CHAPTER I

INTRODUCTION

This chapter deals with six components such as research background, in the background of research, explain about Instagram, Instagram account, educational account, language style, language function, and previous studies. The research problems ask about what are the language style and the language style function, the Research Objectives, the Research Significance, Clarification of Key Terms and the Organization of Writing.

1.1 Background of Problem

Instagram is currently the most popular media application among young people around the world. Instagram is a quirky and fun way to share life with friends through a series of pictures or videos and the caption as its description. Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. Instagram is the photo and videos sharing application created by Kevin Systrom and Mike Krieger. It was launched in October 2010 as a free mobile application. This application allows users to upload photos and videos to the services. Based on Phillips (2013:78). Instagram is a photo-sharing website, the taking, and editing of pictures as well as the caption and feedback options encourage students to be spatial and linguistically ware. Instagram used venue by teenagers, young people or even old people. The photos or videos posted in Instagram can be edited with various filters, and then for sharing them with the site Twitter, Flicks, Tumblr, and Facebook. We can also share the caption or written while uploading the photo or videos with a more natural way. Furthermore, it is a simple social network to share the moment to the other, and then the other can "like" or comment to the moment posted.

Nowadays, Instagram not only as social media to know the other life, but

we can also share many of information through Instagram, such as for promoting a product, for selling stuff or even for learning many of knowledge. Instagram has the kind of account which has different purposing such as, personal account, online shop account, hobbies account, entertainment account, quotes account and educational account.

Educational account Instagram is one the kind account which has a purpose of educating or of enhancing the knowledge about everything like science, language skill or social knowledge. Instagram has a positive impact on enhancing our knowledge of everything we want. The users can find in the "search" engine what is new and what we want to know. One of the benefits is the people can learn easier to enhance language skill through Instagram account through the photos and videos posted or through the caption.

The researcher selected Educational Instagram account as a data source because of several reasons. The first, Instagram is a popular media that can use by many people in this era. The second, Instagram as social media give many of benefit for the users like to enhance English skill. There are many or Instagram account share of the caption with different language style. The language style has a different function based on the user's purpose.

Language style is the chosen of words used by a specific group of people when speaking in a place and one condition. Language style is pivotal of the construct in the study of sociolinguistic variation. Languages style is essential for people to express their ideas. Ducrot and Todorov (1993:44) asserted that language style is a choice among the other alternatives in using language. It means the people convey the same information by using a different expression.

Moreover, they are related to different variation in language. People use style depends on with whom they speak and where they are speaking too. Language Style is the right way, whether it is serious, humorous, dubious, or any other

respossible sense. Language style is so integral with a social function that interaction cannot go ahead if one does speak with the right language style. Every language style has it is own function why the speaker used the word or sentence.

Keraf (1996:3) stated that language has some feature of function that is used based on human need; as a tool to express ourselves, to communicate, to organize a social function in our environment, and to do social control. It means one of the language style function is to communicate and express yourself.

The researcher has several previous studies that inspire this writing, including:

The first research was done by Hafif Helmi Hajam (2014) entitle *Language Style Used by Mario Teguh in His Motivational Pictures About Love.* This research purpose to find out the kinds of language style used by Mario Teguh in his motivational picture about love seem from its diction and sentence structure. This research used a qualitative method and used theory proposed by Keraf (2010), Wales (2001) and Chaer (2006). It has a relationship with this research about language style.

The second research was done by Rani Ramdanti (2016) entitle *Language Style used by Main Characters in Great Expectations Film.* This research purpose to find the types of language style are used in the main characters of "Great Expectations Film" and how is the tone style constructed by the main characters of the "Great Expectations Film." This research used the descriptive method with a qualitative approach; meanwhile the theory to use the analyze the data was from Mc Crimmon (1972).

The third research was done by Muh. Zakky Al-Masykuri (2017) entitle *Language Style used by Martin Veil in Primal Fera (1996) Movie.* This research aims at investigating the kinds of language style used and to find the function of language uttered by *Martin Vail in Primal Fear* (1996). This research using Joos's

theory used a qualitative method with a content analysis approach.

