

**LANGUAGE STYLES USED BY WOMEN ACCOUNTS ON
INSTAGRAM CAPTIONS**

THESIS

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**ENGLISH LETTERS DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
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2018**

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INSTAGRAM CAPTIONS**

THESIS

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in Partial Fulfillment of the Requirements
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MALANG
2018**

APPROVAL SHEET

This is to certify that Muhammad Sood's thesis entitled *Language Styles Used by Women Accounts on Instagram Captions* has been approved by the thesis advisor for further approval by the Board of Examiners.

Malang, October 03, 2018

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STATEMENT OF AUTHENTICITY

Hereby, declare that the thesis I wrote to accomplish the requirement for the degree of Sarjana Sastra (S.S) in English Letters Department, Humanities Faculty, Universitas Islam Negeri Maulana Malik Ibrahim Malang entitled *Language Styles Used by Women Accounts on Instagram Captions* is truly my original work. It does not incorporate any materials previously written or published by other persons, except those indicated in quotations and bibliography. Due to that fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, October 03, 2018

Muhammad Sood
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MOTTO

Do not look for happiness

Make it and

Share it



DEDICATION

I proudly dedicate this thesis to my guardian angel, my father H. Nurhawi and my mother Hj. Mahmude, also my beloved sister and brother, Fadilah and Abdul Mukti as my two little heroes. To all members of my family who have stayed next to me in every single step of mine. I do really thank for all your love, support and pray.



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All praise to Allah S.W.T. who has given His guidance and blessing for all creatures in the universe, including me, so I can finish this thesis entitled *“Language Styles Used by Women Accounts on Instagram Captions”*. Shalawat and Salam are always praised to our beloved Prophet Rasulullah Muhammad p.b.u.h, the messenger as well as the one who brings good news to human life.

I am able to accomplish this thesis successfully due to some talented as well as inspired people who always give me advice, guidance, and critique in order to improve this thesis. In this occasion, I extend my sincere thanks and appreciation for their help, direction, and insight to:

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3. Rina Sari, M. Pd, as Head of English Letters Department at the Faculty of Humanities Universitas Islam Negeri Maulana Malik Ibrahim Malang.
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The author is aware that this thesis is still far from perfection and has weakness in several aspects. Therefore, Criticism and suggestion are welcomed for the improvement of this work. Hopefully, this thesis would give significant benefit either for the researcher and the reader in general.

Malang, October 03, 2018

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ABSTRACT

Sood, Muhammad. 2018. *Language Styles Used by Women Accounts on Instagram Captions*. Thesis. English Letters Department. Faculty of Humanities. Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Drs. H. Djoko Susanto, M.Ed., Ph.D

Keywords: *Language style, Instagram, Caption, Women account*

People cannot be separated from social media. Through social interactions people will show their identity of human as symbiosis mutualism. Therefore, social media has come among the people to facilitate of keep in touch each other. *Instagram* is one of the social media applications with the largest users in the world and defeated the other social media applications. The selected word and language style used on *Instagram* captions are able to portray the user account itself.

This research aims to examine some women accounts with the most followed and including to the top ten of *Instagram* accounts with the most followers worldwide as of September 2018 (in millions). Six different women accounts have been chosen by researcher to analyze the types of language style on the captions, those six women accounts are; *Selena Gomez, Ariana Grande, Beyonce, Kim Kardashian, Taylor Swift and Kylie Jenner*. Nevertheless, the researcher only took one or more than one posts along with the caption on each account.

This study implements descriptive qualitative research since it describes and analyzes the particular issues of social phenomenon on social media. Descriptive method is used because it attempts to reach deeper understanding and explain more about language style by the use of *Instagram* captions. In doing so, this research utilizes the theory of language style proposed by Elaine Chaika (1982). *Instagram* as social media application used to identify the types of language style throughout the words, utterances, phrases, clauses, or sentences on the captions.

The result draws that there are seven *Instagram* pots along with the captions which are appropriated with the kinds and characteristics of language style. Linguist classifies language style into many types, namely; formal style, informal style, colloquial style, frozen style, consultative style, casual style and intimate style. In case, those types of language style almost found on each women accounts. Unless frozen and consultative styles, because both of them were difficult to find on the captions. Frozen and consultative styles seldom occur on *Instagram* captions and often happen only in daily conversation.

ABSTRAK

Sood, Muhammad. 2018. *Gaya Bahasa Digunakan oleh Akun Wanita pada Caption Instagram*. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Drs. H. Djoko Susanto, M.Ed., Ph.D.

Kata Kunci: *Gaya Bahasa, Instagram, Caption, Akun Wanita*

Manusia tidak dapat dipisahkan dengan media sosial. Melalui interaksi sosial mereka akan menunjukkan identitasnya sebagai makhluk simbiosis mutualisme. Oleh karena itu, media sosial hadir di antara mereka untuk memfasilitasi agar tetap berhubungan satu sama lain. Instagram adalah salah satu aplikasi media sosial dengan pengguna terbesar di dunia dan mengalahkan aplikasi media sosial lainnya. Kata yang dipilih dan gaya bahasa yang digunakan pada caption di Instagram mampu menggambarkan pengguna akun itu sendiri.

Penelitian ini bertujuan untuk menganalisa beberapa akun wanita yang paling banyak diikuti dan termasuk dalam sepuluh akun Instagram dengan pengikut terbanyak di seluruh dunia pada September 2018 (dalam jutaan). Enam akun wanita yang berbeda telah dipilih oleh peneliti untuk dianalisis jenis-jenis gaya bahasa pada captionnya, enam akun perempuan tersebut ialah; *Selena Gomez, Ariana Grande, Beyonce, Kim Kardashian, Taylor Swift dan Kylie Jenner*. Namun demikian, peneliti hanya akan mengambil satu atau lebih dari satu postingan beserta dengan captionnya pada masing-masing akun.

Studi ini mengimplementasikan penelitian kualitatif deskriptif karena hal itu akan menjelaskan dan menganalisa isu-isu tertentu tentang fenomena sosial pada sosial media. Metode deskriptif digunakan karena bertujuan untuk mendapatkan pemahaman yang lebih dalam dan penjelasan yang lebih luas tentang gaya bahasa dengan menggunakan caption pada Instagram. Dalam prosesnya, penelitian ini menggunakan teori gaya bahasa yang dikemukakan oleh Elaine Chaika (1982). Instagram merupakan aplikasi media sosial yang digunakan untuk mengidentifikasi jenis-jenis gaya bahasa pada setiap kata, ucapan, frasa, klausa, atau kalimat pada caption.

Hasil dari penelitian menggambarkan ada tujuh postingan Instagram beserta dengan captionnya yang disesuaikan dengan jenis-jenis dan karakteristik gaya bahasa. Para ahli linguistik mengelompokkan gaya bahasa menjadi banyak tipe, yaitu; gaya formal, gaya informal, gaya colloquial, gaya frozen, gaya konsultatif, gaya kasual dan gaya intimate. Dalam hal ini, jenis-jenis gaya bahasa hampir keseluruhan ditemukan pada setiap akun wanita. Kecuali gaya beku dan konsultatif karena ini sulit ditemukan pada caption. Gaya Frozen dan Konsultatif sangat jarang terdapat pada caption di Instagram dan sering terjadi hanya dalam percakapan sehari-hari.

الملخص

سعود، محمد. 2018. أنماط اللغة المستخدمة من قبل حسابات النساء على تسمية توضيحية إنستغرام. البحث الجامعي. قسم الإنجليزية وأدبها، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

تحت الإشراف : الدكتور جوكو سوسانتو الماجستير.

الكلمة الأساسية: نمط اللغة، إنستغرام، تسمية توضيحية، حساب النساء.

