

**ONLINE LINGUISTIC FEATURES AND LANGUAGE STYLES
OF INDONESIAN CELEBRITIES' CAPTION**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG**

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THESIS

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2021

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Malang, 16 Juni 2021

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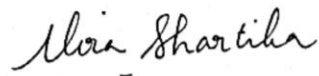
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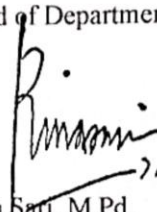
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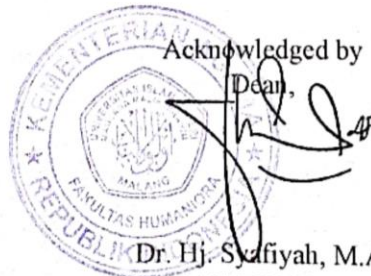


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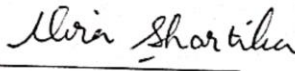
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MOTTO

*“But perhaps you hate a thing and it is good for you, and perhaps you love a thing
and it is bad for you. Allah knows, while you know not.”*

Al-Baqarah 2: 216

DEDICATION

This thesis is dedicated to:

My beloved parents

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Alhamdulillah, in the name of Allah *subhanahu wa ta'ala*, the most gracious, most merciful, master of the universe. Endless gratitude to God for the good health and wellbeing that were necessary to complete my thesis entitled *Online Linguistic Features and Language Styles of Indonesian Celebrities' Caption* as the requirement of the degree of Sarjana Sastra (S.S). Also, peace and salutation be upon the greatest prophet Muhammad *shalallahu 'alaihi wasallam* whose way of life has been continuous guidance for me.

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This thesis is far from perfection due to many lacks in several aspects. Therefore, critics and suggestions will be kindly accepted to improve this thesis. Hopefully, this thesis will give particular benefits, especially for the writer and the readers.

Malang, 16 Juni 2021

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ABSTRACT

Alfain, Shinta Nuriya Idatul (2021) *Online Linguistic Features and Language Styles of Indonesian Celebrities' Caption*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Mira Shartika M.A.

Keywords : Internet Linguistics, Online Linguistic Features, Language Styles, Instagram Captions, Social Media

Along with the development of media communication especially social media, people also change their ways of using language in conversation such as the use of abbreviations, new terms, and emoticons. These phenomena refer to a scientific study of language, particularly that exists in online media or called as Internet linguistics. In this study, Internet linguistics is defined as the use of unspoken language in online media. Therefore, it is interesting to further examine the use of written language in social media which tends to have some changes as time goes by and do not follow the common rules of writing.

This study aims to investigate the way of Indonesian celebrities from different age categories in using online linguistic features and language styles in their Instagram captions. This present study is qualitative research considering that the purpose of this study is to build contextual and rounded understanding of social phenomena which happened around us. Data in this study is taken from Indonesian celebrities' posts which are written in English. Then, the data is in form of celebrities' captions. In the process of collecting the data, the researcher starts with choosing several celebrities' accounts based on their age classifications. In the stage of analyzing the data, the researcher firstly observes then analyzes them according to online linguistic features and language style theories.

Age categories in this study consist of teenagers, younger adults, middle-aged adults, and older adults. The result of this present study found that teenagers tend to use fewer online linguistic features such as abbreviation or acronymy, punctuation, and emoticonomy in their Instagram captions. Besides, related to language styles, the findings showed that the younger the age of the user, the more varied the language styles used such as climax, anticlimax, parallelism, and antithesis (in teenagers) in their captions.

ABSTRAK

Alfain, Shinta Nuriya Idatul. (2021). *Fitur-Fitur Bahasa Online dan Gaya Bahasa dari Caption Selebriti Indonesia*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Dosen Pembimbing : Mira Shartika M.A.

Kata Kunci : Linguistik Internet, Fitur Linguistik Online, Gaya Bahasa, Caption Instagram, Media Sosial

Seiring dengan perkembangan media komunikasi khususnya media sosial, masyarakat juga mengubah cara penggunaan bahasa mereka dalam percakapan sehari-hari seperti penggunaan singkatan, istilah baru, dan emoji. Fenomena tersebut merujuk pada kajian ilmiah tentang bahasa, khususnya yang ada di media online atau disebut dengan linguistik Internet. Dalam penelitian ini, Linguistik Internet didefinisikan sebagai penggunaan bahasa yang tidak diucapkan di media online. Oleh karena itu, menarik untuk mengkaji lebih jauh penggunaan bahasa tulis di media sosial yang cenderung mengalami beberapa perubahan seiring berjalannya waktu dan tidak mengikuti kaidah penulisan yang umum.

