

# AN ANALYSIS OF LANGUAGE STYLES IN SECONDATE'S INSTAGRAM CAPTIONS

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## ABSTRACT

The primary objective of this study is to analyse the language patterns utilised in the captions of the Secondate Instagram account. The specific focus of this analysis is on the captions used to promote Secondate's Milky Gel Lip Tint throughout the period from November 30, 2020, to June 18, 2021. Guided by Keraf's (2006) typology of language styles based on word choice, this study discovered the deployment of all three classifications of language styles: conversational, informal, and formal. Additional findings suggest that multiple factors, including the intrinsic characteristics of Instagram as a platform, Secondate's target demographic, and its early stage as an emerging brand, could potentially influence the choice of language styles. Considering the limitation of the study, which just examines captions on Instagram from a specific cosmetic brand, it is recommended that future investigations broaden the area of analysis.

*Keyword: language style, Instagram, caption*

## I. INTRODUCTION

Keraf (2006), an Indonesian prominent linguist, defines language style as to how ideas are expressed through language. He further identifies four distinctive categories of linguistic aspect of language style namely *gaya bahasa berdasarkan pilihan kata* (language style based on word choice), *gaya bahasa berdasarkan nada* (language style based on tone), *gaya bahasa berdasarkan struktur kalimat* (language style based on sentence structure), and *gaya bahasa berdasarkan langsung tidak-nya makna* (language style based on direct and indirect meaning).

The focal point of the present study is *gaya bahasa berdasarkan pilihan kata* (language style based on word choice). Keraf (2010) emphasizes that word choice is a critical facet in all stages of writing. Opting for the appropriate words necessitates discerning which lexemes most effectively communicate a given idea, along with their optimal arrangement and structure. Consequently, the appropriate selection of words exerts a substantial impact on the fluency and quality of a written work (Allen, 1983, as cited in Fu & Guan, 2020).

While previous research has extensively investigated the aspects of language style and the impact of word choice on the quality of written work, there is a significant gap in the existing body of literature concerning the application of these principles to the emerging domain of social media communication, specifically within the realm of commercial promotion.

As a result, the current study intends to fill this research gap by focusing on the analysis of captions on the Secondate Instagram account, specifically those that promote the product known as Milky Gel Lip Tint.

Instagram has been identified as a highly impactful platform for communication and content sharing. As of January 2022, the platform boasts approximately 1.478 billion active users globally, securing its position as the fourth most active social media platform worldwide. Moreover, 21.0% of Instagram's user base is reachable via advertising campaigns, underscoring its commercial significance. Specifically in Indonesia, active users of Instagram amount to at least 99.2 million (Data Reportal, 2022). The growing ubiquity of Instagram has encouraged a proliferation of corporate adoption for promotional activities. Research conducted in the United Kingdom in 2017 revealed that 70.7% of brands had engaged with Instagram for marketing purposes (Mancuso & Stuth, 2015).

As articulated by Fazrani (2018), captions on Instagram have gained significant importance as a prominent tool for promoting the sharing of ideas and thoughts, both at an individual and business level. These captions serve multifaceted functions; they not only offer contextualization for accompanying visual elements but also provide additional insights that might not be readily discernible from the images or videos (Wai, 2020). Expanding upon this notion, Warren (2019) argues that captions utilised on the Instagram platform play a significant role in providing context, injecting personality, and stimulating follower interaction.

Within the milieu of cosmetic brands that have established a commercial presence on Instagram, the investigation is particularly interested in Secondate. This local cosmetic brand launched its inaugural product, Milky Gel Lip Tint, on February 20, 2020 (Sahertian, 2021). The product experienced a rapid sales trajectory, exhausting its initial stock of 10,000 units in less than ten minutes post-launch, and has sustained its market popularity up to the present moment (Syana, 2021). The present study focuses on analysing captions associated with Milky Gel Lip Tint, taking into account Secondate's ongoing promotional efforts on Instagram, which have contributed to its commercial success.

The focus of the analysis will be on captions written in the Indonesian language, namely those posted throughout the timeframe of 30 November 2020, to 18 June 2021. The chosen timeline has been intentionally determined to align with the first six months of Secondate's engagement with Instagram. This specific duration has been identified by Pearce (2016) as a critical period for assessing the effectiveness of marketing initiatives in terms of brand evaluation.