لا يمكن فصل الناس عن طريق وسائل الإعلام الاجتماعية. من خلال التفاعلات الاجتماعية، سيظهر الناس هويتهم البشرية كالتعايش التكافلي. لذلك، فقد حان وسائل الإعلام الاجتماعية بين الناس لتسهيل البقاء على اتصال ببعضها البعض. إنستغرام هو واحد من تطبيقات الوسائط الاجتماعية مع أكبر المستخدمين في العالم وهزم تطبيقات الوسائط الاجتماعية الأخرى. إن الكلمة المختارة ونمط اللغة المستخدم في تسميات إنستغرام قادران على تصوير حساب المستخدم نفسه.

يهدف هذا البحث إلى فحص بعض حسابات النساء الأكثر تبعًا وإدراجها في المراكز العشرة الأولى من حسابات إنستغرام مع معظم المتابعين في جميع أنحاء العالم اعتبارًا من سبتمبر 2018 (بالملايين). تم اختيار ست حسابات نسائية مختلفة من قبل الباحث لتحليل أنماط اللغة على التسميات التوضيحية، وهذه الحسابات الست هي: سيلينا غوميز، أريانا غراندي، بيونسي، كيم كارداشيان، تايلور سويفت وكيلي جينر. ومع ذلك، فإن الباحث لا يتخذ سوى واحد أو أكثر من المشاركات إلى جانب التعليق على كل حساب.

تطبق هذه الدراسة البحث النوعي الوصفية لأنها تصف وتحلل قضايا معينة من الظواهر الاجتماعية على وسائل الإعلام الاجتماعية. يتم استخدام المنهج الوصفي لأنه يحاول الوصول إلى فهم أعمق وشرح المزيد حول نمط اللغة من خلال استخدام تسميات إنستغرام. من خلال القيام بذلك، يستخدم هذا البحث نظرية نمط اللغة التي اقترحها إيلين تشايكا (1982). يستخدم تطبيق إنستغرام كتطبيق وسائل التواصل الاجتماعي لتحديد أنواع نمط اللغة في جميع الكلمات أو الألفاظ أو العبارات أو العبارات أو الجمل على التسميات التوضيحية.

النتيجة من هذا البحث تستخلص أن هناك سبعة أواني من إنستغرام جنباً إلى جنب مع التسميات التوضيحية التي يتم تخصيصها مع أنواع وخصائص نمط اللغة. يصنف لغوي أسلوب اللغة إلى أنواع عديدة، وهي: أسلوب رسمي، أسلوب غير رسمي، نمط عامية، نمط مجمل، أسلوب استشاري، أسلوب غير رسمي وأسلوب حميمي. في حالة، هذه الأنواع من نمط اللغة وجدت تقريباً في كل حسابات النساء. إلا لم تكن أنماط المجمل والاستشارية لأنه كان من الصعب العثور على هذه التسميات التوضيحية. هذه الأساليب المجمل والاستشارية نادراً ما تحدث على تعليق إنستغرام وكثيراً ما يحدث فقط في المحادثة اليومية.



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CHAPTER I

INTRODUCTION

This chapter discusses background of the study, research problems, research objectives, significance of the study, scope and limitation, research method and definition of the key terms.

1.1 Background of the Study

People cannot be separated from social life. Through social interactions people will show their identity of human as symbiosis mutualism. Social media has come among the people to facilitate of keep in touch each other. Instagram is one of the social media with the largest users in the world and defeated another social media are like Facebook and Twitte. Gender is a broad subject in the history of sociolinguistics. However, the concepts of 'standard' and 'vernacular' which have been repeatedly recruited made by the theorists to distinguish gender differences in language (Cheshire 2002; Coates & Cameron 1989; Eckert & McConnell-Ginet 1999).

Some theorists argue that male and female principles have been institutionalized in the technology through its creators, embedding a cultural association with masculine and feminine identity inside the

technology (Wajcman, 1991; Gill & Grint, 1995; Kramarae, 1988; Cockburn, 1985). Pervasive topic in the history of sociolinguistics is the gender itself. 'Standard' and 'Vernacular' are the concepts which have been repeatedly recruited to characterize gender differences in language (Cheshire 2002; Coates & Cameron 1989; Eckert & McConnell-Ginet 1999). Besides, this theoretical stance has been used generally in small scale of qualitative studies, and it's deficient from many works on larger studies. Such as datasets, these are typically derived from social media and make it potential to analyze the individual words through word frequency.

This way has guided to a sign of computational research on the automatic recognition of 'Latent Attributes' such as gender, age, and local source (Rao et al. 2010). It is approaching from the computer science research tradition; a large amount of this work is built approximately an instrumentalist prototype that emphasizes calculation of latent attributes from the texts. This methodology made accurate predictions validate a post of analysis to categorize the words that are the most efficient predictor. Then these words are assembled into a group of word. The direction of earlier corpus based on reverses work which word classes are defined in progress, and then compared quantitatively across genders identity.

Word "sex" has full of meaning, for example in term of biological. It's the category that serves as a primary basis for the differentiation of roles, norms, and expectations in all societies.

Where in sociolinguistics, gender is the term used to express socially constructed categories based on sex itself (Coates, 1986; Eckert, 1989). Therefore, gender could be the more appropriate term for sociolinguistic to be discussion than sex, and the current evaluation of the study considers gender, rather than sex as the main variable for discussion.

Graddol & Swann (1989) argued that gender is unlike sex. It is a continuous variable in sociolinguistics. A man or a woman could be more or less feminine or more or less masculine. Female qualities refer to femininity which qualified specifically to women and girls while male character categories as masculinity. Butler (1990) also argues that identities are not permanent but reached through frequently performances of specific acts that recommended by the culture. Gender has regularly to be re-explained and freely displayed by continually performing particular acts in agreement with the cultural norms which describe masculinity and femininity.

Gender identity has a lot of the researchers in previous study such as Gender Identity in Social Media (David Bamma, Jacob Eisenstein & Tyler Schonoebelen: 2014), Gender Pattern on Facebook (Barizah Nazir: 2012), Ethic and Social Media (Alexander D'Arcy & Taylor Marie Young: 2012), and so on. Nevertheless, in this study, the researcher has been looking for the gap of this study to classify whether it is intentional or unintentional research with the previous study.

Therefore, the researcher took an Instagram as an object of the study which never done before to be analyzed.

The analysis of language and gender requires with other. Subtle forms of aggregation are more rather than least, the explanation of individuals as men and women. The categories of social are real, this binary resistance as a preliminary point constrains which choose the set of potential conclusions. In fact, gender also interacts with other aspects of personal identity in sociolinguistics. It has descriptive to consider how the way gender determined identity.

Gender has relations between the local categories of school-oriented 'jocks' and anti-school 'burnouts'. The finding showed that boys were less standard than girls in common, while the most nonstandard language was employed by a group of 'burned-out burnout' girls (Eckert & McConnell-Ginet 1995). The role of gender in larger scale of configurations in personal identity was the complex poses problems for quantitative analyses that focused on comprehensive individuals by gender itself.

Eckert (2008) and others linguists have argued that the social meaning of linguistic variables depends importantly on the social and linguistic context in which they are deployed. A linguistic resource is used to create various stances and personae by the field of sociolinguistics, while the global categories such as race and gender are connected each

other, and they have limited distinctions like jocks versus burnouts. Butler's (1990: 179) opinion has line in casting of gender as a stylized replication of acts. It has been creating a relationship between an individual, an audience, and a topic (Schnoebelen 2012).

Theoretical perspective guided to anti-essentialist conclusions: for example, gender identity and the other social categories are performances, and the different situations are performed differently by these categories (Coates 1996; Hall 1995). Practical work in this tradition can discard light on the ways in which the interface mediated between language and gender in situational contexts. Another example has come from Barrett (1999). He described how the way African American drags queen's apposite 'white woman' speech, and quickly changing between linguistic styles to show their identity.

