

CHAPTER 1

INTRODUCTION

1. Title

An Analysis of Language Style on Oriflame Instagram Captions and Comment Columns.

1.1 Background of the Study

Social media is an important component of digital communication as it transcends the time and place constraints of the modern era. For example, Instagram, with a user base exceeding 1.6 million globally, connects individuals from different cultural backgrounds around the world. The platform offers many features that involve the user experience, promoting extensive engagement. Instagram is renowned for its visually appealing images and videos, characterized by a great aesthetic attraction relative to other social media platforms, which attracts individuals to take advantage of its potential for marketing activities, both in service delivery or product marketing. One of them is Oriflame, which has been using Instagram effectively to achieve its business goals.

Oriflame is a multinational company specializing in the direct marketing of beauty and personal care products founded in 1967 in Sweden. The company can be found offering a large variety of products, including skincare, cosmetics, fragrances, and health and wellness products. In addition to marketing through its network of independent advisors, Oriflame actively engages with consumers on social media platforms, especially Instagram.

Oriflame's Instagram account has over 1 million followers, which indicates a significant level of engagement. This underscores Oriflame's expertise in implementing

effective social media communication strategies. The study reveals Oriflame's use of various communication tactics on Instagram to attract followers and increase sales figures. Oriflame posts interesting and engaging content consistently, including beauty inspirations, makeup rallies, and updates on new offers. This content is very content with elements that are visually appealing and informational content that is easy to understand.

In addition, Oriflame actively interacts with its audience through getting involved in comment columns sections and in live messages, providing answers to questions, managing feedback, and organizing contests and giveaways. Such engagement make a significant role in developing strong relationships with followers and increasing brand loyalty. Therefore, the use of language style significantly impacts the aesthetic, emotional, and expressive aspects of communication. A unique and distinctive language style in a particular space significantly affects the efficient delivery of messages or information, mostly through captions and comment columns sections.

Therefore, the use of language style in captions and comment columns on platforms like Instagram is essential to convey important information about the object or image. Captions serve as complementary elements that help followers understand the content being shared. Creating impactful captions and comments requires careful selection of words and sentence structure.

The comment columns section on Oriflame's Instagram functions as a platform for various feedback, opinions and engagement between users and followers, along with captions. It holds an important role in keeping Oriflame's followers and community engaged, reflecting their reactions and interpretation of the content and brand messages. The language used by followers in their comment columns significantly shapes the feedback Oriflame receives.

This research focuses on examining the language styles found in captions and comment columns on Oriflame Instagram posts. The focus also includes audience engagement, with an emphasis on analyzing the number of likes, comments, shares, mentions, and replies. The purpose of this study is to identify the language styles used

in captions and comment columns on Oriflame's Instagram, as well as analyze audience engagement in the captions and comment columns section. The findings from this study help to improve the understanding of Oriflame's communication effectiveness on the Instagram platform.

1.2 Formulation of the Problems

This study focuses on understanding Oriflame's language style on Instagram, with particular emphasis on the following issues:

1. What are language styles used by Oriflame on Instagram captions and comment columns?
2. How is audience engagement on Oriflame's Instagram captions and comment columns?

By formulating these questions, the research can be more focused on gathering relevant information and providing answers that support the understanding of the language style used in Oriflame's Instagram captions and comment columns.

1.3 Limitation of the Problem

The scope of this research is limited to Oriflame's Instagram posts from January to June 2024, focusing only on analyzing captions and comment columns. This study focuses specifically on captions from posts that received more than 1,000 likes and comment columns that had at least two replies in English. Therefore, this study aims to provide valuable knowledge about the effectiveness of the language styles used in Oriflame's Instagram captions and comment columns.

1.4 Objectives of the Study

Considering the research questions above, the objectives of the study can be identified as follows:

1. To identify the language styles on Oriflame's Instagram captions and comment columns.

2. To analyze audience engagement on Oriflame's Instagram captions and comment columns sections.

1.5 Significance of Study

The significance of this study extends across multiple domains, providing valuable insights and benefits to various stakeholders.

a) For the Author

The author gained better analytical skills and a deeper understanding of social media communication tactics. The author can improve interpretation and research skills by conducting a more detailed analysis of Oriflame's language style. This research can also contribute to the author's career development in the field of communication and marketing.

b) For Sales Companies

The company gains a better understanding of the effective language style used by customers on Instagram. This understanding can help them on a more targeted and effective communication approach, increase consumer engagement, and improve their brand image. The result is that companies can increase their competitive advantage in the cosmetics market.

c) For Readers or Public

Readers gain a better understanding of communication strategies in the digital age. This research can help readers to better understand how companies like Oriflame use language to communicate with customers. In doing so, they can get a better appreciate of the value of communication strategies and how these methods affect customers. This understanding can improve the general public's knowledge of social media trends and contemporary business communication strategies.

d) For Students

Students can get a better understanding of the various language styles used in social media communication. This research can help students to improve their analytical skills in identifying elements of language styles and increase user engagement on social media platforms, which is useful for those interested in the digital marketing and communication space.

e) For Academics

Academics can get a better view of the role of stylistic elements in building a company's communication strategy. The research results can be used as a reference for further studies on the influence of language style on user engagement.