

Digital Rhetoric: Exploring Language Styles in Instagram Captions of English Majors

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ABSTRACT

This study aims to examine (1) the types of language styles employed by English Department students at HKBP Nommensen University Medan in their Instagram captions. The research is grounded in Martin Joos' Theory (2010) and adopts a qualitative research design. The data consist of Instagram captions written by English major students at HKBP Nommensen University, collected through documentation and questionnaires. The analysis follows the interactive model by Miles, Huberman, and Saldana (2014), which includes three stages: data condensation, data presentation, and drawing or verifying conclusions. The findings reveal that: (1) four types of language styles—formal, consultative, casual, and intimate—are used by these students in their captions. The most commonly used styles are casual, formal, and consultative; and (2) five main reasons motivate the use of these language styles. These include expressing emotions such as happiness, sadness, anxiety, and doubt; communicating for purposes like celebrations, fostering relationships, promoting self-love and confidence, and sharing well-wishes; following social media trends; and reflecting on their educational background. As English Education students, they often apply their language skills to craft effective and engaging captions that resonate with their audience.

Keywords: Consultative Style, Casual Style, Intimate Style, Formal Style, Instagram Captions, Language Style.

1. INTRODUCTION

The reason the researcher chose this title is because the analysis of language styles in students' Instagram captions offers research potential that is relevant to the development of digital communication and the use of informal language in academic contexts. In addition, this theme can provide a deeper understanding of linguistic expressions and communication trends among students via social platforms. This research has a very important urgency in understanding in depth the way students express themselves through language styles in Instagram captions. Analyzing these aspects can help understand how students convey messages, identify their preferences, as well as understand the cultural and social aspects that influence the way they communicate and provide insight into how social platforms influence speaking styles among students. Thus,

Digital Rhetoric: Exploring Language Styles in Instagram Captions of English Majors
this research not only covers linguistic aspects but also social and cultural contexts that are relevant to technological developments.

Language style refers to how individuals or groups use language to communicate. Different styles include formal, informal, technical, everyday, and academic. The choice of language style depends on the context, audience, and communication goals. The use of language styles in society is a topic of discussion in the interdisciplinary branch of sociology and linguistics, namely sociolinguistics. The reason the researcher chose language style is because language style is a direct manifestation of social relationships and situations that influence language use. This is important in sociolinguistic studies because language is used to reflect social identities, social groups, and social interactions in online communities. In the context of social media such as Instagram, language style reflects how users interact with their audience and how they construct social identities in a digital environment. By analyzing language styles, researchers can gain deep insight into how language is used to create and maintain social relationships as well as how factors such as the situation and the relationship between speakers and listeners influence language use in everyday communication.

Instagram is a photo-sharing and picture-taking app or photo that applies digital filters to change the appearance of photo effects and shares them with various social media services, including Instagram's own. Instagram users tend to share their circumstances, feelings, and emotions through the caption feature to give more dimension to the photos or videos they share. As always, Users on Instagram post captions in the hopes of accomplishing various goals. To access all of Instagram's features, a user must first register an account by providing their email address, password, and other details. The caption refers to the message or writing that follows a photo or video posted by Instagram Users on their profile.

Language style plays a crucial role on Instagram by increasing the appeal of content and contributing to user interaction. Word choice, creative captions, and popular terms can make content more interesting and relevant. Additionally, an authentic and down-to-earth language style can build an emotional connection with followers, increase engagement, and create a unique identity for the account owner. Language style is an aspect that includes all forms of individual expression in a language. This involves the choice of words used, the structure of the sentences formed, and the tone of communication reflected in each expression. Using the right language style in student Instagram captions can increase the appeal and resonance of the message. Students can adapt their language style to the purpose of communication, audience, and context, thus creating a positive impression and increasing reader engagement.