In view of the identified research gap, the principal objective of this scholarly endeavor is to ascertain the variations in language styles—specifically, *gaya bahasa berdasarkan pilihan kata* (language styles based on word choice)—that are employed in Secondate's promotional captions for Milky Gel Lip Tint.

## II. LITERATURE REVIEW

According to Keraf (2006), there are three distinct types of language styles based on word choice: formal, casual, and conversational. Each of these types is distinguishable by three criteria: sentence length, sentence structure, and vocabulary choice.

The formal language style is predominantly utilized in contexts that demand a heightened level of formality (Keraf, 2006). These settings include but are not limited to presidential decrees, dissemination of news at the state level, and scholarly dissertations. Within this style, sentence construction often tends toward complexity, incorporating multiple adverbs that bear similar or

identical connotations. Furthermore, inversion of the subject and predicate is a frequent syntactic feature. The structure of these sentences extends beyond the simple subject-predicate construct to encompass a more intricate syntax. According to Prihantini (2015), the formal language style typically adheres to the principles established by the *Kamus Besar Bahasa Indonesia* (KBBI) and conforms to the spelling and grammatical rules of *Ejaan Yang Disempurnakan* (EYD).

Conversely, the informal language style is commonly encountered in various genres of creative writing, instructional manuals, periodical publications, editorials, and other contexts that are marked by a lesser degree of formality. Characterized by an economical use of lexical elements, this style generally features shorter sentences achieved by omitting superfluous adverbs and lexical redundancies. Yet, despite the brevity, these sentences maintain a complete and coherent syntactic structure, adhering, at a minimum, to the requisite subject-predicate formation. The lexical choices in this style, although simpler and less complex, conform to the lexical standards enumerated in the KBBI, thereby maintaining an acceptable level of linguistic integrity (Keraf, 2006).

The third category, the conversational language style is most appropriate for casual interactions and informal communications. Unlike its formal and casual counterparts, while adhering to the basic structure of a complete sentence, this style exhibits considerable flexibility in its syntactic conventions when juxtaposed with its formal and informal counterparts (Keraf, 2006). Sentences may be brief, at times even fragmented, yet often appear as strings of continuously connected statements. The syntax may lack complete syntactic functions, resulting in fragmentary sentences. This style also diverges from the standard language. However, the conversational style does not entirely abandon the basic structural requisites of a complete sentence, albeit with an expanded scope for syntactic liberty (Keraf, 2006). Moreover, this style often incorporates colloquialisms and expressions that may have been borrowed from foreign languages, thereby enriching its lexical landscape.

### III. METHOD

The current study adopts a qualitative research methodology. In the process of data collection and subsequent analysis, multiple steps have been undertaken.

The captions that were shared on the official Secondate Instagram account (Secondate Beauty, 2022) were initially examined. Subsequently, all captions penned in the Indonesian language, specifically those promoting the Milky Gel Lip Tint product, were collated and transcribed. The timeline for this collection spans from 30 November 2020 to 18 June 2021.

Following this initial step, particular attention was accorded to individual sentences within these Indonesian captions. A sentence is defined, according to Merriam-Webster (2022), as a syntactic unit that comprises words, clauses, or phrases and serves to express various types of statements, queries, commands, desires, exclamations, or actions. In written form, a sentence customarily commences with an uppercase letter. Consequently, any caption sentence initiating with a capital letter—excluding instances where the entire word is capitalized—qualifies as data for the purposes of this research.

To facilitate data organization, a dual-digit numbering system was implemented. The first numeral indicates the chronological sequence of the posted captions, while the second numeral designates individual sentences within those captions. For instance, the designation "1.4" signifies data extracted from the first caption, specifically the fourth sentence therein.

For the analysis phase, the principal theoretical framework utilized is Keraf's (200) theory on *gaya bahasa berdasarkan pilihan kata* (language style based on word choice).

#### IV. RESULTS AND DISCUSSION

This section presents the results of the study and discusses in detail what these findings mean.

##### *Results*

The findings show that the promotion of the Milky Gel Lip Tint product via Secondate Instagram account between 30 November 2020 and 18 June 2021 employed formal, informal, and conversational linguistic styles.

##### *A. Gaya Bahasa Formal (Formal Language Style)*

Several sentences in the formal language style were presented by the Secondate Instagram account. The examples include:

###### ● *Sample: Data 14.2*

"Dan semua proses itu membuahkan hasil yang lebih baik saat kita terus mencoba, memperbaiki, dan percaya kalau kita bisa" (And all of those processes result in better outcomes when we continue to try, improve, and believe that we can).