Goodwin (1990) observed the way how boys and girls utilize harshly differentiated language styles used in some activities, and more standardized styles in other activities. Kiesling (2004) examined that the phrase man allows men to meet requests for 'homosocial solidarity' and closeness, without demanding their heterosexuality. One of these studies is demonstrated by a richness of connections between language, gender, and situational context. Some of research has been looking upon the fact how language is being function in the social networking and how the difference of linguistic behavior between men and women.

Actually, men and women have different speech styles which are used in daily life (Holmes 1995 & Troennel-Ploetz 1994). It has focused on examine the scope of limitation on our social, cultural and linguistic behaviors. Those are being changed to use social media as it has significantly infiltrated our society and language. Much of the existing academic research focused on identity representation and privacy concerns on the change of language (Gross & Acquisti, 2005; Stutzman, 2006). The other issues of gender have been taking up only very few. There has been growing interest on male and female about linguistic behavior since Mid-1990. It is assumed that focusing completely on women is not adequate.

According to Crawford (1995: 61), women are influenced easily by stereotypically. These studies from the late 1960 have been showing that, submissive, shifty, sensitive, very responsive of the others feelings, passive, lacking in self-confidence, dependent, unlikely to act as leader and painful about the process of behaving forcefully. Eckert & McConnell-Ginnet (1994: 448) considered that women's language is more standard if it compared with men's language. Fishman (1983) also confirmed that women have a tendency to ask more questions than men.

Each study that focused on social construction of gender in specific conversational contexts is essentially qualitative strategy. However, the goal is to bring the spirit of this work to large-scale quantitative analysis. The researcher found these methodologies as complementary.

Qualitative analysis can spot to phenomena that can be quantitatively pursued at larger scale. Equally, examining quantitative analysis can recognize candidates for more rapidly qualitative reading into the deepness and subtleness of social importance in context.

Raacke and Bonds-Raacke (2008) have not discover gender differences in the most popular issues and gratifications for social media, they have been doing communication about the number of differences in how men and women make use of online social media. Another result of the finding is appropriate to this study that women were commonly found to change the appearance of their profile in social media more often than men. Even though this finding applied to the whole of social media, and not for the profile picture explicitly, it also shows other question about whether women might build more active identities across their profile picture than men.

Coley (2006) made the differences between three types of online communities. First, there are social media such as Facebook and Instagram where many people make their profiles with private information or lock their accounts, instructive it to their “online friends.” The main function of social media is making new friendships or to preserve those that already existed. The second type of online community is a chat system that includes in direct message of social media. The third type is blogs, one of personal websites with normally updated about explanation, information, argumentation, and suggested place or destination.

A qualitative approach strategy is eligible for this research, because the specific data is needed. The research will be looking for the fact of the function of language in social media site and how speech style behavior draws the differences between men and women under the premise (Holmes 1995 & Troennel-Ploetz 1994). It will begin with analysis of gender identity as a large scale of sociolinguistics and focus on Instagram as social media site which is being evidence to prove the differences between men and women in gender identity.

1.2 Problems of the Study

1. How are the types of language style used by women accounts on Instagram captions?

1.3 Objectives of the Study

Related to the research statement above, the objective of the research is:

1. To find out the types of language style used by women accounts on Instagram captions.

1.4 Scope and Limitation of the Study

The researcher focused on Instagram captions that representing the types of language style used by women accounts with the most followers. The researcher aim to examine some of women accounts with the most followed and including to the top ten of Instagram accounts with the most followers worldwide as of September 2018 (in millions). In order to give an understanding, the researcher has been using Chaika's theory (1982). Instagram as social media used to identify the types of language style through social media on Instagram captions. However, the researcher focused only to find out the types of language style used by women accounts with the most followers on Instagram captions under sociolinguistics perspective.

1.5 Significance of the Study

The aims of this research are supposed to give both theoretical and practical contributions in sociolinguistic, especially in studying about language style on social media. The findings of the research are focused to be evidence which enrich the theory of language style on sociolinguistics. This research will be given good understanding about social media represented of gender identity on language style.

Both of the students and lectures of English Department Universitas Islam Negeri Maulana Malik Ibrahim Malang are expected to be able to understand either theoretically or practically about gender identity on sociolinguistics. Through the analysis on social media as the main object of this study will give more specific understanding in language style and gender topic.

For unforgettable moment, the researcher already hoped for whoever the readers will be getting new information about language style, social media, gender identity and sociolinguistics. The researcher has been expecting for this research could become good references for those who wants to do the same study about language style and gender identity on sociolinguistics.

1.6 Research Method

A qualitative approach strategy is eligible for this research, because the specific data is needed. This research has been looking for the fact of the function of language style on Instagram captions as social media and how language style shows the differences between women accounts in gender identity under the premise of sociolinguistics.

1.6.1 Research Design

Descriptive qualitative research will be used in this research. Thus, a qualitative approach is normally used to describe and analyze the social phenomenon. The researcher tries to find out the particular issue that can be analysis. Therefore, the researcher thoughts that qualitative research attempts to reach the deeper understanding of research problem and the validation of the data.

1.6.2 Research Instrument

Research instrument is one of the important aspects in this research. The researcher collected the data from Instagram captions of women accounts with the most followers posted on August and September 2018. The researcher directly takes source from the captions of Instagram.

Six women accounts with the most followers on Instagram have been choosing to analyze the captions based on the types of language style. Besides, the researcher analyzed Instagram captions which used Chaika's theory of language style depends on gender identity under sociolinguistics perspective.

1.6.3 Data Source

The topic will be analyzed about the types of language style on Instagram captions. Those have included the utterances, phrases, clauses, or sentences. The data source was twenty posts along with the captions from different women accounts. The researcher used his personal account to find out the data and looking for Instagram captions from six women accounts with the most followers posted on August and September 2018 that the captions consist of language style. In addition, after found the post along with the captions from women accounts. Then, the researcher captures or screen shoots the caption with also the picture itself. Instagram is one of social media which consists of some application such as Insta Story, Direct Message (DM) and IGTV.

1.6.4 Data Collection

The steps of collecting the data, the researcher focused on the aim of this research. Gender identity as the main point of this research following sociolinguistics perspective in language style, the researcher tries to identify the types of language style on Instagram captions in some of women accounts with the most followers. Therefore, the researcher collected the data based on the women accounts with the most followers of Instagram that already captured.

1.6.5 Data Analysis

The data analyzed by following the theory which consist of language style based on gender identity of sociolinguistic. First, the researcher looking for some women accounts which the criteria compatible for this research. Second, the data that collected will be categorized by classification of language style in the different types based on Instagram captions.

Third, the researcher will be collaborated the data and described the different types of language style used by women accounts with the most followers.

Fourth, as the last step of this research, the researcher explained the types of language style which is used by women accounts based on gender identity. Finally, all of the steps have done by answer the research question above.



1.7 Definitions of the Key Terms

1. **Gender** in sociolinguistics refers to sexual identity and social construction that build to culture and society. Gender words are used to emphasize social attitudes toward society.
2. **Language Style** is how the way people use language to express their feelings and their thoughts in communication; it could be written or oral language.
3. **Identity** is the concept to distinguish values or perceive constructed by the men and women.
4. **Social Media** is the cooperative of online communications committed to interaction, content-sharing and collaboration.
5. **Instagram** is the application of social media which made for sharing photos and videos with the captions.

CHAPTER II

REVIEW OF RELATED LITERATURE

The researcher is aimed to examine language style used by women accounts on Instagram. This chapter explained review of related literature as the function to deliver better understanding of the previous study.

2.1 Sociolinguistics

Eckert (2008) and others researchers have argued that the social meaning of linguistic variables depends on the importance of social and linguistic problem in which they are applied. “A major topic in sociolinguistics is the connection, if any, between the structures, vocabularies, and ways of using particular languages and the social roles of the men and women who speak these languages”. (Wardhaugh 2000).