In the researcher's experience, the role of language is not only limited to transferring ideas or information but also as a tool to convey messages from the speaker to the listener through communication. Various language styles play an important role in conveying the purpose of social interaction, making it easier to understand the meaning of social communication through language, and helping to identify who the speaker is through the language styles used. By analyzing the

various language styles found in Instagram captions, you can increase your in-depth understanding of how language styles reflect identity and social interactions among students. This research is relevant because Instagram is the main platform for them to share experiences, values, and views. Through analyzing types of language styles, students can reveal communicative preferences, understand the dynamics of digital culture, and explore how social media has become a significant channel for personal and collaborative expression.

This research uses Instagram captions as a data source to analyze language style. This research is related to previous research. The first research is conducted by Hapsah (2008) "Language style analysis in English magazine advertisement headlines" from the English Department, Faculty of Letters and Humanities, Syarif Hidayatullah State Islamic University, Jakarta. In his study, his research was analyzed using stylistic theory

Devi Melisa Saragi

and a figure-of-speech approach regarding personification, alliteration, hyperbole, ellipsis, and smiles. This research adopts stylistic variations by Martin Joos' theory, which takes a speech approach to studying aspects of language style.

Another previous researcher Utami (2020) is entitled "Language Style Analysis in Instagram Captions as a Promotional Means (study at Sheraton Bandung Hotel & Towers 2020)". This research tries to analyze the language style in Instagram captions posted by Sheraton Bandung Hotel & Towers in promoting events, facilities, and services. The role of the research is twofold, first, what are the types of language styles based on William Wells' theory that exists in the Sheraton Bandung Hotel & Towers Instagram caption, secondly what is the purpose of using language styles in the Sheraton Bandung Hotel & Towers Instagram caption. & Menara. Differences between this research and the author's research use William Wells' theory, while the author's research uses Martin Joos' theory.

Other research conducted by Hayuningtias (2022) *Women and Instagram Captions: An Analysis of Language Style in Sociolinguistics*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University Malang. This research uses a qualitative approach with descriptive analysis techniques. The data sources used in the research were fifteen posts with captions containing jargon and language styles from several women's Instagram accounts. This research examines types of language styles and forms, the meaning, and the context of jargon. This research analyzes data using the theory of Chaika (1982) regarding types of figurative language and Halligan (2004) regarding forms of jargon. The difference with the author's research is that the author's research only analyzes language style.

Martin Joos (2010) suggests five types of language styles, namely Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. Frozen style is a style used in a very formal setting such as in a palace, church, speech of state ceremony, and some other occasions. Formal style is defined as the style of language used for an important or serious situation. Consultative style is the style that is used in semiformal communication situations such as talking to a stranger. The casual style is used for conversation in our relaxed or normal situations that is appropriate to the conversations among friends outside the classroom or sometimes family members. Intimate style is a completely private language developed within families, lovers, and closest friends. Based on the explanation above, the writer is very interested in carrying out the study.

2. REVIEW OF LITERATURE

Language style is a variety of language that is influenced by differences in situations and differences in the relationship between the speaker (writer) and the listener (reader). A group of people speaking in one place or under certain conditions may be different from a group of people speaking in another place or under other conditions. The use of language styles in society is a topic of discussion in the interdisciplinary branch of sociology and linguistics, namely sociolinguistics.

According to Missikova (2003), Language style is an expression of speaking or a type of speech that is maintained consciously and deliberately. This involves a systematic choice of words, the use of language tools, and extralinguistic factors that are adapted to the context of the topic, situation, author's purpose, and the content of the expression. (Susiati, 2020) Language style is the skillful use of a variety of languages by individuals when speaking or writing. It includes the use of particular varieties of language to achieve specific effects, characterizing the overall language characteristics of a group of literary writers.

The writer uses the sociolinguistics theory proposed by Martin Joos (2010), an American linguist who suggests five types of language styles: Frozen style, Formal style, Consultative style, Casual style, and Intimate style.

