

# **AN ANALYSIS OF NEWS VALUES OF CAPTIONS USED IN 'FOLKATIVE' INSTAGRAM ACCOUNT**

Name : Marissa Adha  
Reg. Number : 5504201004  
Advisor : Fanalisa Elfa, M.Pd

## **ABSTRACT**

This research examines the problem formulation on the news value elements contained in caption writing and determines the effectiveness of generic structure in caption writing use Folkative Instagram account. The aims for this research are to identify and describe the elements of news value in Folkative Instagram caption and to find out the completeness of the generic structure in caption writing carried out on Folkative Instagram account. Generic structure is that a caption, usually known as a cutline, is text that appears below an image. This research used descriptive qualitative, conducted by using observing and documenting as data collection technique. Data analysis is carried out by collecting all data samples, then the data is selected according to news value criteria and analyzed according to the elements of news value and generic structure elements. This research results show that The Folkative Instagram account was implemented news value elements well in writing captions on several posts on the Folkative Instagram account. The generic writing structure in the caption of this Folkative Instagram account only applies element The Lead. The other two elements such as The Title and Section Heading were not found in all the sample data obtained.

*Keyword: News, Value, Folkative, Caption, Instagram*