

CHAPTER 1

INTRODUCTION

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

1.1 Background of The Research

Since language plays a large role in social interaction, each individual must comprehend the various languages and their varying grammatical structures to prevent misunderstandings in a given community. Language style is required in light of this reality because it is an essential component of society and contact cannot take place if one does not communicate appropriately. Language use is an essential component of social control and manipulation. It may also be used to persuade and influence others. In linguistics, the word "style" refers to the options that a user of a language has beyond those required for the straightforward statement of a meaning (Fabb, 2015). It also makes clear that language style decisions are intended to have an impact on the reader or listener. These effects are typically understood to include communicating meanings that go beyond the meanings determined by language, communicating attitude (as in the persuasive effects of style), and expressing or communicating emotion.

According to Eckert (2008), the social and linguistic importance of linguistic variables is determined by the issue to which they are applied. A significant area of study in sociolinguistics is the connection, if any, between the structures, vocabularies, and patterns of using specific languages and the social roles of the individuals who speak them (Wardhaugh, 1900).

Social network and social media theory are sociolinguistic approaches that have been effectively used in the study of historical sociolinguistics. For instance, Milroy (1987) and Conde-Silvestre (2012) have employed these approaches in their research. Bergs (2005) analyzed the Paston family and more recently, explored the relationship between historical evidence, discourse communities, and

communities of practice. This issue includes reviews of works by Watts (2008) and Kopaczyk & Jucker (2013) with extensive discussion.

According to Delahunty and Garvey, language is a system of implicit mental principles that allow people to represent and convey meaning through the use of tactile, visual, or auditory symbols. Many people speak different languages and have distinct communication styles. Social interactions were influenced by language style. It follows that people's understanding of communication is greatly influenced by language. Language style affects the individuals, scenario, environment, and their relationships with one other. It implies that everyone's language use varies depending on the setting, the circumstances of their interactions, and the nature of their communication. When communicating, people must fit their words into the context.

According to Chaika (1982), language style relates to the choice of forms used to transmit social or artistic implications. The style indicates how professional or informal the encounter is. It may also provide us with instructions on how to understand a message and instruct the audience on how to perceive what is being said in terms of seriousness, irony, humor, dubiety, or other ways. Style uses all the linguistic resources available to it, including grammar, word choice, tone of voice, and varied ways to pronounce sounds.

Information is transferred from the speaker to the listener through language. It speaks differently and is crucial for mutual understanding in social interactions. According to Joos, there are five different styles of language: formal, consultative, frozen, casual, and intimate. Every linguistic style has a unique quality. Language usage patterns vary depending on the context. It might be typical given the circumstances.

Social media is currently used more frequently for sharing and communicating, which has an impact on language. Nowadays, social media is widely used by people to communicate with one another. Instagram has surpassed the other social media platforms in terms of user base and is one of the most

popular social media platforms. Instagram captions and posts' chosen words and grammatical constructions might reflect the user account as a whole. Language use in society and social construction are connected by language style. According to the running circumstances, people could therefore anticipate what language style will be utilized in their communication. The use of language style is evident throughout the discourse. The circumstances and environment play a role. For the reader and listener to grasp what is being stated, a linguistic style must be used.

There are many different types of social media, particularly those that are available on electronic devices. One such device is the smartphone, a useful tool for connecting interpersonal connections. There are many other applications on the smartphone itself, including WhatsApp, Telegram, Twitter, Instagram, and others. However, in this case, the author uses data from the Instagram app as a source of research.

Instagram is now used for sharing information, such as marketing products, selling goods, or even learning new things. It is no longer only a social networking platform for getting to know people in other lives. Instagram offers many account types for a variety of purposes, including personal, online store, hobby, entertainment, quotations, and platform media online accounts.

Instagram has a story, namely a caption. (Hartini, 2017) revealed that caption is a sentence term found in a photo uploaded on Instagram and in other languages, it can be called a status which contains a word or meaning conveyed by someone. Apart from serving as an affirmation, a photo with a caption added also functions as information that must be understood by the reader, because every caption has a meaning, which can be inferred or explicit. So that this meaning can be understood by readers, an understanding of pragmatics is very necessary.

Instagram is a social media platform with several uses. Search engines, educational resources, entertainment, e-commerce, or news about anything going on in the world can all be included. One of the things that will be studied is the use of Instagram as an online media platform that provides the latest daily news.