Frozen Style

Frozen style or oratorical style is the most formal language style used in very important or symbolic situations and does not require feedback from the listener. Frozen style uses complex grammatical structures and vocabulary that only experts in a particular field know. Frozen style never or rarely changes. Frozen style is usually used in legal texts (texts that contain legal impacts), such as laws, negotiations, agreements, and so on. This language style is also used in ceremonies, weddings, religious holidays, promises or oaths to duties or the state, preambles, and respectful situations. Speaking in a frozen style typically involves using formal and standardized language without considering the specific background or knowledge of the person you're communicating with. It may lack personalization and adaptability to the listener's context.

Formal Style (Deliberative Style)

Joos states that formal style is a style that is given in formal situations and there is knowledge about the context and general one-way communication where this style of language occurs and is located (p. 35). In this style of language, there is a standard utterance that is given in a formal style such as a broad vocabulary, avoiding repetition, grammatically correct, using standard form, and using a low tempo (p. 37). Formal style is a language style used in important, official, or serious situations. Formal style is usually used in writing rather than conversation. However, it may be used in speaking to a single hearer, for example between strangers (Rosida, 2008). This use of language usually follows a commonly accepted format, such as "May", "Might", or "Can" and the "Mr" or "Sir" when addressing someone or calling someone by the last name. The language used in the formal style is impersonal and objective.

Consultative Style

This language style usually takes the form of dialogue that occurs in small groups, especially between two people who do not know each other, where one person has authority. In the consultative style, listeners participate continuously or provide feedback when the speaker provides information. The consultative style is open to giving and receiving conversation—for example, conversations between doctors and patients, and conversations during job interviews.

Chaer (2004) explained that this style is the most operational. The listener usually responds to the speaker with simple signals, "Uh", "I see", "well", and "Mr. David, I think it's good". This is usually used in group discussions, schools, or between seller and buyer.

Casual Style

A casual style is a relaxed style of language between friends, family, coworkers, and colleagues. This language style is quite open and free, so that background information about the speaker and listener is often included in the conversation. This style is also less focused on complex sentence structure or grammaticality. Casual language style often prioritizes shortening, such as using first names or nicknames instead of full names when speaking. The relaxed nature of this style is also reflected in the use of sentences that may be more grammatically free, creating a more informal and familiar atmosphere of communication between speakers.

Intimate Style

Intimate style is a very relaxed language style that occurs between participants who have a very close relationship or know each other well. Joos in his book 'Five Clocks' stated that an intimate style is one characterized by the complete absence of social inhibitions. Normally the intimate group is paired with the intimate labels: dear, darling, honey, and even mom, dad, or other nicknames might be used in this situation. This style of language often uses short, incomplete, abbreviated words and unclear articulation. Intimate style is usually used in talking about plans, sharing ideas, sharing secrets, and expressing feelings or emotions. Therefore, intimate style is the completely private language used within family and very close friends. Normally, the intimate style is used in pairs. There are two systematic features of intimate style, the first is extraction. The speaker extracts a minimum pattern from a sonic conceivable casual sentence. This is the most informal language style.

Instagram

According to Bambang (2012:10), Instagram is a smartphone application specifically for social media, which is one of the digital media that has almost the same function as Twitter. Still, the difference lies in taking photos in a form or place to share information with its users. According to Atmoko (2012:3), (Ansori, 2015) Instagram is a photography-based social networking service. Damayanti (2018: 262) claims that Instagram allows users to communicate information and take and share images in addition to other functions. Macarthy (2015) Instagram is a social media platform, that thrives on individuals' affection for visuals and a vibrant sense of humor, forming the essence of its user experience, social media application based on someone who likes visuals and has fun features to use in capturing photos, videos, and videos.

According to the official Instagram website, Instagram is a fun and unique way to share your life with friends through a series of images. Shoot a photo with your phone or tablet and then select a filter to change the image. Instagram is a collection of internet-based applications and technologies that provide the possibility for users to exchange and create various types of content. The platform allows individuals to share moments in the form of images, videos, as well as stories that reflect their creativity and personal experiences.

