CHAPTER I

INTRODUCTION

This chapter of the introduction contains the summary of the research. This chapter covers the outline of this research which includes the research background, the research problems, the research purposes, the research significances and the definition of key terms used in this research.

1.1 Research Background

In this era of digitalization, the majority of people from different backgrounds actively use social media for many purposes. Social media has made it possible for people to keep in touch with other people. It has become an important platform with the function of maintaining communication between people, including spreading information and advertisement. One of the most used and popular social media nowadays is Instagram. On Instagram, people can upload and share their desired pictures with captions. On the captions, people can express themselves, including their thoughts, opinions, and feelings related to the picture. There can be found variety of language use on Instagram's captions. Every user has their own way of expressing things which is why the captions are different from one another because it depends on the user's language style.

As language is known as a tool that people use as a way to communicate and to express one's mind, it is used in variety of ways. The study of language itself is called as linguistics. Further, in the usage of language, there is a certain characteristic that belongs to every user which is called as the language style. The language style is included in the realm of sociolinguistics which is the branch of linguistics that focuses on the relationship between language and the society where it is being used. Sociolinguistics focuses on investigating how a language is used within a society, including why and how certain language is performed by a society. As stated by Holmes (in Wardhaugh, 2006) that the aim of sociolinguistics is to move towards a theory that provides an account of the way language is used in a community, and of the choices people make when they use language.

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In sociolinguistics study, language style is considered as the certain intentional way of speech which formed with respect to the topic, situation, function, author's intention and content of an utterance (Missikova, 2003). Language style is how people talk or write, depending in the circumstances they are in. Some aspects including the circumstances, topic and function of the utterance highly influence people to constantly shift their language style. As stated by Wardhaugh (2006), nobody speaks the same way all the time and that people constantly change the nuances of their language because people speak for wide variety of purposes.

When it comes to the use of language, as mentioned above, it is really dependent on the context. People can change their language style to adjust to the context that they are in. On Instagram, each post is made based on different social contexts. The context highly influences the use of language style, that is why people constantly shift their language styles and choose the most proper style depending on the context. Holmes (2013) proposes four social aspects related to someone's linguistic choice, 1) The participants; 2) The setting; 3) The topic; and 4) The function. She states that these are the basic elements in sociolinguistics that caused people to speak differently from one another.

People have their own distinct style when it comes to the use of language. People use a wide range of language styles to adjust to their audience. People tend to shift their language style because the appropriacy of language use is really important. Martin Joos (1967) proposes that there are five types of language style, including frozen, formal, casual, consultative, and intimate. Frozen style is the most formal and rigid of all styles. It is often performed within religious context such as preach, marriage vow, legal documents, and ritualistic occasions which involves the use of fixed expressions. Formal style is characterized by a high level of formality, it is often used in official documents, speech, and academic writing with more complex and precise sentences.

precise sentences. For instance, the conversation between business partners. Casual style is often used in more relaxed social settings, such as the conversation between acquaintances or peers. As for intimate style, it is often involve the use of personal pronouns and emotional expressiveness. This style often used within a close relationship such as family members, close friends, or romantic partners.

There are many researchers who had conducted the research on language style before. The first previous study related to language style found by the researcher is from Maharani (2019) with the title *A Sociolinguistics Analysis of Language Style In "Wild Child" Movie*. This research aims to analyze the language style that is used by all characters in "Wild Child" movie. The data research were taken from the dialogue of the movie which was transcribed into textual form. The research focuses on conversations which contain five types of language according to Joos' (1967) theory. The results show that only four out of five style found on the movie, and the dominant type of language style in the movie was casual style with the total of 97 data.

The second previous study is from Yuandini (2022) that analyzed *A Sociolinguistics Analysis of Language Style In "Cinderella 2015" Movie Script*. This study discusses language style in a movie, it analyzed the language style used by the characters on the movie script. The researcher used Joos's (1967) theory of language style. The results of this study indicate that there are five types of language found in the movie, and the most dominant type of language style is casual style with the total of 15 data.

