

CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses some important points related to the area of research. Those are background of the study, research problems, objectives of the study, scope and limitation, and significances of study.

1.1 Background of Research

Currently social media is not only used as a communication and socialization platform, but also used to spread ideas, motivations, and so on. Social media refers to interactions among people which they create, share, and exchange information and ideas in virtual communities and networks. The office of communications and marketing manages to play Facebook, Twitter, Instagram, Snapchat, and YouTube. While the tools of social media are easily accessible, the rules of the road are not necessarily intuitive. It's a new communications landscape, with tremendous opportunities but also a lot to learn. Instagram is one of the social media that currently has many users. Instagram's strength lies in its ability to make all users feel as if they are in the photos they see. One of them is by looking at motivation posts so we will get the same energy as in the post. In that regard, social media balance the lack of face to face contact for individuals who suffer from limited social resources.

In fact social media is transforming the way organizations communicate the many social tools that are available today are very cost-effective compared to traditional approaches such as email and online advertising. Blog post, Instagram captions, tweet in twitter, status in facebook, and many tool on social media to create communication, offer immediate feedback assistance, promote, their products, services, or just to influence to other people. And with users now spending many times per day, on average, in the photo sharing app, its impact on our day to day lives has been significant sand researcher do not just mean the amount of people who refuse to take a bite of their meal until they have taken the

perfect picture. Instagram has created sub-genres, businesses and careers, and has disrupted whole industries.

Instagram has received its fair share of criticism when it comes to affecting young people's mental health. Some blame the amount of filtered, edited images, which present an unrealistic expectation of beauty but there is also a flip side to this. In giving consumers such an accessible platform, a more diverse vision of beauty can also be shared. People are no longer reliant on traditional media broadcasting a narrow definition of beauty. From users sharing their unfiltered pimples, stretch marks and scars, to the rise in plus size, trans and disabled influencers, efforts are being made via Instagram to break beauty taboos. These diverse representations are growing on the platform, and building significant audience traction, causing brands to take note. A social media influencer is a user who has established credibility in a specific industry, has access to a huge audience and can persuade others to act based on their recommendations. An influencer has the tools and authenticity to attract many viewers consistently and can motivate others to expand their social reach. An influencer may be anyone from a blogger to a celebrity to an online entrepreneur. They must simply capitalize on a niche to attain widespread credibility. Since Instagram's content is easily digested as images or short videos, it encourages more peer to peer sharing, which helps brands improve their target audience reach. Their audience isn't limited to their actual followers; they can connect with the followers of their followers who share their content. As a result, they engage in many sponsored posts, allowing them to be paid for what they share on Instagram. More specifically for Najwa Zebian quotes on her instagram, it investigates how the overall message conveyed by a given utterance relates to the literal meaning of the sentence uttered. Instagram influencers can have a significant impact on brand outreach considering influencers garner more social engagement than the advertising brand's account. An influencer can work across various verticals, using both post formats and stories to make a name for him or herself over time. If their content and audience match what you're looking to promote or what your brand promotes, then they might represent a solid

marketing tool. Partnering with an influencer opens your business to never before explored avenues. As someone who wants to be a successful marketer and social media expert, these are nine names you should consider following on Instagram to inspire your own success.

Based on the reason above, this research is conducted because there have been very few studies in language style focused on written language (quotes). Beside the research would like to know how meaning of quotes of influencer Najwa Zebian using the language style. The preceding consideration leads the research to conduct a study on “Analysis of Language Style of Najwa Zebian Motivational Quotes on Instagram”. The researchers are interested to analyze the style of Najwa Zebian because the way to convey her writing is simple but has a deep meaning.

1.2 Statements of Problem

The background has been elucidated. It is known that Najwa Zebian has certain language style in delivering her quotes in her social media (instagram). And quotes which is represented through language is never neutral according to expert. Thus, there is always interest and language style that is represented by a speaker.

1.3 Research Question

Based on the background above, there appear questions:

1. How are many kinds of language style used in Najwa Zebian motivational quotes on her Instagram?
2. What are kinds of language style mostly used in Najwa Zebian quotes on her on Instagram?
3. What are the meanings of quotes found in Najwa Zebian on Instagram?

1.4 Significant of Research

1. To know about kind of language style are used in Najwa Zebian motivational quotes on Instagram.

2. To know about kind of language style are mostly in Najwa Zebian motivational quotes on Instagram.
3. This research generally is hoped can increase the science in the field of language and especially for the readers or other researcher who interested to know the used language style as medium to give motivation for readers on quotes especially in Instagram.

1.5 Scope and Limitation

This research concerns on style language theory. These theories are mainly used to uncover the style of language of Najwa Zebian quotes on Instagram. Language style is defined as the choice of words used by a specific group of people when they speak. Is investigated to find out the ideological construction of Najwa Zebian social motivation life on Instagram.

1.6 Previous Study

Previous research by Henry James in his work “Semantic Stylistic Analysis”. His work discuss the semantic stylistic devices used by the writer in the novel but the meaning is derived is purely the researcher’s view that how he takes the meaning but he will be logical and connotative in nature. And “The Analysis of Language Style in Headline of English Magazine’s Advertisement” by Baeza Hafsa, a thesis: Adab and Humanities faculty, State Islamic University “Syarif Hidayatullah” Jakarta, 2008.