The other method of sociolinguistic which has been productively applied in the field of historical sociolinguistics is that of social network or social media theory (Milroy 1987; Conde-Silvestre 2012). While in Bergs’ (2005) study of the Paston family and more lately also about the function of the concepts of community of practice and discourse communities to historical data. Watts (2008) and Kopaczyk & Jucker (2013) reviewed in this issue with long explanation.

The number of theories which is concerned by Brown and Levinson (1987) premised on a pragmatics and a sociolinguistics that is very different to the contemporary manifestations of those fields. Eventually, this conceptualization of social identity and meaning generation are different to those of sociolinguistics in this era. The purpose was not incompatible with the methodological drivers the newest of sociolinguists with their concern to examine the active nature of the social construction of meaning (Eckert 2008, 2012).

2.2 Language Style

According to Chaika (1982), he argued that language style is the way how people use the language to communicate; it could be written or oral language. In fact, language style refers to the variety of linguistics figure to express social communication or imaginative possessions. Besides, language style confirmed as a group of instruction. Sometimes people are manipulating other with language style; even consciously or unconsciously people are manipulated their selves. For some reason, in communication formal or informal people habitually use language style depends on the situation that they are communicating with. Language style used to inform the audience to receive what is being said by the speaker.

From the statement above, we can conclude that language style is the way how people express the ideas or the messages to the listener. It would be easy for the listener to receive the ideas or the messages from the speaker. People have recognized that language style and the situation are being the correlation in language style. It showed the way people deliver the ideas or the messages in formal or informal condition. In other occasion are seriously, ironically, or humorously style. Romane (1994) argued that language style was not the same with linguistic features in prototype of both regional and social language differentiation; they also demonstrate the correlations with other factors of social construction.

It is clearly enough that language style draws the connection between social construction and the language which is used by the people in society. Thus, people could predict what language style will be used in their communication according to the running situation. The application of language style implicated during conversation. It depends on the condition and the context. In order to use language style is to formulate the listener and the reader understands what is being said.

Chaika (1982: 31) states that communications could be transformation messages to the listener from the speaker. Therefore, people are conveyed by intonation or infection was given by language style itself. Language style generally focuses on a projected social message rather than obtain the message of communication.

Besides, actual words are used barely on rare occasions, it must be emphasized social message which build by language style in a straight line into actual words.

There are many ways of using language style in social interaction. Language style must be determining the purpose of communication. People enjoy themselves in relationship with other; they talk in different ways and kinds of interaction. People did not communicate accurately in the same technique along time: their grammatical did not constantly use in the same forms (Thomas & Wareing, 1999: 146).

Therefore, Chaika (1982: 31) argues that speakers will be gave an information about themselves by word, pronunciation, and grammar. Thus, many of listeners have the same interpretation as speaker's style, but the hearer and the speaker revealed the information through social irritate educational background or local association. This will make the listeners have some meanings of word such as emotional definitions that can be attached from the style of speaker.

2.3 Gender Identity

A persistent topic in the history of sociolinguistics is gender itself. Standard and vernacular concepts of gender have been frequently recruited to distinguish language which is used by gender differences (Coates & Cameron 1989; Eckert & McConnell-Ginet 1999; Cheshire 2002).

Western theories was being the first introduction that including translation of the theories, for examples Yang Yonglin (1991)'s theory summaries about book comments like and Zhao Ronghui (1999)'s summaries about the studies abroad.

Sexism reflected in language was being the second one, specially for women. Du Wenli (1993) and Chen Jianmin (1999) have studied about the importance in this observe. Yang Yonglin (1993) was being the third theories in language which is used by gender differences. He stated that most of materials analyses are English. In phonological, lexical and syntactical levels, they could show gender differences in language. A gender difference in communication was the last one from this study, such as study that will be the importance issues from conversational styles which consist of strategies and conversational structures.

A dominant strength in structuring our social lives is gender. Male and female are social categories that cannot deny in social reality. Mary M. Talbot (1998) wrote in her book entitle Language and Gender: An Introduction. She finished the termination that men are more talkative through some conditions. Gender categories are not simply descriptive; they are normative statements that illustrate lines around who is included and excluded (Butler 1990). Levinson (2001) examined some participants; there are two participants A and B. Participant B start to speak and then directly stop. Therefore, this study was relating to gender which initiates or offers the twist.

2.4 Language and Social Network

In fact, the researcher will be looking upon the function of language in social media and the performance of men and women in linguistics behavior which is used to identify the different speech styles between men and women (Troennel-Ploetz 1994 & Holmes 1995). Besides, this study focused on investigating Instagram as social media that has significantly infiltrated in the society and language. The scope of linguistic behaviours will be showed by social and cultural change.

Sociolinguistics and traditional social networks have some an obvious connection between two of them, and the researchers have been observing more about linguistic practice that will be the personal cost of network structures (Labov 1972; Gal 1978; Cheshire 1982; Milroy 1985, 1987, 1992; Eckert 1988). This line has been first moved online of examination, when the Relay Chat and Listserv discussions were the focus of social network (Paolillo 2001; de Oliveira 2003; Durham 2003).

Coley (2006) has been differentiated between cyber communities by three types. First, it was about social media such as Facebook and Tweeter where people create their profiles information privately. Making new friendships is one of the main reasons of social media, or to keep in touch with those that have long distance relationship. The second is about a chat system which is including in each social media application, it is called direct message (DM).

The third is blogs; there are many bloggers which updated about personal websites that consist of news, stories, and recommended place for trip.

Some of theorist have been visualized social media as a social scientist's wet dream (Halavais, cited in Parry 2011), but the researchers wishing to receive benefit of the opportunities that they are describing about the unique ethical challenges. As sociolinguists move online, the change from material to essential spaces must be accommodating to the contextual understanding of norms of information stream within particular spheres (Zimmer 2010).

2.5 Social Media (Instagram)

Instagram attempts to rise faster than another social media application, and it has the exclusive moral challenges. Instagram as social media are arranged by both personal account and public norms. In many cases, this factor of combination gives rules to the networking (Johns, Chen and Hall 2004). Linguistic and identity practices were being engagement for social media which is offering a virtual space and enabling to build the social culture of communities (Lam 2000).

Jock, Burnout, Nerd, and Home girl showed that cultural constructs would be appeared and reinforced by the structures of personal network. It has well established roles in the theory of sociolinguistics (Eckert 1989; Bucholtz 1999; Mendoza-Denton 2008).

Crucially, many users have their online interactions that the rights and the obligations embrace the despite of perceptions (Viegas 2005; Boyd & Hargittai 2010; Bornoe & Barkhuus' 2011). Users also choose the information to expose the different purpose which is used for distinctive issues (Galkin 1996). Therefore, users did not act in response well to the idea of their posts that will be used for research without their information or permission (Hudson & Bruckman 2004).

2.6 Previous Studies

Gender identity has a lot of the researchers in previous study. The first researchers were conducted by David Bamma, Jacob Eisenstein and Tyler Schonoebelen (2014). Their study focused on gender identity and lexical variation in social media. They collected the data from a big data of micro blog posts from the Twitter as social media application. They began with an approach in computational social media analysis the power of a variety of linguistic features. In the case of result, gender identity was attempting to accumulate the consequences about lexical frequencies into larger narratives about very extensive stylistic descriptors. For example, such as involvement or information for language that has been conveying the gendered preference.

A quantitative approach built approximately a binary gender opponent that maintain and imitate their assumption. They keep away from defining these wide descriptors from previous assumptions about the high level pragmatic role of words or word classes; as an alternative they allow the data force the analysis. While between word frequencies and gender categories the numerical relationships are actual.

