

THE ANALYSIS OF LANGUAGE STYLES IN SEA TODAY NEWS

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ABSTRACT

This study aims to analyze elements and classification of language style in posts that can attract readers' interest. This research describes the elements and classification of language style found in Facebook caption posts and finds out to what extent the language style in the posts can attract readers, which was conducted on the @SeaTodayNews Facebook account. This research refers to the theory of Seyler and Joos, focusing on seven main elements of language style, namely: diction, syntax, figurative language style, tone, voice, rhetorical devices, and level of formality, as well as the three classification of language styles: formal, consultative, and casual. This research uses a qualitative descriptive method, by analyzing 20 samples of captions conducted by collecting observation and documentation. The results of the analysis show that all seven elements of language style are found in the data. In terms of classifications of language style, the data shows that formal language style is most often found in Facebook account posts. Formal language style is preferred because it is in line with the main function of @SeaTodayNews as an official, factual, neutral, and professional information provider. The posts can attract readers' interest, which can be seen from a higher number of “likes” compared to posts using other language styles.

Keywords: *Facebook caption, SEA Today News, Elements of language style, Classification of language style*