

ENGAGEMENT THROUGH WORDS: AN ANALYSIS OF SHOPEE INDONESIA'S CAPTION STRATEGY ON X (TWITTER)

Student name : Jumiyati
Student ID Number :5504221060
Advisor : Dr. Halim Dwi Putra, S.Pd., M.AB
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

This study examines the caption strategies and language techniques used by Shopee Indonesia on the X (Twitter) platform in building communication and increasing audience engagement. The research employs a descriptive qualitative design supported by engagement metrics as complementary data. The data consist of 15 captions collected from the official account @ShopeeID during the period of February to March 2026. The analysis is based on four characteristics of caption strategy: informational clarity, persuasive orientation, emotional and entertainment appeal, and contextual and audience relevance. In addition, this study identifies various language techniques used in the captions, such as call-to-action, slang, code-mixing, emojis, capitalization, humor, promotional diction, and storytelling. Engagement metrics, including likes, replies, and reposts, are used to provide context for audience responses. The findings indicate that Shopee Indonesia frequently combines multiple caption strategies within a single post, with a dominant emphasis on persuasive and emotional appeal. The use of engaging language techniques and culturally relevant expressions significantly contributes to attracting audience attention, strengthening emotional connection, and encouraging interaction on social media platforms.

Keywords: *caption strategy, language techniques, engagement, Shopee Indonesia, social media, Tweeter*