Barizah Nazir (2012). She observed “Gender Patterns On Facebook: A Sociolinguistic Perspective”. She was conducting Facebook as the object of her research. She found the differences of language level and information display which there are gender linked in terms of choices between men and women. Women were going to Facebook more likely to uphold the accessible of her relationships and be entertained.

Besides, men were going to Facebook more likely to expand new relationships or convene with new people. These were reflecting Spair and Whorf’s hypothesis about the culture of people. The choices are culture specific and natural; people will use the language to reflect their culture. People use the language change that focuses on they are attempting to adapt gender, blurring limitations and maintaining identities. Therefore, in social media, gender has been important since it would be forms identity and it would be also insufficient.

The other researcher was Agus Khosyul Umam (2007). His thesis entitled “English Language Style Used By The Mamber Of Pondok Pesaantren Darul Abidin Pare Kediri”. He conducted a study on analysis of language styles used by the members of Pondok Pesantren Darul Abidin Pare Kediri. Gleason’s theory about language style used to investigate the kinds and how the language style used in the communication by the members of Pondok Pesantren Darul Abidin Pare Kediri. Finally, there are three kinds of language styles used based on the level of the communication, those are: formal, informal, and colloquial.

Ai Mulyani Az Zahro (2006). Her research about language style entitled “The Language Style Used by Bloggers in The Blogosphere”. She used Gleason’s theory and she found six classifications of language style that is used by the bloggers, those are: consultative key, casual key, deliberative key, oratorical key, intimate key and direction key. She used language style theory to investigate how the language styles were used by the bloggers in blogosphere. Then the data are classified based on their language style.

The last is DONG Jinyu (2014). His Study was entitled “Gender Differences in Language Under the Sociolinguistics”. He focused on social factors that can be reflected from language. The phenomena of gender difference in language reproduce that social value orientation of language and user’s cultural psychology are exaggerated either by the family culture and knowledge or social and environment.

He found that the similarities and the differences between increase and decrease the language which is used by men and women based on gender identity. On the other hand, gender will be facilitating to understand the similarities and differences of language use between men and women easier. The interest of gender matters in a straight line suggests the quantity of social civilization and progression. It would offer the general field of linguistics for researcher to observe more about the connection between gender and language. Finally, relating to the connection between language and gender, it will be matching with the social expansion and speed of the time.

CHAPTER III

FINDINGS AND DISCUSSION

In this chapter, the researcher analyzes the finding of the study, the language styles used on Instagram captions. The researcher analyzes the data based on women accounts of Instagram. This chapter is divided into two parts; research findings and discussion. Importantly, the findings are discussed to answer the research questions.

3.1 Types of Language Style in this Study

The researcher aim to examine some of women accounts with the most followed and including to the top ten of Instagram accounts with the most followers worldwide as of September 2018 (in millions). Six different women accounts have been chosen by researcher to analyze the types of language style on the captions, those six women accounts are; *Selena Gomez, Ariana Grande, Beyonce, Kim Kardashian, Taylor Swift and Kylie Jenner*. Nevertheless, the researcher will only took one or more than one posts along with the caption on each account.

There are many types of language style. Therefore, linguist classifies into three general types, namely; formal style, informal style and colloquial style.

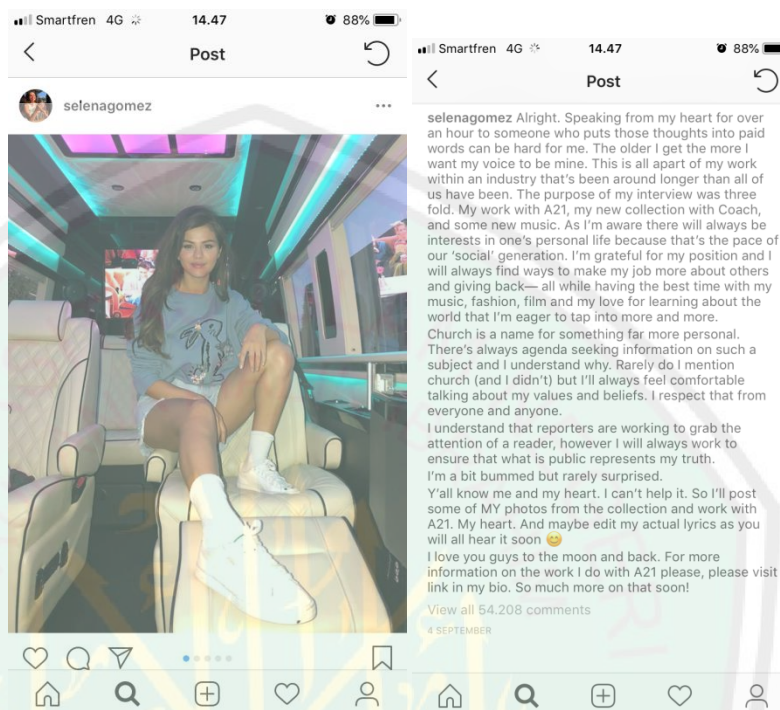
It was difficult for linguists to argue about the types of language style because there are many points of view from the linguists which cannot be received by other linguists. Furthermore, According to other linguists, language style classifies again into five types, those are; frozen style, formal style, consultative style, casual style and intimate style.

The analysis of this study based on the formulation of research problem within Chapter I. The problem of this study aims to analyze the types of language style which occurred in women accounts on Instagram captions. In sum, the researcher focused only to analyzing seven out of twenty Instagram captions that categorized into different part of language style. Each data has different women accounts of Instagram with the most followers that are analyzed the captions by the researcher. Finally, the problem of the study will be answered and explained by researcher in the forms of language style at the end of this study.

3.1.1 Formal Style

The researcher found this type of language style in different Instagram captions. Specifically in *Selene Gomez* and *Beyonce* Instagram accounts. Formal style is the formal language style that commonly used in formal speech, official meeting, formal meeting of directors in some organization, etc.

Data 1



Caption:

“Alright. Speaking from my heart for over an hour to someone who puts those thoughts into paid words can be hard for me. The older I get the more I want my voice to be mine. This is all apart of my work within an industry that’s been around longer than all of us have been. The purpose of my interview was three fold. My work with A21, my new collection with Coach, and some new music. As I’m aware there will always be interests in one’s personal life because that’s the pace of our ‘social’ generation.

I'm grateful for my position and I will always find ways to make my job more about others and giving back— all while having the best time with my music, fashion, film and my love for learning about the world that I'm eager to tap into more and more.

Church is a name for something far more personal. There's always agenda seeking information on such a subject and I understand why. Rarely do I mention church (and I didn't) but I'll always feel comfortable talking about my values and beliefs. I respect that from everyone and anyone.

I understand that reporters are working to grab the attention of a reader, however I will always work to ensure that what is public represents my truth.

I'm a bit bummed but rarely surprised.

Y'all know me and my heart. I can't help it. So I'll post some of MY photos from the collection and work with A21. My heart. And maybe edit my actual lyrics as you will all hear it soon ☐

I love you guys to the moon and back. For more information on the work I do with A21 please, please visit link in my bio. So much more on that soon!"