Instagram has a speech, namely captions. Hartini (2017) revealed that a caption is a sentence or text that complements a photo, giving more dimension to the uploaded image. In language variations, similar terms such as "status" are also used, encompassing the words or meanings that the individual wants to express through social media. Captions are not only visual descriptors but also a means of conveying thoughts, feelings, or messages that one wants to communicate to followers. An Instagram caption is a short text or sentence that accompanies a post on the Instagram platform. Benefits involve additional explanation, humor, or context to enrich the viewer's experience of the shared image or video.

A caption refers to a short piece of text placed under/ beside a picture in a social media post, magazine, book, or newspaper that describes that specific picture or explains what is happening in the picture (for example if there are people in the picture the caption may describe what those people are doing or saying). There are four main types of captions: standard, group, identification, and quote only. The standard (or expanded) captions are the mini-stories we discussed earlier. These captions typically have three sentences, although you can get by with two sentences if space is limited. A good caption uses short but clear sentences. Using captions that are too long will make the audience lazy to read and think your post is boring. Make sure to use narrative

Digital Rhetoric: Exploring Language Styles in Instagram Captions of English Majors captions that can inspire people to read the text. Captions can also be used to express emotions, convey a message, or spark interaction with followers. with the right captions, you can increase engagement and connection with your audience on Instagram.

3. RESEARCH METHODOLOGY

Descriptive qualitative research was used in this study. The qualitative descriptive method is a type of qualitative research that explores the characteristics of a phenomenon, rather than explaining the underlying causes or mechanisms. It involves the collection and data analysis in words, images, or other non-numerical forms of information. The data produced is descriptive data obtained from data in the form of writing, words, and documents that come from sources or informants that are researched and can be trusted.

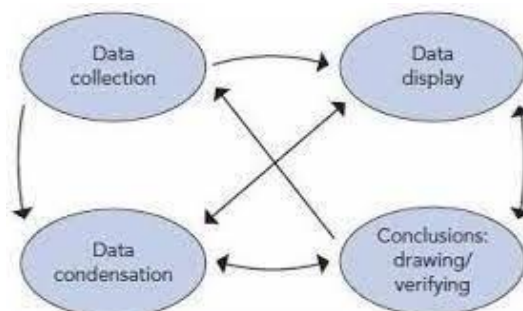
Data collection instruments are ways that researcher can use to collect data carefully and systematically. Research instruments are important for obtaining research data because a series of methods are used to collect data and assist researchers in understanding the phenomenon under study more deeply. To collect data for this research, the researcher used tools, namely the Instagram Platform, Documentation, and using Questionnaires via Google form.

The data of this research is the Captions/Status of English Education students at HKBP Nommensen University Medan. The researcher chose Instagram because this platform provides an environment where users, including students, actively share their thoughts, experiences, and daily lives. Instagram also allows researchers to explore variations in language expressions and communication trends unique to student groups, creating a deeper understanding of how they interact and convey messages online. The data source is 30 Instagram users, with a large number of followers posted from January to December 2023. After finding posts and captions from several student Instagram accounts, the researcher took screenshots of the posts.

In collecting data, the researcher took data from several accounts of HKBP Nommensen English Education students on Instagram social media.

Technique of Analyzing Data

Data analysis uses sociolinguistics-based theories. In analyzing data, the researcher must take data from the research object. The data analysis model used by researchers is the interactive model of Miles, Huberman, and Saldana (2014: 12-14). The Miles, Huberman, and Saldana (2014) data analysis model involves several key components, including data condensation, data display, and conclusion drawing/verification. This process provides a comprehensive framework for exploring and deeply understanding research data. In addition, the model considers data validity and reliability throughout the analysis process to ensure reliable and meaningful results.



4. RESEARCH FINDINGS AND DISCUSSIONS

Types of Language Styles in Instagram Captions.

