

CHAPTER I

INTRODUCTION

1.1. Background of Study

Instagram offers a wide array of benefits to its users. It fosters social connections, enabling people to stay in touch with friends and family, engage through likes and comments, and exchange direct messages. With its emphasis on visual content, Instagram allows users to convey stories, express creativity, and build personal brands. Furthermore, it serves as a potent marketing tool for businesses, facilitating broad audience reach, brand recognition, and customer engagement.

Instagram also promotes networking opportunities, inspires discovery, and encourages community participation. Additionally, it serves as a platform for personal growth, learning, entertainment, and leisure. However, it's crucial to use Instagram responsibly while being mindful of privacy and mental well-being.

With Instagram's wide array of features such as business profiles, Instagram Stories, IGTV, Instagram Shopping, paid ads, and captions, businesses can design innovative marketing strategies to build brand presence and increase customer interaction, and sales potential. The platform not only provides extensive visibility, but also provides analytics tools through business profiles. Captions, as a key element in digital marketing on Instagram, not only serve as descriptions but also play a vital role in conveying brand stories, driving user actions, and increasing online interactions.

The language style on social media at present is characterized by a unique characteristic. In social media, the language style used tends to be concise, compact, and informal. This characteristic is related to the limited number of characters or time available on social media platforms such as twitter an Instagram story. Messages are quickly conveyed by social media users through the utilization of abbreviations, phrases, and emoticons.

Humor, jokes, slang, and unique expressions are employed by social media users to capture attentions and construct a digital identity, both of which can be influenced by the user's social media accounts. The language style utilized becomes a differentiating factor for users and contributes to the formulation of communities or social networks.

Captions on Instagram provide numerous advantages for users. They add context to posts, engage the audience, and showcase personality and branding. Captions enable storytelling, include calls to action, and enhance discoverability through relevant hashtags. They can also be used to share educational content, inspire and motivate followers, and promote Instagram Stories. Captions foster a sense of gratitude and community. When crafting captions, it is essential to keep them concise, engaging, and aligned with your brand's values.

Captions on Instagram are a valuable asset for enhancing your marketing strategy. They enable you to convey brand messaging, provide detailed product descriptions, and include clear calls to action. Captions are ideal for announcing promotions, encouraging user-generated content, and evoking emotions through storytelling. By using relevant hashtags, captions increase discoverability and engagement. They also play a crucial role in influencer partnerships, engaging story formats, and tracking campaign performance through analytics. When crafting captions, it's essential to make them compelling, concise, and aligned with your marketing objectives. Experimentation and optimization are key to finding what resonates best with your target audience.

The APRIL Group, one of the world's largest producers of pulp and paper products, effectively uses various platforms to engage its audience, including Instagram. Instagram captions play a pivotal role in providing context, conveying a strong message, increasing engagement, and supporting branding and search engine optimization efforts. Effective captions can reinforce messages, capture attention, and build a consistent brand image while boosting content visibility.

The content strategy of the APRIL Group is a critical component of their marketing efforts, considering the company's status as the 9th largest pulp producer globally. Therefore, I'm interested in researching how the APRIL Group conveys

information through Instagram's Discover April feature, with a particular focus on the captions accompanying their content. Instagram, boasting over one billion monthly active users, presents a significant opportunity for reaching and captivating potential audiences.

In the realm of Instagram marketing, captions are a fundamental element. Engaging and persuasive captions can help strengthen brand messages, foster connections with audiences, and drive user engagement. However, to achieve optimal results, a thorough analysis of captions used in marketing strategies is necessary.

By identifying successful captions and analyzing user engagement data, we can uncover best practices and recommendations to enhance the effectiveness of marketing strategies on Instagram's Discover feature. Consequently, this study aims to analyze captions utilized in marketing strategies on Instagram Discover in April, with the goal of providing valuable insights and recommendations for businesses looking to optimize their marketing efforts on this platform.

1.2. Formulation of the Problem

Based on the background explained above, the research problems can be formulated as follows:

1. What type of caption is used by “Discover April” as a marketing strategy to attract consumers?
2. How The Language style used in “Discover April” Instagram?

1.3. Scope and Limitation of the Study

The limitation of this research is to analyze template of captions and the language style used which in “Discover April” Instagram. This research ranges from October 2023 to December 2023.

1.4. Purpose of the Study

To find out caption used by “Discover April” Instagram account, analysis and explain the language style used in “Discover April” Instagram account.

1.5. Significance of the Study

1. Theoretically.

This research is expected to provide an understanding of the caption and language style used on a social media account, especially on an Instagram account "Discover April".

2. Academically.

Academically, this research is expected to add data, references, and information media. Caption and language style analysis on the "Discover April" Instagram account can provide insight to students of this study program on how to choose a caption and language style that can be applied in a post to attract followers. This research can help students understand the use of captions and language styles in the application in a social account post.

3. Practically.

The results of this study are expected to contribute to the advancement of knowledge for those interested in conducting a more in-depth study of the types of captions and language styles used by the "Discover April" Instagram account. Therefore, this research is expected to provide valuable information for the development of further research in this field.