Analysis

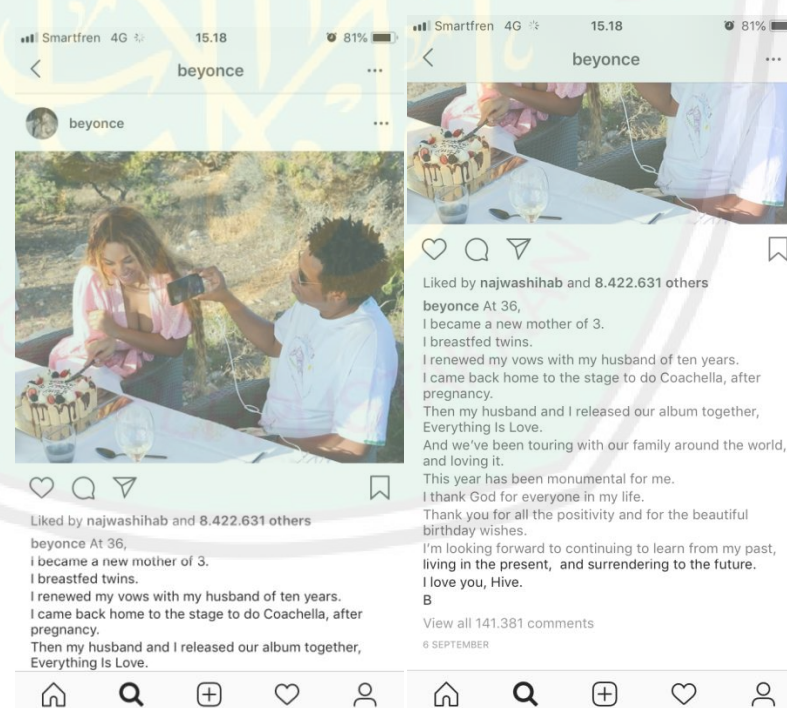
The researcher took the data above from Selena Gomez's post with the captions on Instagram. Those sentences almost consist of formal style of language. Even though partly of the captions consist of other language style but most of them are formal style. Selena Gomez is an American singer, actress and producer. Selena Marie Gomez is her real name, she born on July 22, 1992. In 2017, Billboard reported that Gomez has sold over 7 million albums and 22 million singles worldwide. As of 2018, Gomez is the most followed Instagram user in the world. Gomez has earned numerous awards throughout her career, including an ALMA Award, an American Music Award, an MTV Video Music Award, a People's Choice Award, two Billboard Women in Music Awards, and eighteen Teen Choice Awards. Selena Gomez is the queen of Instagram right now with 143 Millions followers.

Formal style included in Selena's caption because the sentences are relative long, extensive parallel and periodic structure. Selena also use more conservative diction and extensive vocabulary. Besides, the researcher had been trying to find the reason behind the caption. Selena made that caption to inform and persuade her followers at once.

Therefore, Selena used formal style to make sure her follower about what she is being said. For example, in sentence “*I understand that reporters are working to grab the attention of a reader, however I will always work to ensure that what is public represents my truth.*”

Selena make it truthfully with formal language style. Finally, her follower ensure through the caption which is posted by Selena Gomez.

Data 2



Caption:

“At 36,

I became a new mother of 3.

I breastfed twins.

I renewed my vows with my husband of ten years.

I came back home to the stage to do Coachella, after pregnancy.

Then my husband and I released our album together, Everything

Is Love.

And we’ve been touring with our family around the world, and loving it.

This year has been monumental for me.

I thank God for everyone in my life.

Thank you for all the positivity and for the beautiful birthday wishes.

I’m looking forward to continuing to learn from my past, living in the present, and surrendering to the future.

I love you, Hive.

B”

Analysis

Another Instagram captions is from Beyonce as the data of this research. Beyonce is an American singer, songwriter, performer and actress. Beyoncé Giselle Knowles-Carter is her real name, she born on September 4, 1981. She born and raised in Houston, Texas. Throughout her career, Beyoncé has sold over 100 million records worldwide, making her one of the world's best-selling music artists.

She has won 22 Grammy Awards and is the most nominated woman in the award's history. In 2014, she became the highest-paid black musician in history and was listed among Time's 100 most influential people in the world for a second year in a row. Forbes ranked her as the most powerful female in entertainment on their 2015 and 2017 lists, and in 2016 she occupied the sixth place for Time's Person of the Year. Her account is one of the top ten with 117 Millions followers of Instagram right now.

The researcher found formal style of language in Beyonce's caption. The sentences above consist of extensive vocabulary and learned words. Beyonce choose the dictions based on avoidance of construction.

Even though the caption is relatively long, but it was parallel with good periodic construction in every sentences. For example; *“Thank you for all the positivity and for the beautiful birthday wishes”*. This sentence usually use in formal occasion with formal people.

Furthermore, the researcher looking for why Beyonce writes that captions. Formal style showed certain mood which want to share by Beyonce. The caption influences the reader or the followers, it will bring the reader’s mood into happy mood. The sentence *“I thank God for everyone in my life”* is such as beautiful words used to spread love. Actually, Beyonce wrote the caption and posted it along with the picture when she celebrated her births day. Therefore, Beyonce used formal style of language within her Instagram captions to inform it.

3.1.2 Informal Style

This type of language style was found by the researcher in one account only. *Ariana Grande* is the account which researcher meant. Informal style is the language style used the standard language, especially used in the informal opportunity and the form is not conservative.

Data 3



Caption:

“hello what a week

there is nothing more special than feelin

see u tonight”

Analysis

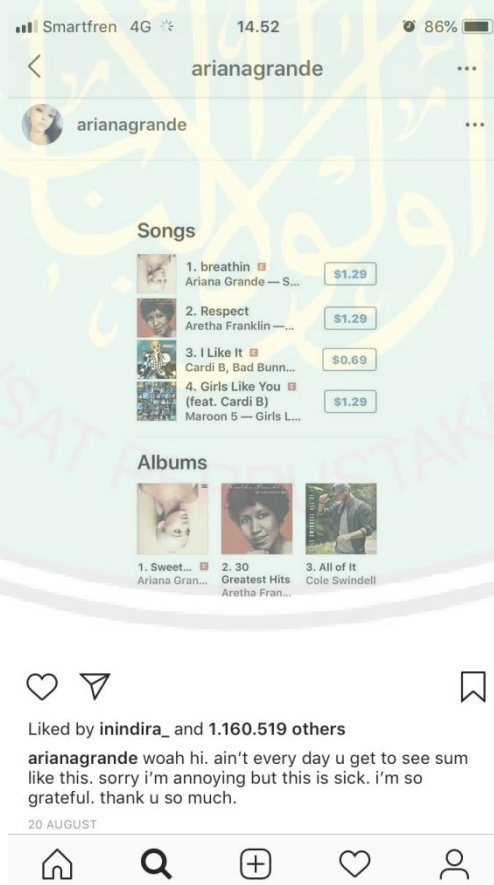
The caption above took from Ariana Grande's post. She is an American singer, songwriter and actress. Ariana Grande-Butera is her real name, she born on June 26, 1993. Actually, in August 2018. The album debuted at number one on the Billboard 200 and in a number of foreign markets. As of June 2018, Grande's music videos had been viewed a total of more than ten billion times online. Her accolades include three American Music Awards, three MTV Europe Music Awards, two MTV Video Music Awards and four Grammy Award nominations.

Grande has sold 30.5 million digital singles in the US. All three of her albums have been certified platinum by the RIAA. She has supported a range of charities and has a large following on social media exactly on Instagram with 129 Millions followers. In 2016, Time named Grande one of the 100 most influential people in the world on their annual list.

The researcher conclude that language style consist in Grande's caption. Informal style was being used in it, because the sentences are really standard. Besides, it is used in informal opportunity and the form is also not conservative.

Another prove which want researcher shows is the shortly of the sentences, it could be the main reason why it has been informal style. For example; “*see u tonight*”, its language is really informal. Therefore, from what researcher views, Grande wrote the caption in informal situation because she has willingness to communicate with her followers about where and when she wants to perform.