Penelitian ini bertujuan untuk mengetahui cara selebriti Indonesia dari berbagai kategori usia dalam menggunakan fitur linguistik online dan gaya bahasa dalam caption Instagram mereka. Penelitian ini merupakan penelitian kualitatif mengingat tujuan dari penelitian ini adalah untuk membangun pemahaman yang kontekstual dan menyeluruh terhadap fenomena sosial yang terjadi di sekitar kita. Data dalam penelitian ini diambil dari postingan selebriti Indonesia yang ditulis dalam bahasa Inggris. Kemudian, data tersebut berupa caption dari para selebriti. Dalam proses pengumpulan data, peneliti memulai dengan memilih beberapa akun selebriti berdasarkan klasifikasi usia mereka. Pada tahap menganalisis data, peneliti terlebih dahulu mengamati kemudian menganalisisnya menurut fitur linguistik online dan teori gaya bahasa.

Kategori usia dalam penelitian ini terdiri dari remaja, dewasa muda, dewasa paruh baya, dan dewasa tua. Hasil penelitian ini menemukan bahwa remaja cenderung menggunakan lebih sedikit fitur linguistik online seperti singkatan atau akronim, tanda baca, dan emotikonim dalam teks Instagram mereka. Selain itu, terkait dengan gaya bahasa, temuan menunjukkan bahwa semakin muda usia pengguna, semakin bervariasi gaya bahasa yang digunakan seperti klimaks, antiklimaks, paralelisme, dan antitesis (pada remaja) dalam teksnya.

ألفين، شنتا نورية إدتول. (2021). ميزات اللغة على الإنترنت وأنماط اللغة من تعليقات المشاهير الإندونيسية. بحث جامعي. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. مشرفة: ميرا شارتيكا، الماجستير.

الكلمات الرئيسية: لغويات الإنترنت، الخصائص اللغوية عبر الإنترنت، أسلوب اللغة، التعليقات على إنستغرام، وسائل التواصل

الاجتماعي إلى جانب تطور وسائل الاتصال، وخاصة وسائل التواصل الاجتماعي، يغير المجتمع الطريقة التي يستخدمون بها لغتهم في المحادثات اليومية مثل استخدام الاختصارات والمصطلحات الجديدة والرموز التعبيرية أيضاً. تشير هذه الظاهرة إلى الدراسة العلمية للغة، لا سيما في وسائل الإعلام عبر الإنترنت أو ما يسمى لغويات الإنترنت. في هذه الدراسة، يتم تعريف لغويات الإنترنت على أنها استخدام لغة غير منطوقة في وسائل الإعلام عبر الإنترنت. لذلك، من المثير للاهتمام إجراء مزيد من الدراسة حول استخدام اللغة المكتوبة على وسائل التواصل الاجتماعي، والتي تميل إلى تجربة بعض التغييرات بمرور الوقت ولا تتبع قواعد الكتابة العامة.

أهدف هذه الدراسة إلى معرفة كيفية استخدام المشاهير الإندونيسيين من مختلف الفئات العمرية للخصائص اللغوية على الإنترنت وأنماط اللغة في تعليقاتهم على إنستغرام. هذا البحث هو بحث نوعي مع الأخذ في الاعتبار أن الغرض من هذا البحث هو بناء فهم سياقي وشامل للظواهر الاجتماعية التي تحدث من حولنا. البيانات الواردة في هذه الدراسة مأخوذة من منشورات المشاهير الإندونيسيين المكتوبة باللغة الإنجليزية. بعد ذلك، تكون البيانات في شكل تسميات توضيحية من المشاهير. في طريقة جمع البيانات، بدأت الباحثة باختيار عدة حسابات للمشاهير بناءً على تصنيفهم العمري. في مرحلة تحليل البيانات، يراقبها الباحث أولاً ثم يحللها وفقاً للخصائص اللغوية على الإنترنت ونظرية الأسلوب.

