

AN ANALYSIS OF ENGLISH LANGUAGE STYLE ON THE CAPTION @ASTONNAGOYA INSTAGRAM ACCOUNT

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ABSTRACT

This study examines the formulation of the problem regarding the types of language styles and to what extent the language style in the posts can attract readers. This research describes what types of language styles are found in Instagram caption posts and finds out to what extent the language style in these posts can attract readers' interest, which was carried out on the Instagram account Aston Nagoya. This study uses a qualitative descriptive method, which is done by collecting observations and documentation. This research data shows that the casual language style is most often found in Instagram account posts. The casual language style uses everyday conversation, allegro, a relaxed atmosphere, and imperative sentences. The post can attract readers' interest which can be seen from the number of likes that is higher than the language style in other posts.

Keyword: Language Style, Instagram caption, ASTON Nagoya