

CHAPTER I

INTRODUCTION

1.1 Title of the Study

”An Analysis of Motivational Language Styles Used by Sherly Annavita on Instagram Reels”

1.2 Background of the study

Language plays an essential role in human life as a system of symbols used to communicate ideas, thoughts, feelings, and information. It is used in every aspect of human interaction. Without language, people would not be able to build social relationships or exchange knowledge. According to Izzanti et al. (2025), language is an arbitrary sound symbol system used by members of a social group to cooperate, communicate, and identify themselves. Therefore, language functions as a fundamental medium for human communication.

In communication, not only what is said is important, but also how it is expressed. The way people choose words and arrange sentences influences how messages are received and interpreted by the audience. This aspect is known as language style. Keraf (2009) explains that language style is a special way of expressing thoughts through language that reflects the personality of the speaker or writer and creates an aesthetic effect in communication. Thus, language style plays an important role in delivering messages effectively and attractively.

In the era of globalization, technological development has significantly influenced the way people carry out their daily activities, particularly in the field of communication. The rapid growth of digital technology has encouraged people to rely more on online platforms to interact, share information, and express themselves. One of the most widely used digital platforms today is social media, which provides various features that support communication and content sharing in everyday life. Among the many social media platforms available, Instagram has become one of the most popular

applications used by people from different backgrounds, such as students, teachers, the general public, celebrities, influencers, and motivational speakers. Through visual and audiovisual content, users are able to share ideas, creativity, information, and personal experiences in an interactive way. This development shows that social media has become an important medium for communication and self-expression in modern society.

In Indonesia, many motivators take advantage of Instagram as a platform for creating content that eventually becomes well known and widely enjoyed by users of other Instagram accounts. In the context of motivation, language style plays a crucial role in delivering inspiring messages in an effective and engaging way. This is especially relevant on social media platforms such as Instagram, where influencers and educators often use personal, direct, and positive language to connect with their followers. Therefore, the strategic use of motivational language style is essential for content creators.

One of the motivational figures who is active on Instagram is Sherly Annavita Rahmi. Commonly known as Sherly Annavita, she is an Indonesian motivator and influencer. By utilizing various language styles to deliver structured yet flexible motivational messages, her Instagram account successfully increases audience engagement. According to Socialblade (2026), her account (@sherlyannavita) has an engagement rate of 0.86% and holds a B+ rating. Her content includes motivation, personal development, leadership, and social issues, often delivered through written reflections, videos, and inspirational quotes. This has attracted public attention and made her presence a subject of academic discussion in the fields of communication and digital media.

Several studies have explored the use of language styles in motivational content on social media, highlighting the impact of personal, positive, and persuasive communication in engaging audiences. Djafarova and Rushworth (2017) found that informal and relatable language helps build trust between influencers and their followers, which enhances the effectiveness of motivational messages. In addition, they

emphasized that the strategic combination of emotional language with visual elements on platforms such as Instagram creates a deeper connection with the audience, thereby increasing engagement and influence.

A number of studies have been conducted on language styles used on social media in Indonesia, particularly focusing on public figures. Ghaisani and Inayah (2023), *“Narasi Ibu Kota Negara Di Kalimantan Timur Pada Akun Instagram Sherly Annavita*. In Addition, lubis et al.(2024)” *Perilaku Mahasiswa Yang Suka Menonton Video Motivasi Sherly Annavita Rahmi*. Meanwhile, Radeka and Zakiyah (2025) Studied Language Use In Sherly Annavita Rahmi’s Public Speaking Techniques. However, until now, there has been no research that specifically examines the motivational language style used by Sherly Annavita on Instagram. In fact, Sherly Annavita is a young public figure who actively conveys ideas and motivation through digital content characterized by visionary, nationalist, and religious rhetoric. Therefore, this study is conducted to fill this research gap and contribute to the study of motivational language style on social media, especially in the context of Instagram.

1.3 Formulation of the Problem

Based on the problems that have been explained, the problem formulation in this research is:

1. What types of Motivational language styles are used in Sherly Annavita on Instagram Reels?
2. How does the motivational language styles influence audience engagement on Instagram reels?

1.4 Scope and Limitation of the Study

Scope:

This study focuses on the analysis of the motivational language styles used by Sherly Annavita on Instagram social media. The scope of the study includes how the language style is used by Sherly Annavita through her Instagram video posts.

Limitations:

1. This study is strictly limited to video content (Reels) uploaded to Sherly Annavita's official Instagram account. It does not analyze other content formats (such as Feed photos or Stories) or her presence on other social media platforms like TikTok or YouTube.
2. These videos were selected using purposive sampling based on their clear representation of motivational language and their relevance to the research topic, rather than their engagement metrics, in order to avoid bias in analyzing the relationship between language style and audience engagement in the second research question.
3. This research focuses solely on the element Motivational language styles and their immediate engagement metrics (likes, comments, shares, and reposts). It does not investigate the long-term psychological effects, behavioral changes, or the deep personal motivations of the followers.
4. Once the data is verified as valid motivational content, the stylistic linguistic analysis is conducted exclusively using the Language Style framework of Keraf (2009), focusing on word choice, tone, sentence structure, and directness/indirectness of meaning.

1.5 Purpose of the Study

The purposes of this study are:

1. To identify and describe the Motivational language styles used by Sherly Annavita on Instagram Reels.
2. To analyze the influence in Motivation language style on audience engagement on Instagram.

1.6 Significance of the Study

1.6.1 Theoretical Significance

This study is expected to contribute to linguistics, especially in the fields of stylistics and rhetorical communication. This study enriches the theoretical understanding of how language style functions in the context of digital motivation.

1.6.2 Practical Significance

These findings can be valuable insights for influencers, digital marketers, and content creators on how to apply effective language style to improve motivational communication and engagement on social media platforms.