تتألف الفئات العمرية في هذه الدراسة من المراهقين والشباب والبالغين في منتصف العمر وكبار السن. وجدت نتائج هذه الدراسة أن المراهقين يميلون إلى استخدام عدد أقل من الميزات اللغوية عبر الإنترنت مثل الاختصارات أو الاختصارات وعلامات الترقيم والرموز التعبيرية في تعليقاتهم على إنستغرام. بالإضافة إلى ذلك، فيما يتعلق بأسلوب اللغة، تُظهر النتائج أنه كلما كان المستخدم أصغر سناً، كانت أنماط اللغة المستخدمة أكثر تنوعاً مثل الذروة، وضد الانحدار، والتوازي، والتناقض (عند المراهقين) في النص.

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CHAPTER I

INTRODUCTION

A. Background of the Study

Along with the turning of media communication into social media use, people also change their language in conversation using abbreviations, new terms, or emoticons to express their feelings. This language used on the online platforms has continued to develop over time and created a language variety which is called internet linguistics (Crystal, 2011), and electronic discourse (Davis & Brewer, 1997). In this case, internet is an important thing in people's daily life nowadays (Haythornthwaite, Chen, Boase, & Wellman, 2002) considering the communication process applied through social media such as in Instagram, Twitter, WhatsApp, and so on. Therefore, it is possible that changes in the way of communication can inflict changes in language usage as it is called Internet linguistics.

According to Crystal (2011), Internet linguistics is a scientific study of language that exists in the electronic medium. In other words, Internet linguistics is the use of unspoken language in online media. For instance, the application of "thx" for thanks, "C U" for see you, "LOL" for laugh out loud, and so on. Based on Nunan (1993), and Georgakopoulou & Goustus (1997) as cited in Muniandy (2002), there are different linguistic features of spoken and written discourse, such as spoken language is typically less structured rather than that in written forms, like uttering incomplete

sentence to express something; the use of metalingual markers in spoken language that is rarely used and replaced by fillers and logical connectors, like "emm", "uhmm", but, and then; the sentence in written language is written completely and more properly structured; a broad use of metalingual markers such as temporal markers and logical connectors of besides, moreover, etc.

In this case, it is interesting to further examine the use of written language in online media which tends to change as the time flies and does not use the common rules in written language. These phenomena occur in the whole world along with technology development, including in Indonesia. Therefore, the researcher is interested in investigating the English online expressions used by Indonesian celebrities whenever they write captions on their social media, especially in Instagram considering Indonesia is not an English-speaking country. In this study, celebrities mean Indonesian celebrities' accounts who have more than a thousand followers especially in Instagram, and can be traced to their age through Internet media. From this study, it is expected to contribute to the related field through the potential findings of different captions used by Indonesian celebrities which are classified by age categories. The aim of categorizing them by age is to find out several similarities and differences of the online linguistic features and language styles of every age range, particularly from the youth to adult.

To further analyze the object of this study, the researcher tries to categorize the age of celebrities to examine the pattern of online linguistic features and language styles that are used. According to Bruin, Parker, & Strough (2020), some studies which

relate to the topic of age differences in social networks defines age category into three groups that consist of older adults (over 60 years old), middle-aged adults (45-60 years old), and younger adults (under 45 years old) (Bruine de Bruin, Parker, & Strough, 2020). Besides, Hruska & Maresova (2020), in investigating the use of social media platforms among adults in the U.S., are clustering the age in the range of 18-28, 29-38, 39-48, 49-58, and over 59. In this case, there is no term to label every group of age (Hruska & Maresova, 2020).

Not only that, another study about age classification in social network explains that teenagers are those included in the age of 13 up to 20 years, and adults are those in the range of 20 years old or more (Guimaraes, Rosa, De Gaetano, Rodriguez, & Bressan, 2017). Through these several studies, it can be indicated that there is no vivid definition and classification related to age categorization. Therefore, this present study will categorize the age of celebrities into four groups which are teenagers (13-19 years old), younger adults (20-45 years old), middle-aged adults (in 46-60 years old), and older adults (over 60 years old).

There are several previous studies related to online linguistic features and language styles that have been conducted before, for instance, online linguistic features by Indonesian male and female commenters in Instagram (Hamada, 2020), in YouTube (Sa'idah, 2018), in Twitter (Rokhmah, 2019; Anggraeni & Kwary, 2017), in Facebook (Stapa & Shaari, 2012), in Facebook as online academic setting (Hashim, Soopar, & Abdul Hamid, 2017), and in online discussion forum (Kadir, Maros, & Hamid, 2013).