The third previous study is analyzed by Ansari and Padmadewi (2022) entitled *Language Styles Used by President Joko Widodo in Interviews with Hosts of Three Youtube Channels*. On this research, the researcher applied Joos's (1967) theory of language style and classified the data according to five types of language style. The results show that the most prominent style used by President Joko Widodo is the casual style.

The fourth previous study is conducted by Rahmadany, Halim and Djaenab (2021) with the title *An Analysis of Language Styles Used by Burger King on Instagram Posts*. This study aims to analyze the style of language in the post on the

Burger King Instagram page and what style of language is the most dominant style used by Burger King. Based on the analysis, there are only four types out of five that are found on the Burger King Instagram page, all except one which is the frozen style was not found. The most dominant type of language style shows in this study are casual and consultative style. Casual style is considered as the most useful type to increase consumer interest to buy the product from Burger King.

All of the previous studies above have similarities because they all analyzed language style. The difference is on the object, two researches used the data from movies, one research used the data from Youtube video, and the other one used the data from Instagram account. However, the gap between the previous research and this research is also on the object, on this research, the researcher used the data from a public figure named Maudy Ayunda.

On Instagram, people use different language style, especially a public figure. As image is really important for public figure, they tend to adjust their language style to the audience, or on Instagram it is called as followers. Maudy Ayunda is one of the public figures who is actively using her Instagram account to share about a lot of things, including her achievement, her experiences, and personal moments. She has been actively posting on her Instagram account (@maudyayunda) since 2011. The total followers on her account is currently 19,5 million with the current total amount of 2,410 posts (as of May 2024). Maudy on her Instagram (@maudyayunda) captions, used varieties of language style within different social contexts. As a public figure, she uses different styles on the captions that are appropriate to describe the pictures she uploads on her account. Sometimes she uses formal style, and other times she uses more informal style to adjust to the social contexts of the post. As a public figure and influencer who is well known for her multilingual proficiency, her linguistic style is interesting to be discussed.

This research will focus on conducting research of the social contexts of each post based on the theory by Holmes who proposes four aspects that highly influence a person's language style, including the participant, the setting, the topic and the function. Furthermore, Maudy Ayunda's language style will also be

analyzed using the theory by Joos (1967) whom proposes five styles, including frozen style, formal style, casual style, consultative style, and intimate style.

1.2 Research Problems

From the background of this research above, there are two questions that were discussed in this research, they are:

1. What are the social contexts of Maudy Ayunda's Instagram captions?
2. How does Maudy Ayunda use the types of language styles her Instagram captions?

1.3 Research Objectives

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

1. To find out the social contexts of Maudy Ayunda's Instagram captions.
2. To explain how Maudy uses the types of language styles in her Instagram captions.

1.4 Research Significances

This research is hopefully expected to be useful for the readers. It has two significances, including theoretical and practical. Theoretically, this research aims to:

1. Analyze what has not been studied in the literature review above;
2. A resource for research within the same scope.

   Practically, this research is expected to:

1. Enhance the research with the topics related to language style;
2. Provide a deeper understanding and application of analysis related to language styles;
3. Inspire others to conduct other research related to language style.

1.5 Definition of Key Terms

This part is to provide the explanation of each key terms that are used in this research. This is especially made for the readers to support their understanding

related the context of each key terms and therefore to avoid any possible misunderstanding or misinterpretation.

1. **Instagram**

Instagram is the source of data of this research. It is one of the most popular social media that people use nowadays to communicate with others. On Instagram, people can share anything, including their personal moments. According to their official website, Instagram is a free sharing app where people can share photos and videos to their service and share them with their followers or selected group friends. On Instagram, people can also view, comment, and like posts by their friends or someone else with the same interest.

2. **Social Context**

People use language differently according to the social context. Social context is the background, the setting, the time and place of people's talking activity. According to Holmes (2013), it matters who can hear us and where we are talking, as well as how we are feeling. It means that people use different styles to adjust to different social contexts. Social context becomes one of the most influencing factor that affects the use of language.

3. **Language Style**

In using language, people have their own characteristic which differentiate themselves form the others. There is a certain characteristic that they use in different context which is reflected in their linguistic choices that is called as style. Style is a language variety, a characteristic of particular social situation (Finegan, 2008).