According to Mediana.com, "Folkative is an alternative media account based on Instagram that presents news information about entertainment, pop culture, and information that is being discussed virally in Indonesia". Until now, the followers of the "Folkative" Instagram account are 5.1 million users. The Instagram account is very popular with almost every Instagram user, especially young people. There are thousands of comments on every upload from the account. Various kinds of language styles and writing by account users can be found. So that there are various kinds of language styles and language functions in the account uploads. Many Instagram users do not know the various kinds of language styles and language functions in the upload caption.

The theory of language style has gained so much attention that it has been the basis for several studies by a wide range of researchers. The first previous study was conducted by Jovanka (2022) with the title "Language Style Used By The Main Character In Hala: A Sociolinguistic Study". This study aims to find out the several language styles implemented by the main character in the Hala movie and to identify some factors why the Hala movie's main character speaks with different language styles. In her study, Jovanka (2022) applies two theories to answer two research objectives. The theory of language style from Martin Joss and Janet Holmes. Those theories explain five different language styles in different contexts and participants and why people use different language styles.

The following related study was conducted by Ririn (2021) entitled "Investigating Language Style Used By Atta Halilintar In His YouTube Channel". This research aims to be used in Atta Halilintar's video on his YouTube channel. His video entitled "Human 5t Podcast Studio Makes Atta Amazed by Bang Sandy" (July 5th, 2020). Researchers apply two main theories in this study, namely the language style proposed by Martin Joos (1976) and the ungrammatical sentences proposed by Lennon (1991) to answer two research objectives.

The study entitled "Language Style In Exclusive Interview of Jessie J And Sarah Sechan On Net TV" was conducted to get descriptive knowledge about the types of language style use and the ways of language style used in the Exclusive

interview of Jessie J and Sarah Sechan on NET TV. The researcher applied Chaika's (1982) theory. Based on Chaika's (1982) theory, the analysis results find fifty data that are appropriate with the kind and characteristics of language style.

The following related study was conducted by Octaviani (2016) entitled "Language Style In The Jakarta Post Advertisements". This research aims to be used in Jakarta Post advertisements. The researcher applies two main theories in this research, namely language style proposed by Martin Joos (1976) and Wells (1995) to answer the two research objectives.

Based on the previous explanation, above this research was conducted because researcher is interested in differences in the way language is used to convey information in the caption. The research aims to dig deeper into what language style can be found and what is the function of the language used by the author in the Instagram caption @folkative. The difference from the research above is that this research uses Instagram while as subject the research above uses different subjects. To answer this problem, then researchers use the theory of language style proposed by Joos and the theory of the function of language proposed by Holmes. So, the title of this research is "Language Style In Caption On Instagram Account @folkative".

1.2 Statement of Problems

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

1. What are the types of language styles used in the caption on the Instagram account @folkative?
2. What are the functions of language used in the captions on Instagram account @folkative?

1.3 Research Purpose

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

1. To find out the types of language styles used in the caption on the Instagram account @folkative.
2. To analyze the functions of language used in the caption on the Instagram account @folkative.

1.4 Research Significances

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

1. Theoretically

There are some supporting theories in this study. This idea is applicable in terms of sociolinguistics, language function, language style, and other factors. The associated theory may be disproved, strengthened, or revised due to this research.

2. Practically

The reader should be able to infer from the context and conditions how and when to employ the language style. Additionally, it is hoped that this research will contribute to the field of linguistics by analyzing the language used in social media, particularly in Instagram accounts. This will enable readers to select the language style most appropriate for sharing knowledge (as a teacher or educator) through social media.

Additionally, this study helped linguistics students advance their understanding of language style.

1.5 Clarification of Key Terms

This chapter defines several terminology that are frequently used throughout the entire investigation. This chapter was created to clarify the idea and prevent any misunderstandings over the significance of the research. The researcher defines the key terms in this definition; there are:

1. Style

In this study, the word "style" refers to how language is expressed, particularly orally. The words that someone or a certain group of people

choose to use when speaking are known as their "style." People frequently speak in an extremely formal manner when they are in a setting that requires it, such as a courtroom.

2. Language style is the manner of speaking or writing that is determined by the situation, the person (or people) to whom you are speaking or writing, and other factors.
3. Language function is something for which an utterance or unit of language is used.
4. Instagram is a social media platform where users' varied images are featured.
5. The caption is the title or explanation that is attached to a piece of writing, a photograph, a cartoon, a poster, or another type of illustration, as in a magazine or newspaper. In this study, the term "caption" refers to a description of a user-posted image or video on Instagram.