Besides, some researchers also conducted studies about language styles, such as language styles used by tour guide and tourist in Bali (Khaliq, 2018), women accounts in Instagram captions (Sood, 2018), sellers and customers' transaction in Facebook (Zulkifli, 2018), and teenagers in Facebook status (Indra & Hamzah, 2018).

Based on those relevant studies, the researcher concluded that research which focuses on age categories has never been done before. Hence, in filling this gap, the researcher will analyze online linguistic features and language styles that are frequently used by Indonesian celebrities through their Instagram captions. Not only that, for the novelty of this study, the researcher also categorizes the data into the age groups of celebrities which will provide different findings such as knowing the pattern of linguistic features and language styles used based on age, or the use of language features and language styles that is more varied and casual in young age categories. Therefore, it is expected that the result of this study can contribute to the theory of online linguistic features proposed by Crystal (2011), and Bodomo (2010). Besides, the researcher will use Keraf's (2008) theory to analyze language styles.

B. Research Question

Based on the background of the study above, the research question is “how do Indonesian celebrities from different age categories use online linguistic features and language styles in their Instagram captions?”

C. Objective of the Study

Related to the research question above, the objective of the study is to investigate the way Indonesian celebrities from different age categories use online linguistic features and language styles in their Instagram captions.

D. Scope and Limitation

The scope of this study refers to Internet Linguistics, particularly under the umbrella of applied linguistics that is evidently very wide. This study focuses on investigating the online linguistic features and language styles of Indonesian celebrities which are categorized by age through their Instagram captions. The limitation of this study is that the researcher is unable to collect a lot of data due to the limitations in identifying the age considering that the researcher will search the age category of celebrities through online platforms.

E. Significance of the Study

This research theoretically adds new insights into Internet linguistics through analyzing the online linguistics and language styles. In this case, this study is related to Internet linguistics considering the object of this study will be taken from social media applications, namely Instagram which has not been done much before. Hence, the result of this study is expected to provide new insights and development to the field of Internet linguistics. In particular, new insight in this study is obtained by trying to see the way or the pattern of Indonesian celebrities' Instagram captions. On the other

hand, this study is practically useful for understanding the pattern of language in accordance with the age of online language users. In addition, it is expected that this present study can be helpful for the next researchers who are investigating online linguistics.

F. Definition of Key Term

To avoid misunderstanding in interpreting some important terms that are used in this study, the researcher provides the definition of special terms as follows.

1. Internet linguistics: a new variety of language that is used in the communication process through Internet technology.
2. Online linguistic features: several features of language that are used by celebrities in this case in form of non-verbal signs.
3. Language styles: the way people use language to express their feelings and communicate with each other which could be presented in written and oral forms.
4. Instagram captions: text that is written in Instagram as one of social media applications along with uploaded photos.
5. Indonesian celebrities: Indonesian celebrities' accounts that have more than a thousand followers and can be traced to their age through Internet access.
6. Online media users: people who use social media, particularly Instagram as the reader of Indonesian celebrities' captions or followers of Indonesian celebrities.

G. Previous Studies

There are several previous studies that have similarities with this present study. Considering that this present study will use the theory of Bodomo and Crystal to analyze online linguistic features, some studies also used Bodomo's theory such as Hamada (2020) entitled Online Linguistic Features and Grammatical Errors Made by Indonesian Male and Female Commenters on Instagram Posts, by combining Danet's theory in the process of analyzing the data. Hamada's study shows that Indonesian male commentators are more creative and expressive rather than Indonesian females which means that Indonesian males use more various online linguistic features. In addition, another study from Sa'idah (2018) with the title Online Linguistic Features Used by Male and Female Commenters in Ranz Kyle's Channel on Youtube, also used theory by Crystal which is combined with Danet's theory. Saidah's study indicated that female commentators tend to use short phrases which means that they use time more effectively, and male commentators tend to use capital letters as the language feature which indicating the emphasis on assertiveness. Besides, there is another study that uses a similar theory of Keraf (2008) to analyze language styles. It was conducted by Wati (2019) entitled Language Style Used in English Advertisements Facebook: Stylistic Analysis.

