captions." In this study, the objects were several Indonesian politicians, including the Instagram accounts of Joko Widodo, K. H. Ma'ruf Amin, Prabowo Subianto, and Sandiaga S. Uno. The last research that uses interpersonal meaning studies on Instagram captions is "An Analysis of Interpersonal Meanings Realization of Instagram Caption," written by Fauziyah and Nurjannah (2019).

Lately, several studies have used Folkative Instagram captions as the object; they are a thesis written by Jamilatussarifah (2024) titled "Language Style In Caption On Instagram Account @folkative." This research explains the use of language style in Folkative Instagram captions. Next, there is also a journal article that discusses student perspectives on Instagram captions in an article entitled "University Students' Perception of English Caption 'Folkative Instagram Account' In Vocabulary Mastery," published in the Proceeding of International Seminar and Joint Research at Muhammadiyah University Jakarta. This journal was written by Oktavi et al. (2023).

There is also research that uses Folkative Instagram accounts as objects and uses the Systemic Functional Linguistics approach, that is a journal article titled

"Systemic Functional Grammar of Theme-Rheme Used in Folkative Instagram Account" by Helmie and Sumitra (2024).

Because there are many researches about interpersonal meaning in Instagram accounts, the researcher feels interested in examining how interpersonal meanings are applied in Folkative Instagram as a social media platform. Many researches are done on the Folkative Instagram caption, but no one has analyzed the interpersonal meaning of media platforms such as the Folkative Instagram account. To answer this problem, researchers use the concept of interpersonal meaning proposed by Halliday and Matthiessen. Therefore, the title of this research is "Interpersonal Meaning of Folkative Instagram Caption." The researcher chose the title because the researcher analyzed what interpersonal meanings are through mood structures realized and how the mood types and the speech functions in captions found on Instagram used by Folkative accounts, especially in caption writing.

1.2 Statement of Problems

In the age of digital communication, social media platforms like Instagram have become central to how individuals and organizations interact with audiences. Content creators carefully craft captions in their posts, not only to share information but also to increase engagement through strategic language choices. These choices are often reflected in interpersonal meanings, shaping the interaction between writers and their audiences. As most previous studies have analyzed the interpersonal meaning, no one has analyzed the interpersonal meaning of media platforms such as the Folkative Instagram account. Therefore, the Folkative Instagram account is one of the popular accounts in Indonesia, which is analyzed in terms of its interpersonal meaning and based on its speech function.

From this background research above, the researcher concludes that two questions have been the main focuses of this research, they are:

1. What are the mood types of Folkative Instagram captions March 25-30, 2025 edition?

2. What are the speech functions of Folkative Instagram captions and the audience's response during 25-30 March 2025?

1.3 Research Purposes

Based on the formulation of the research question above, the researcher is intended:

1. To identify mood types appear in Folkative Instagram captions March 25-30, 2025 edition.

2. To know about the speech functions that appear in Folkative Instagram captions and the audience's response through the comment section about things that happen during 25-30 March 2025.

1.4 Research Significance

Based on the research objectives above, the significance of this research can be theoretically and practically described as follows:

1. Theoretically

There are several supporting theories in this research. These theories include Systemic Functional Linguistics (SFL) theory, interpersonal meaning, mood system and other factors. The related theories can be disproved, strengthened, or revised because of this research.

2. Practically

Readers should be able to observe the reading passage by applying the concept of SFL especially determine the parts of mood system from one sentence to another. In addition, this research is expected to contribute to the field of linguistics by analyzing the interpersonal meaning used in social media, especially on Instagram accounts. This as an English educator is guided how to determine the most appropriate type of mood from the things presented through social media.

In addition, this research helps linguistics students to improve their understanding of mood system.

1.5 Clarification of Key Terms

This chapter contains five terminologies that are frequently used throughout the entire research. This chapter was created to clarify the idea and prevent any misunderstandings over the significance of the research.

1. Systemic Functional Linguistics: Systemic Functional Linguistics (SFL) is a branch of science that examines the relationship between language and its social functions. Halliday identified three main metafunctions in SFL, namely Ideational, Interpersonal, and Textual. The Ideational metafunction focuses on how language conveys experience to describe and understand the world around it. The Interpersonal Metafunction describes how language supports interaction, allows speakers to build relationships, and negotiate social roles. Meanwhile, the Textual Metafunction organizes information to ensure coherence and cohesion, so that the text can be understood properly (Halliday and Matthiessen, 2014).

2. Interpersonal meaning: Interpersonal meaning in Systemic Functional Linguistics (SFL) explains how language becomes a way of interacting and building relationships. Eggins (2004: 110) states that there are strands of meaning running throughout the text that express the relationship of the author's role with the reader, and the author's attitude towards the subject matter.

3. MOOD: MOOD is a fundamental concept in Halliday's Systemic Functional Linguistics, emphasizing how clauses function to construct interpersonal meanings in communication. According to Halliday and Matthiessen (2014), MOOD is the primary interpersonal system within a clause, enabling participants in a conversation to exchange resources such as information or goods and services

4. Speech function: Speech function serves to indicate the purpose of a statement in the interaction, which is divided into statement, question, command, or offer. Overall, the structure of moods, types, and speech functions allow speakers to perform social actions, negotiate roles, and manage interaction dynamics in a given context.

5. Folkative: Folkative, an online media platform, also utilizes Instagram to introduce their company. Folkative's Instagram account aims to deliver information to young people, especially millennials, who mostly use social media, especially Instagram (Fadhlan and Putri, 2021).

6. Instagram: According to Johns, Chen, and Hall in Jamilatussarifah (2024), Instagram is a social media platform that operates through a blend of public standards and individual accounts, often shaping the rules for networking. Instagram is an app that serves as a global social media platform that allows people to express their identity and share visual content. This content can be in the form of pictures in posts or Instagram Stories, which are short posts that automatically disappear after 24 hours.

7. Caption: According to Merriam-Webster dictionary, caption is the explanatory comment or designation accompanying a pictorial illustration. And based on socialpilot website, caption explained as a written text or explanation that accompanies a photo, video, or reel.

8. Comment: The comment section serves as an interactive medium that enables social media users to articulate responses, express reactions, and convey opinions regarding the information they receive, which can subsequently be viewed and engaged with by other users.