Data 4



Caption:

“woah hi. ain’t every day u get to see sum

like this, sorry i’m annoying but this is sick. i’m so

grateful. thank u so much”

Analysis

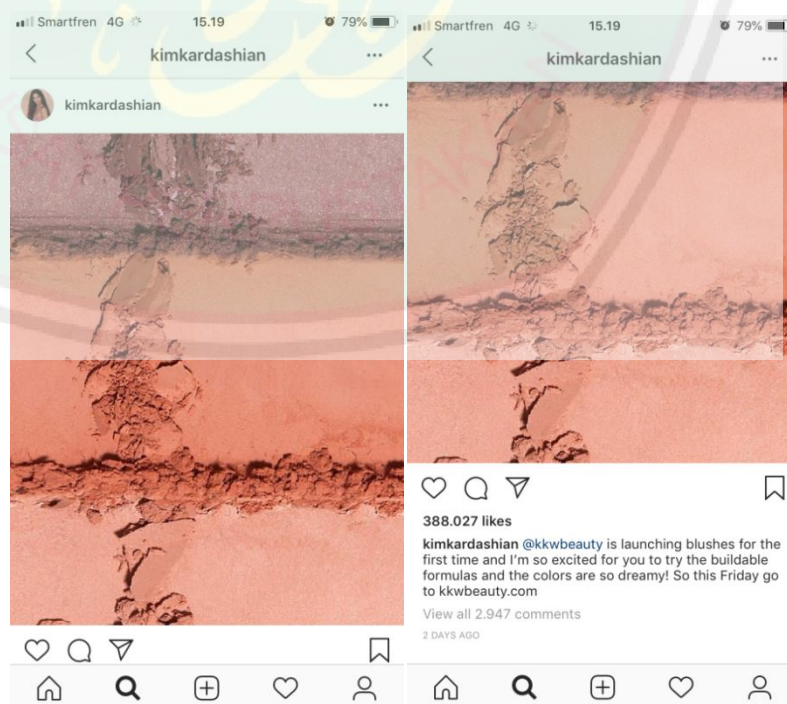
This caption is still from the same woman, Ariana Grande. The researcher found many of Grande’s post in Instagram with its caption used informal style of language. Those two post which is captured by researcher just one of them. Nevertheless, the form is almost same. She used informal style in many captions that she wrote.

The sentences are relatively short. Besides, the form is not conservative. General language always used in Grande’s captions, because it is confirm that she tried to use informal style in her post. Even though, the diction used in Grande’s captions full of some popular words and some of slang language. For example; *“woah hi.ain’t every day u get to see sum”*. Grande has purpose to show her mood and her condition always in happiness.

3.1.3 Colloquial Style

The third of type's language style is colloquial style. It little bit difficult to analyzes this type of language because its position in between formal and informal style. Colloquial style is a language style using the populer words, morphologies, and syntatics together with the form of the colloquial style. The sentence are more relax than formal style. It is construction and shortened forms of words. The sentences are suitable for informal or familiar conversation. There are two accounts found colluquial style by researcher, *Kylie Jenner* and *Kim Kardashian*.

Data 5



Caption;

@kkwbeauty is launching blushes for the

first time and I'm so excited for you to try the buildable

formulas and the colors are so dreamy! So this Friday go

to kkwbeauty.com

Analysis

The caption above comes from modeling, Kim Kardashian. She is an American reality television personality, entrepreneur and socialite. The researcher took one of her post along with the caption. Kimberly Noel Kardashian West is her real name. She was born on October 21, 1980. Kardashian first gained media attention as a friend and stylist of Paris Hilton. Kardashian's personal life soon became subject to widespread media attention. In recent years, Kardashian has grown an influential online and social media presence, including tens of millions of followers on Twitter and Instagram. Her followers of Instagram are 118 Millions right now.

Time magazine included Kardashian on their list of 2015's 100 most influential people, while Vogue described her in 2016 as a "pop culture phenomenon." Critics and admirers have described her as exemplifying the notion of being famous for being famous. She was reported to be the highest-paid reality television personality of 2015, with her total earnings exceeding US\$53 million.

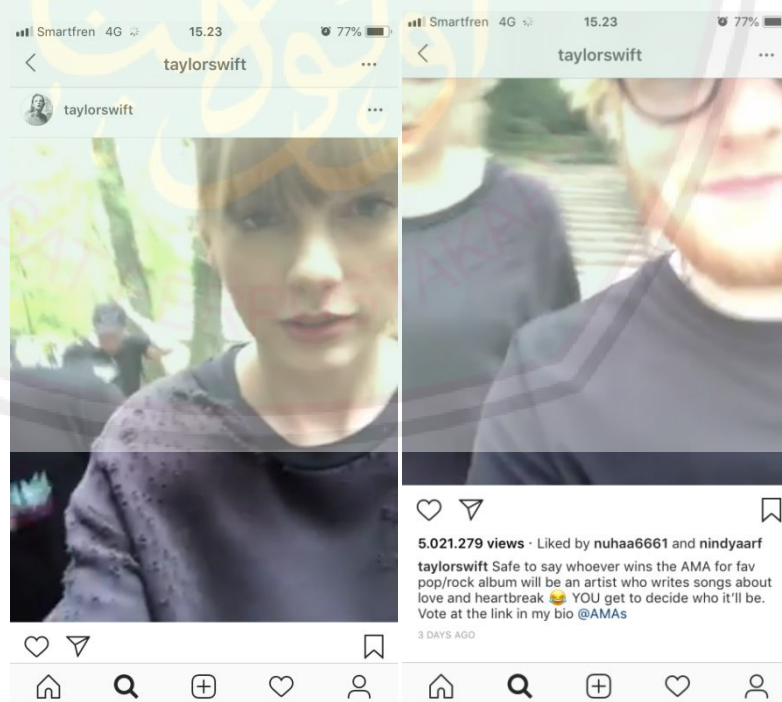
The data was classified by the researcher as colloquial style. The sentences on the caption are more relax than formal style. Although, shortened form of word drive the construction of sentence became informal or familiar sentences. The dictions which used are really simple and mostly popular; these showed that Kardashian has purpose with her caption.

Thus, Kardashian tried to inform and persuade her followers at once. For example, "*@kkwbeauty is launching blushes for the first time and I'm so excited for you to try the buildable formulas and the colors are so dreamy*". Colloquial style plays a role as Kardashian wants to make her followers feel sure and trustful with her caption about her product. Therefore, language style had been used by Kardashian to persuade her followers mind about her product.

3.1.4 Casual Style

This type of language style was found in one account, *Taylor Swift's* account. Casual style is defined as a style used in an informal and a relaxed situation. Casual is used, for example, between friends or between family members. Casual style is the style used to integrate an audience into social group. This style is usually not in good grammatical sentence. Such as there is no subject and no auxiliary verb. Moreover, this style also does not used article before the sentence.

Data 6



Caption:

“Safe to say whoever wins the AMA for fav

pop/rock album will be an artist who writes songs about

love and heartbreak □ YOU get to decide who it’ll be.

Vote at the link in my bio @AMAs”

Analysis

Casual style is including in that caption. The sentences are occurring on Taylor Swift’s caption. She is an American singer-songwriter. The researcher captured her post along with Instagram caption. Taylor Alison Swift is her real name. She was born on December 13, 1989. One of the world's leading contemporary recording artists, she is known for narrative songs about her personal life, which have received widespread media coverage. She signed with the label Big Machine Records and became the youngest artist ever signed by the Sony/ATV Music publishing house. Her 2006 self-titled debut album peaked at number five on the Billboard 200 and spent the most weeks on the chart in the 2000s.

She has appeared in Time's 100 most influential people in the world (2010 and 2015), Forbes' top-earning women in music (2011–2015), Forbes' 100 most powerful women (2015), and Forbes Celebrity 100 (2016). She is also include top Ten most followers of Instagram with 112 Millions followed at now. Her inclusion in the third of these made her the youngest woman on the list, and she ranked first in Celebrity 100.