There are many studies about online linguistic features that have differences from the present study. First of all, Rokhmah (2019) and Anggraeni & Kwary (2017) who used theory of Danet entitled Internet Language Features and Dictions of the

Tweets of Anne Marie and Charlie Puth: A Comparative Study on Language and Gender; and Internet Language Features of Miley Cyrus' Tweets. The results of Rokhmah's study showed that Anne Marie is more expressive and playful as shown in her language features and dictions, while Charlie is less expressive and tends to use the common style or standard use of language features. Meanwhile, Anggraeni & Kwary's study showed that the most frequent patterns used in Miley Cyrus' tweets are emoticons of smile and love containing several meanings, abbreviations of btw and cigs for cigarette, capital letters, and eccentric spelling. Secondly, a study from Kadir et al (2012) used Thurlow's theory in analyzing linguistic features in an online discussion forum. The results showed that students employed creative ways in communicating with their friends, by using a number of homophones, accent stylization, full capital letters, emoticon, nonconventional spelling, and clipping.

In addition, a study from Sood (2018) entitled Language Styles Used by Women Accounts on Instagram Captions used Chaika's theory, while the present study will employ Keraf's theory. Sood found seven Instagram posts along with the captions which were appropriate with the kinds and characteristics of language styles. Not only that, another study from Khaliq (2018) entitled Language Style Used by The Tour Guide and Tourists in Bali used Joos' theory, in which the results showed three types of language styles that were used by the tourists and tour guide during their journey. Those styles are formal style, consultative style, and casual style. Casual style is a style that is used dominantly by the tour guide and tourists in their activity.

H. Research Method

1. Research Design

This study aims at exploring online linguistic features and language styles in Indonesian celebrities' Instagram captions. Thus, this present study can be categorized as qualitative research (Cresswell, 2012). Besides, qualitative research in this study is aimed to build contextual and rounded understanding (Mason, 2002) related to social phenomenon that occurs unwittingly around us. Besides, the form and the way of analyzing the data also become significant elements to consider that this is a qualitative research, because the data is in the form of words. The researcher in this study uses theory of online linguistic features proposed by Crystal (2011) about abbreviations, words with omitted letters, logograms, nonstandard forms, typing errors, punctuation, and spam; Bodomo (2010) about acronymy, punctuation, and emoticonomy; and Keraf (2008) to analyze language styles which will be categorized into five groups based on language used itself.

Based on several related previous studies, there are some assumptions to support possible findings found after the data analysis is completed. Most previous studies, which were related to online linguistic features still addressed gender and youth issues and have not examined the features based on age categories. Some studies on gender analysis resulted in different patterns of the use of online linguistic features. Therefore, it is interesting to further investigate online linguistic features that are used by adults or older people considering various ways of online linguistic features that were used by the youths. It is possible that older adults will use online linguistic

features less than the youths considering that the most frequent social media usage is in the age of 20 to 35 (Asiati & Septadiyanto, 2019).

2. Research Instrument

In the present study, there is one instrument used, that is the researcher herself. The researcher will be the main human instrument, who collects and analyzes the data. Furthermore, the researcher is also the one who investigates and elaborates the online linguistic features and language styles of Indonesian celebrities based on their age through their Instagram captions.

3. Data Source

The data source comes from Instagram as one of the huge social media platforms. In this case, the type of data source is considered as the primary source due to the researcher collects the data as the main source. Data in this study are chosen based on the age category of Indonesian celebrities' accounts, then those are taken from their posts which are written in English. In particular, the researcher limits her research data by balancing the data into ten data for every age category, but there is an exception in the older adult category which is only taken seven data due to not many Instagram users over 60 who write captions in English. Therefore, the researcher takes 37 data that were uploaded from January 2021 until April 2021 on Instagram.

4. Data Collection and Analysis

In the stage of collecting the data, the researcher does some steps. First of all, the researcher selects several celebrities accounts based on their age categories, namely teenagers (in the range age of 13-19), younger adults (in the range age of 20- 45), middle-aged adults (in the range age of 46-60), and older adults (over 60). Secondly, the researcher chooses some or one post which is written in English from every celebrity. Then, the researcher saves the posts to be further investigated the captions and the context by referring to the posted image.

In the process of analyzing the data, the researcher does several stages. Firstly, the researcher observes the captions and the post of celebrity accounts before analyzing the data. Next, the researcher begins to analyze the data based on every category in accordance to online linguistic features and language style theories. In particular, Crystal's (2011) and Bodo's (2010) theories will be used to analyze the online linguistic features and Keraf's (2008) theory will be used to investigate the language styles.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter covers relevant theories that will be used to analyze the data in this present study. The theories include Internet language, online linguistic features, language styles, and previous studies.