In this specific instance, the brand posted an image displaying the draft design for Milky Gel Lip Tint's packaging, prior to its final production. Through this post, Secondate aimed to underscore its meticulous attention to detail and quality, implying that such rigor results in superior outcomes.

Several linguistic features delineate this sentence as formal. Foremost among these is sentence length. In formal discourse, longer sentence structures are often employed, as they allow for the elaboration of complex ideas and nuanced relationships between variables, as indicated by the term 'inefficiency.' Moreover, the sentence includes additional adverbs with synonymous meanings: 'lebih' (more) and 'baik' (better); 'percaya' (belief) and 'bisa' (can).

Another salient feature pointing to the formality of language in Data 14.2 is its complex syntactic structure. The sentence consists of multiple clauses, each with its own subject and predicate, connected by the coordinating conjunction 'saat' (when). The first section, "Dan semua proses itu membuahkan hasil yang baik" (And all of those processes result in better outcomes), constitutes a full clause with a subject ('semua proses' or all processes) and a predicate ('membuahkan' or produced). Following the conjunction, the second section, "kita terus mencoba, memperbaiki, dan percaya kalau kita bisa" (we continue to try, improve, and believe that we can), incorporates multiple predicates ('mencoba,' 'memperbaiki,' 'percaya,' and 'bisa') alongside the subject 'kita' (we). Such multi-clause sentences add layers of complexity to the syntax, consistent with formal language styles.

Additionally, the sentence employs standard Indonesian vocabulary compliant with the KBBI. The usage of standard prefixes such as 'mem-' in 'membuahkan' and 'memperbaiki,' as well as 'men-' in 'mencoba,' further corroborates the formal nature of the language.

In conclusion, Data 14.2 serves as a compelling exemplar of the employment of formal language style on the Secondate Instagram account. Several linguistic features, ranging from sentence length and complex syntactic structure to the use of standard Indonesian vocabulary, converge to manifest the formality of the expression. The elongated sentence structure, enriched by the inclusion of additional adverbs with synonymous meanings, stands as the most prominent indicator of this formality.

● *Sample: Data 15.4*

"Ini memungkinkan kita untuk bertemu orang baru secara online, menemukan hal-hal dan bakat baru juga!" (It allows us to meet new people online, discover new things and talents too!)

In this example, the Secondate Instagram account shared a post that featured a renowned Malaysian makeup artist who utilizes and promotes the brand's Milky Gel Lip Tint. The caption aimed to convey the brand's appreciation for the artist and to underscore the transformative power of digital platforms in enabling the brand to forge new relationships and discover novel opportunities across national boundaries.

The sentence in Data 15.4, "Ini memungkinkan kita untuk bertemu orang baru secara online, menemukan hal-hal dan bakat baru juga!" (It allows us to meet new people online, discover new things and talents too!), displays characteristics of formal language style. Among the most conspicuous of these features is the sentence length. While formal language style often utilizes elongated sentence structures to allow for nuanced expression, it is noteworthy that in this particular instance, the sentence's extended length is primarily a result of inefficiency arising from the use of repetitive and synonymous words: 'bertemu' (meet), 'menemukan' (found), 'hal-hal' (things), and 'juga' (also).

Another significant indicator of formal language usage in Data 15.4 is its complex sentence structure. The first phrase, "Ini memungkinkan kita" (It allows us), consists of a subject 'ini' (this), a predicate 'memungkinkan' (allows), and an object 'kita' (us). Subsequent to the conjunction 'untuk' (to), the second phrase is populated by predicates 'bertemu' (meet) and 'menemukan' (found), extending the complexity of the sentence's syntactic function.

Moreover, the choice of vocabulary adheres to formal language criteria. All lexical items in the sentence comply with the KBBI standard. The formal tone is also manifested through the use of standard prefixes, such as 'mem-' in 'memungkinkan,' 'ber-' in 'bertemu,' and 'men-' in 'menemukan.' The term 'hal-hal' (things) further conforms to the rules of the EYD.

It can be observed that Data 15.4 has a number of prominent markers of a formal linguistic style. Although the sentence may appear inefficient due to the use of repetitious and synonymous vocabulary, its length and complicated structure add to its formal nature. In addition, the adherence to the KBBI standard and the utilisation of linguistic prefixes enhance the level of formality in the language. Hence, the prominent characteristic that highlights the use of a formal language style in Data 15.4 is undeniably its sentence length, which is further emphasised by the inclusion of repeating and synonymous phrases.

