

ABSTRACT

Ayu Suryaningrat. 1155030031. *An Analysis Language Styles of Najwa Zebian Motivational Quotes on Instagram*. English Department Studies, Faculty of Adab and Humanities of Islamic State University of Sunan Gunung Djati Bandung. Advisor: 1. Otong Setiawan Djuharie, M.Pd.; 2. Dr. Dewi Kustanti, M.Pd.

This research is aimed to know Najwa Zebian's (NZ) language styles and to determine the meaning of quotes is used in NZ motivational quotes on Instagram. NZ is an influencer that always shares motivational quotes on Instagram. Instagram is one of social media that is often used by people nowadays as media communication. Instagram is also social media for sharing photos and videos to express something that has been seen, heard, and experienced by the users of Instagram. The theory applied in this research to uncover the language styles of NZ's quotes on Instagram is the types of language styles from Keraaf (2010). The researcher used qualitative approach with content analysis method. The data are collected from 40 quotes in NZ's Instagram. This research refers to the processes and procedures those are used to analyze the data and provide some level of explanation, understanding, or interpretation. Then, the researcher analyzed the data by collecting the data, reading the data, describing the data, classifying the data, identifying the data, analyzing the data, interpreting the data, and representing the result. The results show the types of language styles of NZ's quotes on Instagram those are metaphor, paradox, repetition, hyperbole, and personification. The result also shows the mostly of language style on NZ's quotes Instagram is metaphor. Meanwhile the results also show the meanings of NZ's quotes on Instagram, those are meaning of love, life, and humanity. Thus, the researcher recommends to expand more issue by seeing another aspect of language styles. The researcher recommends this because it can be a compliment for clarifying the explanation of language style phenomena in social life.

Keywords: *Language style, Najwa Zebian, Instagram, quotes, motivation*