A. Internet Language

The existence of internet nowadays cannot be separated from the majority of people. Internet as a form of revolutionary technology is helpful toward dissemination of information ease of daily activities, especially for communication. The emergence of technologies and internet was begun in October 1972 at demonstration of ARPANET at International Computer Communication Conference (ICCC) as the first public demonstration network, then it developed to the use of email (Leiner, Kahn, & Postel, 2009). As time goes by, the technology of internet evolves, and most entities employ this kind of technology for communicating needs (Alhadlaq, 2016).

In a process of communication, internet influences a lot on the way language is used. Further, there are several terms that refer to internet languages, such as *electronic discourse* (Muniandy, 2002), *Digitalk* (Dino & Gustilo, 2015), *internet linguistics* (Crystal, 2011), *online communicative language* (Stapa & Shaari, 2012), and *internet language* (Thurlow, 2001). According to Muniandy (2002), e-discourse means a new discourse hybrid by observing the convention of speech and writing, also structural and linguistic features as a result of medium communication. Dino and Gustilo (2015)

define Digitalk as a new way in digital communication setting which has its convention as a non-standard form of spelling. Besides, Crystal (2006) describes internet language as identically refers to both speech and writing, considering the perspective of seeing internet language as a writing form of speech that was written into the text and poured into the medium, such as chatroom.

The emergence of internet language was started from the term *computer-mediated communication*. Yet, this term is too broad for linguistic point of view till the term of *Internet linguistics* was found to specifically name the scientific study of language manifestations in electronic medium, also especially for academic inquiry (Crystal, 2006). One of the reasons behind the existence of internet language is the widespread use of short messages or text messaging in the UK around the year 2000 that is seen as a linguistic disaster. Many of the young generations lost their sense of language standard-used which is shown by the use of full abbreviation in doing homework and exams.

The convenience of the internet in terms of communication also creates a new or unusual thing in the way people communicate. It begins with the use of SMS (Short Message Service) due to the limited character in typing a message, then people start to shorten the text, such as the application of "thx" for thanks, "C U" for see you, "LOL" for laugh out loud, "2morrow" for tomorrow, and so on (Crystal, 2004; 2011). Therefore, it also affects language in communication such as social media nowadays as a replacement of the role of SMS and by the time of internet which is always developing.

According to Crystal (2006), there are many stylistic types of written language, considering most parts of internet are in form of text rather than others. The first type is graphic feature as common appearances of written language which is defined in form of distinctive typography, page design, spacing, use of illustrations, and colors. The second type is graphological or orthographic features or types of writing style on particular language which is described in terms of several distinctive factors, such as alphabet, capital letters, spelling, punctuation, and ways of expressing emphasis. The third type is grammatical features or possibilities of syntax and morphology which are defined in terms of many factors related to its distinctive use of sentence structure, word order, and word inflections. The fourth type is lexical features or vocabularies of language which is defined in forms of the set of words and idioms given distinctive use within a variety. The last type is discourse features or structural organization of the text which is defined in form of several factors of coherence, relevance, paragraph structure, and logical progression of ideas. However, the researcher in this study only focuses on graphological or orthographic features that relate to the purpose of this research, especially about internet language, particularly on Instagram captions.

B. Online Linguistic Features

According to Bodomo (2010), there is a causal relationship between language and new technologies, particularly related to the change of language. The influence of language is inevitable considering that language is a significant thing that is always used in communication, especially in online media such as new forms of language. In

this case, people on social media interact each other using their own language forms then create various features which are different from the standard form. It is kind of the uniqueness of the online communication process, considering people do not need to meet directly to talk or ask something and it can be reached through internet media by sending and receiving messages. Nevertheless, it may take a longer time to type the message then people frequently use more varied ways in their languages to make it more simple and more efficient.

Online linguistic features which refer to internet language are kind of pragmatic signs that are employed by internet users. Further, Danet (2001) explains common features of digital writing which are divided into eleven types, those are multiple punctuation, eccentric spelling, capital letters, asterisk for emphasis, written out laughter, noise, description of actions, emoticons, abbreviations, rebus writing, and lower case. In this case, those features are frequently used in social media, like Twitter (Rokhmah, 2019), and Instagram (Hamada, 2020).