**B. *Gaya Bahasa Informal* (Informal Language Style)**

A number of sentences were composed in the manner of informal language style for the Secondate Instagram account. The examples include:

● *Sample: Data 15.1*

"Hal baik apa yang telah kami lakukan untuk mendapatkan teman online yang baik dan luar biasa seperti @williamyapweii" (What a wonderful thing we have done to acquiring such wonderful online friend as @williamyapweii).

The caption, "Hal baik apa yang telah kami lakukan untuk mendapatkan teman online yang baik dan luar biasa seperti @williamyapweii" (What a wonderful thing we have done to acquire such a wonderful online friend as @williamyapweii), was crafted to convey a sentiment of gratitude towards one of Secondate's customers. Notably, this individual, identified as @williamyapweii, is



one of Malaysia's distinguished makeup artists and has endorsed Secondate's Milky Gel Lip Tint, contributing to the brand's international prominence.

The sentence in Data 15.1 distinctly reflects an informal language style. The most immediately noticeable feature is the absence of redundant terms or overlapping adverbs that often contribute to sentence length in formal styles. Consequently, the sentence remains relatively concise.

Additionally, the sentence is characterized by a complete syntactic structure. It includes the subject 'kami' (we), the predicate 'lakukan' (do), and the object 'hal baik' (wonderful thing). This balanced structure of subject-predicate-object aligns well with what Keraf (2006) identifies as a hallmark of informal language style.

Regarding lexical choices, it is noteworthy that the sentence employs vocabulary that adheres to the KBBI standard. Even though the language style is informal, the sentence retains lexical integrity by using the standard Indonesian prefix 'men-' in the word 'mendapatkan' (obtain/acquire).

In summary, Data 15.1 offers an example of informal language style, primarily manifest in its concise sentence structure and absence of redundant terminology. Moreover, the sentence's syntactic completeness serves as the most salient indicator of its informality. Despite the casual tone, it does not sacrifice linguistic accuracy, as evidenced by its compliance with the KBBI standard. Therefore, the sentence's syntactic structure stands as the most evident feature delineating its informal language style, thereby supporting the argument made by Keraf (2006) regarding the significance of syntactic coherence in informal discourse.

● *Sample: Data 8.10*

"Apakah kalian terkejut, #SECONDATEParty?" (Are you surprised, #SECONDATEParty?)

The caption "Apakah kalian terkejut, #SECONDATEParty?" (Are you surprised, #SECONDATEParty?) was employed by Secondate alongside multiple images that divulge the unique ingredients in their Milky Gel Lip Tint. This particular caption was designed to invoke a sense of surprise among the Instagram users frequenting Secondate's account, underscoring the notion that the product's unique ingredients contribute to unparalleled quality.

The sentence in Data 8.10 exhibits characteristics of an informal language style, as it is notably brief. The brevity of the text can be attributed not only to the lack of repetitious parts or additional adverbs, but also to the omission of complicated language structures that could potentially lengthen it.

Additionally, the sentence fulfills the essential criteria for syntactic completeness. It includes a subject ('kalian' or 'you') and a predicate ('terkejut' or 'surprised'), thereby aligning with the structure of subject-predicate that is characteristic of informal language, as posited by Keraf (2006).

Regarding vocabulary, it is salient that the lexical choices conform to the KBBI, Indonesia's authoritative language standard. Words such as 'kalian' (you) and 'terkejut' (surprised) adhere to this standard, thereby ensuring linguistic integrity even within the realm of informal language.

In summary, Data 8.10 serves as an instructive exemplar of informal language style. The sentence's brevity, essential syntactic completeness, and adherence to KBBI standards collectively affirm its informal nature. Among these features, the sentence's syntactic structure emerges as the most pronounced indicator of its informality, corroborating Keraf's (2006) observations regarding the significance of syntactic completeness in identifying informal language styles.

### **C. Gaya Bahasa Percakapan (Conversational Language Style)**

The Secondate Instagram account produces some sentences on their captions identified as conversational language style. The examples are:

- *Sample: Data 18.7*

"Jadi, yuk buruan serbu #PicnicDate kalian!" (So, let us hurry and raid your #PicnicDate!)

