

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Social media is a place where individuals, groups or organizations can communicate, share ideas, information and experiences in various forms such as text, images, video and audio. Social media enables people to build social networks, establish relationships, and participate in communities based on shared interests. Today social media does not only function that way. It can also become a place for selling and marketing many products. Social media have become a powerful tool in supporting sales and marketing activities. One of social media platform that is often used to promote products is Instagram.

Known for its focus on images and visuals, Instagram is a popular place for fashion brands to share product, fashion, and lifestyle related photos. Like stories and shopping features on Instagram also help businesses to better interact with their audience. The Instagram application is in great demand and is used by consumers in carrying out marketing strategies such as promoting sales, launching products, and others. In order to attract the attention of consumers, many business people are competing to make their business Instagram more attractive. One of the brands that utilizes the Instagram application as a medium to promote products is Button Scarves.

Button Scarves is one of the local Muslim brands in Indonesia, which is developing in the realm of fashion and lifestyle, especially for women. The brand was founded by Linda Anggrea in early 2016. Linda has her own story why she chose Button Scarves to be her business name. She chose a name that was easy to pronounce and easy to remember internationally because her goal was to go international. With her persistence in pursuing business, the brand continues to grow rapidly overseas such as Singapore, Malaysia, and Brunei Darussalam. The

reason research conducted research on Button Scarves is because posts on Instagram account have an attractive visual aesthetic, active interaction with consumers, and relevant content. Research obtained this information through Instagram content, monitoring followers and interaction activities such as comments, and likes on Button Scarves account posts. These factors can help the Button Scarves brand stand out and attract the attention of more users on the platform. Keeping up with the increasingly sophisticated times, how to promote sales has also changed thus, technological developments have changed the way people shop. While physical stores once dominated, online shopping has become more common now, with many fashion brands having a stronger presence. Many business people take advantage of social media as a way to interact closer with their consumers. In promoting products on social media, the important thing are writing captions, and using good language that is able to make consumers believe in the sales products being marketed. To make captions more effective, things that must be considered are the use of good language. One of the persuasive language styles used in making captions is figurative language.

The use of figurative language in marketing can help to create appeal and influence consumer emotions. Figurative language has become part of the needs in marketing media to attract the attention of potential consumers. The use of language style can be a powerful weapon in an effort to prevent readers from boredom, monotonous in seeing caption posts on media that are used as marketing places. The use of the style of language used in each post caption must attract public consumption. The wording of each caption must be designed in such a way that every consumer who sees the post feels captivated and influenced by the products offered. In the post caption Button Scarves on Instagram, various styles of language is used. Various styles of language shows how influential the style of language is on the caption in attracting the attention of the reader. Captions are very capable of hypnotizing potential customers to be influenced by playing with magic words packaged through their language style.

In this research, the use of language styles were analyzed in posting captions on the Instagram Button Scarves account. The reason of the use of language styles

on the Button Scarves Instagram account because Button Scarves has several potential benefits. This can help research was chosen understand the latest trends in design, materials, and styles that are relevant to scarves. In addition, using figurative language in captions on posts on the Button Scarves Instagram account can help research understand how the brand builds an emotional connection with its potential customers. By using figurative language in captions, researchers can explore how brands build corporate images, create attractiveness, and express brand values more creatively.

1.2 Formulation of the Problem

Based on the above background, this research is formulated:

1. What is the writing structure caption of the text used in button scarves Instagram account captions?
2. What kinds of figurative language used in Button Scarves Instagram caption?

1.3 Scope and Limitation of the Study

The scope of this study is the marketing communication used by Button Scarves in social media in which, the focuses analyzing the caption used in Instagram.

The existing problems were limited in which only 50 captions were analyzed in 2023. is conducting this research with smaller sample, can increase better focus on certain aspects of the captions studied, such as language styles or certain trends, which can provide in-depth insights into the topic of this thesis discussion. With a limited number, researchers can conduct more efficient analysis. Choosing a sample that covers a certain period of time with current trends, researchers get a relevant and up-to-date understanding of developments in the use of captions on the Button Scarves account.

1.4 Purpose of the Study

Based on the formulation of the problem, this study has several purposes which is describe as follow:

1. To identify captions the template of Button Scarves Instagram account.
2. To describe the type of figurative language used in the Instagram Button Scarves caption.

1.5 Significance of the Study

This research has several significances, which are described as follows:

1. Students

The results of this study can be used by students, who look for resources as learning material which focused on the use of figurative language in Instagram caption.

2. Further Researcher

The results of this study can be used as a reference in other research, useful to be used as a reference in other research related to figurative language, marketing communication, marketing strategy.

3. Similar Social Media

This research has significance in understanding the impact and role of like-minded social media accounts on online sales interactions. By analyzing the accounts studied, researchers can identify patterns of behavior, trends, and communication dynamics that can help increase understanding of interactions on social media platforms. The results of this study are expected to provide insight for individuals, organizations and researchers in optimizing the use of social media for more effective communication and interaction purposes.