The previous study above can be related and not directly related to this research. The differences between all of the previous studies that this research are this research focus on the type and function of language style which is on social media of Instagram's account using Martin Joos and Holmes's theory

1.2 Research Problems

Base on the research background above, the researcher formulated the research problems as follows:

1. What are the language style used in Mr.D's Instagram account?
2. What are the function of the language style used in Mr.D's Instagram account?

1.3 Research Objectives

Based on the research problems above, the objectives as follows:

1. To get description knowledge about the language style are used in Mr.D's Instargram account
2. To get description knowledge about the function of language styles used in Mr.D's Instagram account

1.4 Scope and Limitations

This study focused on the language styles are used in Mr.D's Instagram Account. The research limits this research by focusing the object of the study only in the caption y Mr.D in his Instagram Account because there are many comments and the contents, although that only focus on the caption posted by Mr.D

1.5 Research Significances

According to the research objectives above, this research significance can be described theoretically and practically as follows:

1. Theoretically

This research some underpinning theories. This theory applies in this sociolinguistic and language style as the leading theory, language function as the supporting theory, etc. Hopefully, this research could reject, strengthen or revise the related theory.

2. Practically

Over and done this research. Hopefully, the reader knows how and when we use the language style based on the situation and condition. Also, hopefully this research can give contribution in linguistic fields as an analysis the language style in social media and contributes a richer conceptual understanding about language style using in social media especially in Instagram account and then the reader can choose the language style which suitable to share knowledge (as a teacher or educator) through social media.

Furthermore, this study provided to linguistic students to develop their knowledge in language style.

1.6 Clarification of Key Terms

This chapter describes several terms which are often appeared in this whole research. This chapter was made in order to make the theory clearly explained and avoid misunderstanding the meaning of this research. In this definition, the researcher defines the essential terms; there are:

1. Language

   Language is a guide of social reality and that human beings are the mercy of the language. It has become the medium of expression for their society.

(Basnett, 2002:22)

2. Style

The term style in this research refers to the style of language, especially in oral forms. A style is the choice of words used by people or a specific group of people when they speak. For example, when the people in a very formal occasion such as in court, people tend to use very formal language when they are speaking.

3. Language Style is the style or the way people to use language in communication; it can be written or oral language.

4. Language function refers to purposes in which the people use language to communicate whether for a variety of formal or informal purposes.

5. Instagram is one of the platform social media for sharing photos and videos by the users.

6. The caption is title or explanation appended to an article, picture, cartoon, poster or illustration, such as in the magazine, newspaper, etc. In this research, caption refers to an explanation for picture or videos posted by users in the Instagram account.

1.7 Organization of Writing

In conducting this research, the writer creates a systematic writing outline which covers in five main chapters as follows:

1. CHAPTER I (INTRODUCTION)

It consists of Research Background, Research Problems, Research Objectives, Research Significances, Scope Limitations, Clarification of Key Terms, and Organization of Writing

2. CHAPTER II (THEORETICAL FRAMEWORK)

It contains some of the theories used in the research, include the explanation

related to the theory applied in this research. It provides an overview of sociolinguistics, language, and digital society, language variation in digital media, social media, Instagram, Mr.D's Instagram Account, language style in social media, language function. It also explains the related to the previous study.

3. CHAPTER III (RESEARCH METHODOLOGY)

It explains the research design used in this research; included the researchers do in this research. This chapter gives an example of data, data and data sources. It also explains how the data are collected and analyzed to find and the final result. As an addition, there also present the conceptual framework of the study in analyzing data.

4. CHAPTER IV (FINDING AND DISCUSSION)

It discussed the result of the research which consists of finding, data presentation and the result of language levels in Mr.D's Instagram account and also its interpretation.

5. CHAPTER V (CONCLUSION AND SUGGESTION)

It presents the conclusion, includes the result of the research in the summary. It also presents a suggestion for further research.