The sentence "Jadi, yuk buruan serbu #PicnicDate kalian!" (So, let us hurry and raid your #PicnicDate!) was issued by the Secondate Instagram account in the context of promoting a specific variant of their Milky Gel Lip Tint, named Picnic. This particular variant is a popular choice among consumers, resulting in limited availability. The caption served to inform the followers that a mere 50 units of this variant would be available for purchase on the e-commerce platform Shopee, effectively signaling scarcity and encouraging immediate action.

Data 18.7 exemplifies the utilisation of conversational language style. There are multiple signs that define its conversational nature. First and foremost, the sentence demonstrates conciseness by avoiding the inclusion of unnecessary words or adverbs that convey comparable meanings, thereby preserving a concise structure.

Furthermore, the sentence exhibits a lack of adherence to the conventional syntactic framework. While a conventional syntactic sentence normally has a subject and a predicate, the sentence in question deviates from this structure by omitting the presence of a subject entirely. If one were to conform to formal grammatical principles, the subject 'kita' (we) would precede the predicate 'serbu' (raid).

On the lexical front, the sentence incorporates non-standard vocabulary, further endorsing its conversational style. Although a majority of the lexical items in the sentence align with the standard language defined by KBBI, the use of the term 'yuk' (come on) diverges from formal linguistic norms. This term, a colloquial exclamation used to prompt or encourage action, renders the sentence more casual and conversational.

In the final analysis, Data 18.7 epitomizes a conversational language style, distinguished primarily by its use of non-standard vocabulary. The employment of the term 'yuk' (come on) emerges as the most conspicuous indicator of the sentence's conversational nature. While other features, such as sentence brevity and lack of syntactic completeness, corroborate this classification, the non-standard lexical choice remains the most salient indicator. Thus, it can be concluded that Data 18.7 effectively leverages a conversational language style to engage its audience, underlining both urgency and scarcity in relation to the product it promotes.

- *Sample: Data 5.2*

"Adem banget ga sih photo-foto MGLT kita dari @putsteph\_" (Is not our MGLT photos from @putsteph\_ really peaceful).

The sentence "Adem banget ga sih photo-foto MGLT kita dari @putsteph\_" (Is not our MGLT photos from @putsteph\_ really peaceful) is derived from a Secondate Instagram caption. This sentence aims to describe the tranquility evoked by photographs taken by a customer who utilized Secondate's Milky Gel Lip Tint during her vacation. The sentence seeks to connect the product with the experience of peacefulness or serenity, thereby augmenting its emotional appeal to the audience.

Data 5.2 embodies a conversational language style, a categorization substantiated by multiple linguistic features. Firstly, sentence length is notably brief. The sentence does not incorporate

redundant words or adverbs with similar meanings. Moreover, the sentence is fragmented, lacking an accompanying verb for its subject, "foto-foto MGLT kita" (our MGLT images). To rectify this fragmentation, an auxiliary verb such as "jepret" (snapped) could be employed.

Secondly, the sentence falls short of achieving a complete syntactic function due to the absence of a predicate. Should the subject "foto-foto MGLT kita" (our MGLT images) be succeeded by a predicate, for example, "jepret" or "terjepret" (snapped), it would then acquire syntactic completeness.

The third indicator revolves around lexical choices. The sentence incorporates non-standard Indonesian vocabulary, thereby further affirming its conversational style. Non-standard elements include the elongation of the standard word "sih" to "sihhh" (an add-on or affirmation phrase) and the abbreviation "MGLT" for Milky Gel Lip Tint. Additionally, the term "ga" (no) serves as a shortened form of the standard word "enggak" (no).

Upon comprehensive analysis, it is discernible that Data 5.2 primarily relies on non-standard vocabulary to signal its conversational language style. The extended version of the word "sih" to "sihhh" and the abbreviation "ga" emerge as the most conspicuous indicators of its informal nature. Other features, such as sentence fragmentation and syntactic incompleteness, further corroborate this assessment. Consequently, Data 5.2 successfully utilizes a conversational language style to narrate an emotionally appealing story around the product, contributing to its marketing effectiveness.

### ***Discussion***

The findings related to Secondate's use of language styles based on word choice in its Instagram captions for promoting Milky Gel Lip Tint offer multiple avenues for exploration.

