AN ANALYSIS OF LANGUAGE STYLES ON ORIFLAME INSTAGRAM CAPTIONS AND COMMENT COLUMNS

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ABSTRACT

Social media has become an important tool in corporate communication strategies to build image and interact with audiences. This study aims to analyze the language style used in captions and comments on Oriflame's Instagram account, and to assess the level of audience engagement with the content. This study used a qualitative method with a content analysis approach, analyzing 133 captions and 114 comments published between January and June 2024. The five types of language styles studied include assertive, comparative, repetition, sarcastic, and contradictory based on Wicaksono's theory (2017). Meanwhile, audience engagement indicators were analyzed based on the theories of Atmoko (2012) and Putri & Widodo (2024), including likes, comments, shares, mentions, and replies. The results showed that assertive language style was the most dominant style in captions and comments, followed by comparative and repetition. Sarcastic style appears limited, while contradictory is very rarely used. In terms of engagement, likes and shares were the highest forms of interaction in captions, while replies were the most common form of interaction in comments. The findings show that using appropriate and responsive language styles can build strong communication and increase audience loyalty on social media.

Keywords: Language Style, Caption, Comment Column, Oriflame Instagram, Digital Communication, Audience Engagement