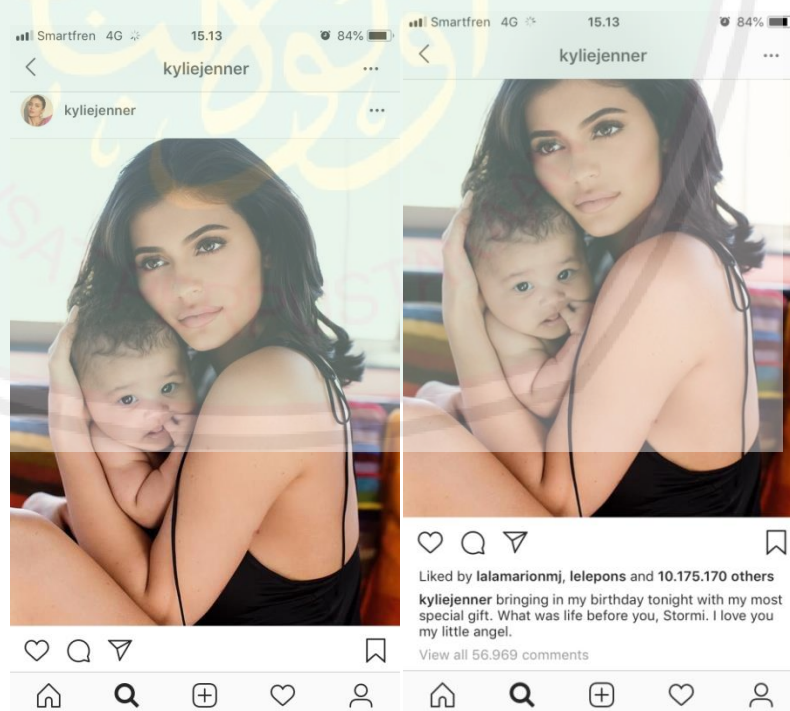
The researcher decided the caption into casual type of language style. There are many aspects are found by researcher, one of them is the sentences are not good in grammatical correction. For example, *“Safe to say whoever wins the AMA for fav pop/rock album will be an artist who writes songs about love and heartbreak”*. Part of this caption showed the sentences there is no subject.

The caption has been posted and wrote by Taylor Swift for her friend. *Ed Sheeran* appeared on her post and he is friends of her. Therefore, that is being another reason why Taylor Swift used casual style into her caption. She used it between friends and he admitted her followers as her friends also.

3.1.5 Intimate Style

Kylie Jenner's account is being chosen to analyze this type of language. Intimate style is the most casual style, and it is usually used between family members, couples or lovers, and intimate friends. The characteristics of this style are the use of private codes, the use of words signaling intimate relation, the use of rapid and slurred pronunciation, the use of non-verbal communication, and the use of non standard forms.

Data 7



Caption:

“bringing in my birthday tonight with my most special gift. What was life before you, Stormi. I love you my little angel.”

Analysis

Intimate style found within Kylie’s caption. It little bit different with other data because it took from one of the famous modeling right now. Kylie Kristen Jenner is her real name. She was born on August 10, 1997. She is an American reality television personality, model, entrepreneur, socialite, and social media personality. In 2014 and 2015, Time magazine listed the Jenner sisters on their list of the most influential teens in the world, citing their considerable influence among teens on social media. As of 2018, with over 100 million followers, she is one of the top 10 most followed people on Instagram. At this time, her followers become 115 Million on Instagram. Kylie got many award and became a role model for every people around the world.

According to Forbes magazine, her net worth is \$900 million. This is mainly attributed to her having 100% ownership of Kylie Cosmetics. In an August 2018 issue of Forbes, they predicted that Jenner will become the youngest self-made billionaire ever. However, others disputed the designation "self-made".

The sentences consist of intimate types of language style. The researcher analyze from structure of sentence and its diction. According to definition and characteristic of intimate style, the captions above perfectly conclude to intimate style. Actually, Kylie draws her post with connection between picture and its caption.

Factually, Kylie used intimate style in between her family. For example, "*Stormi. I love you my little angel.*" Word *Stormi* refers to her child which captured on her post. The sentence *I love you my little angel*, being a private code or signaling that *little angel* refers to *Stormi*. Therefore, Kylie used intimate style between her families exactly her child. Finally, Kylie's followers will be known about what she meant to by its caption.

DISCUSSION

The researcher found lots of post along with Instagram captions. Those post and captions are not always consisting of the type of language style. Although, researcher had been tried to selected and classified the data based on the types of language style. While doing this research, researcher examined the topic and analyzed about the types of language style on Instagram captions based on Chaika's theory. Those have concluded the words, utterances, phrase, clauses, or sentences. The researcher used his personal account of Instagram to find out the data and looking for Instagram post along with the captions from six women accounts with different background which included to the top ten with the most followers of Instagram.

In order to find each types of language style, researcher focused on six women accounts; *Selena Gomez, Beyonce, Ariana Grande, Kim Kardashian, Taylor Swift and Kylie Jenner* to be analyzed their post along with the captions. Then, the researcher selected and captured the caption with also the picture itself which consist of one of the types of language style.

Finally, the researcher almost found all of the language style and the types itself. Unfortunately, there are two types which difficult to find on Instagram captions; Frozen and Consultative style. These types of language style are seldom to occur on Instagram captions and often happened in conversation.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter involves two significant points, conclusion and suggestion which are dealing with the findings of the analysis. It summarizes the findings of the research investigation and offers the recommendations for further researchers interested in language style within text. Conclusion is the statement based on the result of this study, while suggestion is a recommendation for the next researcher.

4.1 Conclusion

There would be significant points from this research. This study is conducted to find the language style used by women account on Instagram captions. The conclusion of this study can be formulated based on the research questions. The researcher had figured out seven chosen data in term of sentences on Instagram captions. Chaika's theory has been used to analyzing the types of language style by the data. In order to find out each types of language style, researcher aim to examine some of women accounts with the most followed and include to the top ten of Instagram accounts with the most followers worldwide as of September 2018 (in millions).

Six different women accounts have been chosen by researcher, those six women accounts are; *Selena Gomez, Beyonce, Ariana Grande, Kim Kardashian, Taylor Swift and Kylie Jenner*. Thus, the researcher selected and captured the caption with also the picture itself which consist of one of the types of language style.

The researcher found seven Instagram pots along with the captions which are appropriated with the kind and characteristics of language style. There are many types of language style. Therefore, linguist classifies into three general types, namely; formal style, informal style and colloquial style. According to other linguists, language style classifies again into five types, those are; frozen style, formal style, consultative style, casual style and intimate style.

In case, those types of language style almost found on each women accounts. Unless frozen and consultative styles because these was difficult to find on Instagram captions. Frozen and Consultative styles are seldom to occur on Instagram captions and often happened only in conversation.

Finally, through out of the analysis, researcher would be mentioned which women accounts and their captions that consist of language style. First is formal style, it found on two women accounts along with Instagram captions by Selena Gomez and Beyonce.

The second is informal style, it found on two post Instagram captions along with the picture by Ariana Grande. The third is colloquial style, it was found on Kim Kardashian's caption.

The fourth is casual style, it found on Taylor Swift's videos post along with the caption itself. The last but not lest is intimate style, it was found on Kylie Jenner's account, her Instagram caption along with the picture which portrayed relation between her and her child (family). Nevertheless, the researcher was not only focused on captions and women accounts, besides researcher also find out the background of each women accounts that were being the data of this research.

4.2 Suggestion

After doing this research, researcher admitted that this study is still far from being perfectness. There would be many mistakes which are not intentionally done by the researcher when he was undergoing the analysis on Instagram captions. For more understanding, in below are some suggestion concerning on language style that may be helpful for the other researchers upon doing researches in the same field.

Firstly, the next researchers would be able to explore whether or not the types of language style in different theory. They can implement the theory to other object of the research.

Second suggestion is about to investigating both side between men and women how the way they use language style in social media or daily life. Then, the data could be collaborated and make the differences between men and women under sociolinguistic perspective on language style.



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