Based on analyzing the data, there are four language styles used by English Language Education Students at HKBP Nommensen Medan University in their Instagram captions. They are formal style, consultative style, casual style, and intimate style. Displayed data can be seen from the below:

Data displayed below were taken found three themes which are photo beauty in nature, photo of friends' relationship, and self-love photo

Data 1 "Remember life is only as good as your mindset"

From Data 1, the account owner writes his caption in a consultative style. Consultative style is a language style that is quite formal and unplanned. This style of language usually does not plan what it wants to express.

Data 2 "You deserve your own happiness"

From Data 2 it can be seen that the account owner writer uses casual style in her Instagram caption. Casual style refers to a style used in an informal and relaxed situation. This style is usually not in good grammatical sentences. The function of language style he uses can be categorized as expressive which is meant to express his feeling about someone. The readers, who read his caption, will immediately notice that the writer is an expressive and shy person who cannot show his true feelings directly to the person he meant in the caption. Or perhaps the writer only wants to create a certain mood for her caption readers so that the readers get the same feeling as the writer tries to convey through his Instagram caption.

Next caption is: "I don't have u here with me, but at least I have our memories" This caption uses an intimate language style because it describes feelings that are very personal and close to someone. The use of the words "I don't have you here with me" expresses longing and the desire to be with someone who is very important in one's life. Using the word "you" directly indicates that this message is addressed to someone very close. and also the sentence "at least I have our memories" highlights the importance of shared memories in the relationship.

Overall, this caption combines words that express a deep sense of loss, longing and intimacy. This is a style of language that is suitable for use in situations where someone wants to express very personal and close feelings to someone they love or whom they value very much.

Data 3: "Better late than never"

From Data 3, it can be seen that the account owner writer uses a Casual language style in her Instagram caption. As can be seen from her sentence "Better late than never" This caption is casual style because its use tends to be relaxed and informal. This expression is

Digital Rhetoric: Exploring Language Styles in Instagram Captions of English Majors often used in everyday conversation and does not have a particularly formal or structured feel. Casual language styles often appear in informal situations, such as conversations between friends or in less formal environments.

Next caption is: "Die with memories, not dreams" This caption uses a formal language style because the message contains strong motivational and uplifting elements. The phrase "Die with memories, not dreams" contains a deep and serious meaning, emphasizing the importance of making memories and realizing dreams in life. A formal language style is chosen to convey this message seriously and firmly, so that readers are more likely to receive the message with full appreciation and serious consideration.

Data 4: (tetyesterlina_ginting's caption) "Life is a journey to be experienced, not a problem to be solved" Winnie the Pooh.

From Data 4, it can be seen that the account owner writer uses a Formal language style in her Instagram caption. This caption is formal style because the sentences are well structured, and use correct and clear grammar. and also The use of words such as "journey," "experienced," and "solved" indicate a level of formality and depth of meaning.

Data 5: (jelita_pakpahan16's caption) "You can't stop me lovin myself"

From Data 5, it can be seen that the account owner writer uses a casual language style in her Instagram caption. The casual language style in the caption is reflected in the use of more relaxed words and sometimes abbreviated forms, such as "lovin" which is an informal form of "loving". In addition, the separation of the word "my self" without a hyphen ("myself") gives the impression of continuity of everyday conversation and is less formal. Overall, the structure and choice of words create an informal and relaxed conversational feel.

Data 6: (anzeli_smngnsng's caption) "Love this picture because I feel."

From Data 6, it can be seen that the account owner writer uses a casual language style in his Instagram caption. The caption uses a casual language style because it reflects a relaxed, personal, and not too formal nature in expressing feelings towards the image. As we can see, the use of the word "Love" gives a personal and informal impression. Apart from that, the emphasis on personal feelings with the words "because I feel" also adds a casual feel. This expression is more spontaneous and describes a direct expression of individual feelings without emphasis on formality. In this case, the caption creates a friendly and relaxed atmosphere, which supports the categorization as a casual language style.

