CHAPTER I

INTRODUCTION

1.1 Background of the Study

In everyday life, people use language as a tool to convey views, ideas, and opinions, using language that is easy to understand. Behind the use of language, there is a style of language that is used depending on the situation or goal to be achieved. According to Saputri, Barus, et al (2022), when expressing or communicating directly or writing, people use a language style that shows their communication characteristics. Not only can language style be used in everyday life, but on social media can also use language style.

The language style on social media currently has its characteristics. On social media, the language style used tends to be concise, compact, and informal. The characteristic is related to the limited number of characters or time available on social media platforms such as Twitter and Instagram story. Social media users can convey quickly by used of abbreviations, phrases, and emoticons.

Social media users use humor, jokes, slang, and unique expressions to attract attention and build a digital identity, both of which can be influenced by the user's social media accounts. The language style used is a differentiating factor for users and contributes to the formulation of community or social networks.

Social media has become a very powerful instrument in the digital era which is increasingly complex and continues to develop, and is often used in marketing tactics and promotion of products and services. Social media is gaining significant appeal in the marketing industry. Social media offers a way to reach a wider audience and facilitate direct connection through the display of visual content. Social media offers this potential for marketing and promotion, allowing companies to follow and adapt to developments in social media trends and technological advances.

One of the most frequently used social media is Instagram. Instagram has become a very popular and widely used platform. Nowadays, especially known for its function of sharing photos and videos. As shown by data provided by Napoleon Cat, statistics from March 2003 confirm the extraordinary prevalence of Instagram use in Indonesia. The data reveals a significant user base of 105.68 million people who actively interact with Instagram. It should be noted that this figure represents 37.8% of the total population of Indonesia. This substantial user acceptance underlines the appeal and broad impact Instagram has in the country, making it a dominant social media platform for sharing and interacting through visual content.

According to Goodwin (2015), Instagram in recent years has become the most successful platform for sharing photos. Starting as a small platform for a few thousand people sharing interesting content about their lives has grown to a platform with over 300 million users.

Captions on social media play an important role in mutual interaction because not only context and explanation are provided but also serve as effective tools to attract user's attention and increase engagement with the uploaded content. Furthermore, the story behind the uploaded content is conveyed to the audience through captions.

ASTON Nagoya City Hotel Batam is one of the hotels strategically located in the main commercial area of Batam City with easy access from Hang Nadim International Airport, Batam Center, and Harbor Bay International Ferry Terminal. This hotel utilizes Instagram as one of its main marketing media to promote hotel services and facilities, in addition to posting activities carried out by the hotel. Using English in Instagram captions is a form of the hotel's efforts to reach a wider audience including international tourists. The use of English not only shows the professionalism of the hotel but also expands the reach of marketing to the global market.

This study discusses the language style on the caption @astonnagoya Instagram account that is relevant to provide insight into the most effective language style used to attract readers through captions on posts. Understanding the language style of this hotel in communicating messages through posted captions,

can attract the reader's attention. In addition, the results of the study can provide contributions to digital marketing practitioners, especially the hotel industry, regarding the use of language style in captions on social media can increase hotel marketing. Therefore, a study was conducted with the title "An Analysis of English Language Style on the Caption @Astonnagoya Instagram Account."

1.2 Formulation of the Problem

Identification of this problem directs research to formulate the problem as a research question as follows:

1. What types of language styles existed on the Instagram caption @astonnagoya?
2. To what extent those language styles in the post can attract the readers?

1.3 Scope and Limitation of the Study

This study analyzes the English language style in the captions of the Instagram account @astonnagoya, from January to December 2023. The focus of study to analyze the language style based on its characteristics to determine the most appropriate language style for the captions on this Instagram account. The scope of the study is limited to the analysis of captions written in English on this account. In 2023 this hotel used more English captions, while in 2022 most of the posts were in Indonesian and only a few English captions. This is because this account was only founded in July 2022.

1.4 Purpose of the Study

1. To describe what types of language styles are found in the Instagram captions @astonnagoya account.

2. To find out to what extent those language style can attract the readers on the Instagram caption at account @astonnagoya.

1.5 Significance of the Study

The benefits of this study are:

1. For Students

The author hopes this research can be useful and provide insight for those who read it. It can be a reference for those who need information about language style in the captions, especially for students of English for Business and Professional Communication Study Program at State Polytechnic of Bengkalis.

2. For Readers

This research can help readers in general by providing input for increasing understanding of the use of language styles in the caption on Instagram that can attract readers' interest.

3. For Marketing practitioners

The results of this study can provide useful insights in the field of marketing practitioners, especially those in the hospitality industry. In understanding and designing communication through language style in captions that are more effective on social media. Understanding interesting and effective language styles can help increase engagement and interaction with the audience.