First and foremost, it is important to take into account the intrinsic qualities of Instagram as a platform and how these qualities impact the linguistic styles used by Secondate. Instagram is a platform for social media that allows users to share images of happy and everyday moments from their lives (Instagram, 2022). According to Strapagiel (2022), businesses and brands would often share information through this platform on a daily or weekly basis, depending on the frequency of the sharing. It stands to reason that Secondate's language choices would tend towards informal and conversational forms of writing given the nature of Instagram as a medium for sharing content in an unstructured and everyday setting. According to Keraf (2006), formal language is typically saved for communications with high risks, such as presidential mandates, state news, and serious publications. On the other hand, platforms such as Instagram, which promote everyday contact and information transmission, are best suited for conversational and casual writing styles.

It is possible that there is another explanation for why Secondate did not employ a more professional writing style very often in the captions of their Instagram photos and videos. It is possible that it is because of the people that read Secondate. According to Syana (2021), the local makeup brand Secondate is a favourite among young ladies. Purwaningrumdan and Redyanita (2018) found out through their research that the majority of young people communicate with one another on a regular basis using a blend of Indonesian and English. According to Keraf (2006), conversational language styles are characterised by the utilisation of non-standard vocabulary. These words may include well-known words derived from other languages as well as conversational words. Hence, the target markets of the Secondate among young women might be caused by the Secondate use of the conversational language style composed of popular words derived from the English language to write the captions on Instagram.



The targeted demographic could potentially explain the infrequent employment of formal language styles in Secondate's Instagram captions. Secondate has garnered popularity as a local makeup brand predominantly among young women (Syana, 2021). Studies by Purwaningrumdan and Redyanita (2018) indicate that the youth frequently communicate using a blend of Indonesian and English. Following Keraf's (2006) argument, it can be postulated that the brand's target demographic is more responsive to conversational language styles infused with popular terms and colloquialisms, contributing to the language style choices observed in Secondate's Instagram captions.

Another topic that deserves some attention is that of the branding efforts that Secondate has been making. Given its status as a relatively new entrant into a competitive market, the brand has a genuine interest in building a positive and trustworthy image, especially given the fact that it is seeking to increase its market share. According to Timothy (2016), the concept of brand image extends beyond than the mere visual components of a brand; rather, it includes the day-to-day interactions that a company has with its customer base. Therefore, using formal language on occasion could be seen as a method with the goal of establishing a sense of authority and credibility in the minds of the audience.

In addition to the aforementioned factors, it is imperative to discuss the psychological underpinnings of Secondate's language style choices. The choice to use a certain linguistic style has the potential to trigger various psychological responses from the target audience (in this case, customers). Formal language may establish a sense of authority and trustworthiness, whereas conversational styles could foster a sense of relatability and approachability. The strategic use of these language styles may be aimed at achieving a balanced psychological impact that simultaneously builds trust and encourages engagement among the target audience.

In summary, during the period from 30 November 2020 to 18 June 2021, Secondate utilized a blend of formal, informal, and conversational language styles in its Instagram captions. The language style choices of Secondate are influenced by a multitude of factors that range from the intrinsic attributes of the Instagram platform to the nuanced cultural and demographic considerations. Moreover, external influences such as popular culture and current events may also contribute to the language style choices. These additional layers of complexity suggest that the brand's language strategies on Instagram are far from arbitrary but are rather a nuanced interplay of various strategic considerations.

## V. CONCLUSION

The analysis conducted shows that the captions of the Secondate Instagram account employ a diverse range of linguistic styles, specifically formal, informal, and conversational. This diversity is likely influenced by various factors including, but not limited to, the inherent characteristics of Instagram as a platform dedicated to daily content sharing, Secondate's target demographic, and its initial phase as an emerging brand in the market. These findings illuminate the role of linguistic variation in shaping brand communication.

Given the limited focus of this study—concentrating only on Instagram captions from a single cosmetic brand—there is a clear need for broader research in the future. For example, examining captions from multiple Instagram accounts across different industries could offer a wider understanding of how language styles are used in online marketing. Likewise, expanding the study to include other social media platforms like YouTube or TikTok could provide important details

on how language styles differ across various digital channels. Each social media platform has its own unique way of engaging audiences, and a comparative study could tell us how language style choices are effective in different settings. These future research directions are crucial for deepening our understanding of how language styles are used in the fast-changing world of digital marketing and online communication. Looking at differences between platforms could also tell us how language styles are influenced by factors like platform algorithms, user engagement, and different types of media like video or images. Furthermore, studying how these language styles change over time could provide valuable information on emerging trends in digital marketing strategies.

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