Thus, the caption shows the use of a casual style, in accordance with a more relaxed and less formal context of use.

Data 7: "Will be the most memorable memories I've ever had".

From Data 7, it can be seen that the account owner writer uses a casual language style in his Instagram caption. This caption includes a casual language style because it uses words and sentence structures that are more relaxed, and not too formal. Words like "most memorable memories" have a personal and expressive feel. Apart from that, the sentence structure is also freer and less rigid, creating the impression of an informal conversation. Casual language style is often used to convey personal feelings or emotional expressions in a more relaxed manner.

Data 8 "I took this photo yesterday and I love it"

From Data 8, it can be seen that the account owner writer uses a consultative language style in his Instagram caption because it uses simple words and relaxed personal expressions. The use of the word "I" indicates that this is the author's personal experience. The choice of the word "love" also reflects the expression of personal feelings in a more informal way. In this context, the speaker directly conveys his experience without using formal or too structured expressions. Casual language styles tend to be more relaxed, closer to everyday conversation, and create a more intimate feel between the writer and reader.

Data 9: "I am very grateful for all the opportunities that I have been able to live up until now. Praised the lord"

From Data 9, it can be seen that the account owner writer uses a formal language style in his Instagram caption. This caption uses a formal language style because it uses the phrase "Praised the lord," which tends to be formal and refers to religious or spiritual values. Usage Words like "grateful" and "opportunities" tend to be used in formal situations. The choice of these words gives the impression of seriousness and respect, which is generally found in formal language styles. Apart from that, the sentence structure is also quite structured and not too casual, which adds a formal feel to the caption.

Data 10 "Do your best at every opportunity that you have"

From Data 10, it can be seen that the account owner writer uses a formal language style in his Instagram caption. This caption uses a formal language style because the choice of words and sentence structure shows the characteristics of formality in communication. The use of a word like "opportunity" indicates a more formal lexical choice than everyday words. In addition, the sentences are well structured and do not contain elements of casual or intimate conversation, the captions reflect a more serious approach and are appropriate for situations that expect a certain level of formality.

Donna's next caption: "Self-love is the most important in our life. Don't forget" This caption uses a consultative language style because it conveys advice or a message to readers, reminding them about the importance of self-love in life. Consultative language style tends to provide suggestions or advice to readers, and in this case, the caption provides a message that is supportive and motivating. Thus, the caption uses a consultative language style because it contains messages that are inviting and providing advice to the reader, not just conveying information directly.

Data 10: "Friendship does not need to understand each other. because friends will accept each other things that can not be understood"

From Data 10, it can be seen that the account owner writer uses a casual style in his Instagram caption. Casual style refers to the style used in informal and relaxed situations. This style of language is usually not found in sentences with good grammar. As can be seen from her sentence "Friendship does not need to understand each other because friends will accept each other things that cannot be understood" This caption is a casual language style because it uses more relaxed words such as "no need" and structure sentences that are not too formal. The use of informal words gives the impression of familiarity and not stiffness, creating a more relaxed and intimate conversational atmosphere.

5. DISCUSSION

The researcher found many posts with Instagram captions. Posts and captions do not always match the type of language style. However, researcher have tried to select and classify data based on types of language styles. In conducting this research, researchers studied the topic and analyzed types of language styles based on Martin Joos' theory (2010). The researcher used his personal Instagram account to search for data and looked for Instagram posts and captions from thirty accounts of English Language Education Students of HKBP Nommensen University in Medan with different backgrounds with the most Instagram followers. The researcher finally found four types of language styles used by English Language Education Students of HKBP Nommensen University in writing their Instagram captions. The types are formal style, consultative style, casual style, and intimate style. The language styles most often used by students are casual style, formal style, and consultative style.

To find out why the reason of English Education Department Students of HKBP Nommensen University Medan use those language styles in writing captions on Instagram, the researcher uses a Questionnaire. From the results of the questionnaire, there are five main reasons why students at the English Language Education Department at HKBP Nommensen University use language styles in their Instagram captions. First, language style is used as a form of individual expression of feelings. It was found that most respondents emphasized that their captions reflected personal feelings, life experiences, or the positive message they wanted to convey. This shows that students use Instagram as a platform to express themselves uniquely. Second, the language style is chosen based on the purpose of communication. There are variations in the focus of using captions, such as celebrating relationships, encouraging self-love and self-confidence, and conveying

good wishes. This shows that the choice of language style can be adapted to specific communicative goals. Third, social media trends influence the choice of language style. Some respondents may be influenced by the prevailing trends on social media platforms, making their language style match what is popular and attract the attention of the audience. Fourth, educational background plays a role in the use of language styles. As students of the Department of English Education, they most likely apply the language skills they learn in writing captions, to communicate effectively and attract the audience's attention. Fifth, personal preference is also a determining factor in choosing a language style. Each respondent has their unique preferences, and this is reflected in the language style they use to enhance the quality and attractiveness of their Instagram captions. Thus, it can be concluded that students of the Department of English Education of HKBP Nommensen University Medan use language styles in their Instagram captions due to individual expressions, various communication purposes, the influence of social media trends, educational background, and personal preferences.

This research supports previous related research. There are comparisons and similarities between this research and previous studies. Previous research came from Rahmadini Annisa (2022) she conducted research to find out (1) the type of language style used by UINSU English students in writing captions on Instagram and (2) the reasons for using language styles in writing captions on Instagram. Researchers used qualitative descriptive methods which were also used in this research. Previous research used Martin Joos' theory to analyze research data. Previous research findings show that (1) there are three types of language styles used by UINSU English students in writing their Instagram captions. The types are formal style, consultative style, and casual style. The most dominant style used is the consultative style, and; (2) there are five reasons for using language styles in their Instagram captions. These are expressing feelings or

Devi Melisa Saragi

emotions (happiness), expressing something aesthetically (poetic), doing something or telling someone to do something (directive), expressing solidarity or empathy towards others (phatic), and providing information. (referential). The most dominant reason is to express feelings or emotions (expressive). What previous research has in common with this research is that they both analyze the types of language styles used by students and the reasons for using language styles in writing captions on Instagram.

Meanwhile, the difference is in the findings. Where previous research found 3 types of language styles used, namely formal style, consultative style, and casual style. The most dominant style used is the consultative style, while this research found 4 types of language styles used by students, namely formal language style, consultative style, casual style, and intimate style. The styles most often used in this research are casual, formal, and consultative. Furthermore, the second finding in previous research was that there were five reasons for using language styles in their Instagram captions. These are expressing feelings or emotions, expressing something aesthetically (poetic), doing something or telling someone to do something (directive), expressing solidarity or empathy towards others (phatic), and providing information. (referential). The most dominant reason is to express feelings or emotions (expressive). Meanwhile, this research also found 5 reasons for using language styles in Instagram captions, namely to express feelings or emotions, for communication purposes, to the influence of social media trends, to educational background, and the last to personal preferences. So, from the findings of previous research and this research, it can be concluded that the type of language style that is most often used is casual language style and the reason why students use language style in their Instagram captions is to express feelings or emotions (expressive).

6. CONCLUSIONS

There are important points from this research. This research was conducted to determine the language style used by English language education students in writing Instagram captions. The conclusions in this research were formulated based on research questions. In line with the findings and discussion of this research, the conclusion can be stated as follows: There were four types of language styles used by the English Education Department students of HKBP Nommensen in writing their Instagram captions. The types were formal style, consultative style, casual style, and intimate style. The language styles most often used by students are casual style, formal style, and consultative style.

After conducting the research, the researcher still feels that this research is still far from perfect. Many errors or mistakes were accidentally made when researching data (Instagram caption). There are several suggestions that the researcher would like to convey, maybe it will help other researchers to conduct research in the same field.

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