Crystal (2011) mentioned that there are different uses of textisms as one moves up through the age levels, towards older students through fewer distinctive forms and writing texts which are increasingly standard in form. Further, Crystal analyses internet language using several aspects, such as abbreviation, punctuation, and spam. Abbreviation in this case means identifying the words that critics of the medium cite in connection, such as abbreviations (*lol*), logograms (*2day*), words with omitted letters (*xlnt*), nonstandard forms (*wot*), and error typing. In addition, punctuation is a set of rules of marks from traditional set (commas, colons, etc.), section marks, dividers,

slashes, and other conventions. Then, those punctuations will be identified whether it is used as its function or it is included as unused marks, for instance, the use of hash (#), @, and carets (^) which is differently applied in online marks and printed form. Also, spam means useless text or does not have particular meaning in the whole text or messages considering its grammatical and lexical forms. For instance, *supr vi-agra online now znwygghsxp; VI @ GRA 75% off regular xsp wybzz lusfg; fully stocked online pharmac^y; Great deals, prescription d[rugs.*

Bodomo (2010) explained technobabble for online communication or types of language used in computer-mediated communication (CMC) as the medium for text-based message exchanges, especially related to the existence of some features that were adopted according to different contexts of communication. In particular, Technology-conditioned approach to Language Change and Use (TelCU) which have proved some issues of language, literacy, and communication technology, such as acronymy, punctuation, and emoticonomy. Further, those various forms will be explained as follows:

1. Acronymy

Acronymy in this case means shortening and abbreviation of words and phrases that are commonly used in daily life communication.

Table 2.1 Online Linguistic Features by Bodomo (2010)

Formation	Example
Acronym of sentence	GTG (I've Got To Go) BRB (I'll Be Right Back)
Letter homophone	U (you) R (are)
Number homophone (or of similar pronunciation)	88 (Bye Bye, in English resembles the pronunciation of '8' in Chinese)
Combination of letter and number homophone	B4 (before)
Reduction of individual word	Tmr (tomorrow) Coz/cos (because) Gd nite (good night)
Combination of letter initial and letter homophone	TTUL/TTYL (talk to you later) OIC (oh I see)

2. Punctuation

Punctuation which is used to separate units of grammar has new functions as the ways of punctuation used in online communication. The examples are ellipsis or omission of discourse such as the use of several dots (...) to replace some causal sentences that will be understood by the message receiver; and repetition of exclamation/question marks to emphasize the curiosity (???) and tone of utterance (!!!) also to show surprises and doubts (?!).

3. Emoticonomy

Emoticon or smiley is a symbol to represent emotions and facial expressions of the writer or sender through a combination of keyboard strokes or images that were provided by the system, for example: ‘😊’ for happy, ‘😞’ for sad, ‘-_-’ for unhappy, ‘:D’ for laughing, and others.

In this study, the researcher uses all kinds of online linguistic features aspects above. However, there are two points of acronymy and abbreviation that will be shortened into one aspect due to the similar concepts that are contained. Even though there are two similar names of punctuation but those have different essences, then there will be *punctuation*, and *punctuation (repetition mark)*. Furthermore, online linguistic features’ aspect consists of abbreviation or acronymy, punctuation, spam, punctuation (repetition mark), and emoticonomy.

C. Language Styles

In a process of communication, interaction is a must to be done for each person. Besides, every person’s way of communication in form of language style can be different from each other related to the situation and condition of social context. For example, the way of student’s communication with his teacher will be different from his communication with his friends. This formality level may relate to several factors, such as kind of occasion; various social, age, and other differences between participants; particular task that is involved; emotional involvement of participants; and

so on (Wardhaugh & Fuller, 2015). Also, Keraf (2008) explained that language style is the way of expressing thought through language which can represent the soul and personality of the language user. Therefore, it can be used to find out the way of majority people use language with its particular aspects, especially in internet language. Keraf (2008) divided language style into some types based on the language used itself, such as the sentence structure.

Based on Keraf (2008), language style that is based on sentence structure means the position of an important point in the series of sentences. For instance, at the beginning of the sentences, at the end of sentences, and in the whole of sentences. Those three positions are divided into five types of language styles as follows.

1. Climax

Climax is a kind of language style that contains sequences of thoughts with an increasing pattern of importance from the previous ideas. In other words, the point sentence will be in the last of the sentences. Some examples are presented in the followings.

*Let a man acknowledge his obligations to **himself**, his **family**, his **country**, and his **God**.*

*Out of the **frying pan** and into the **fire***

*If you think that's **bad**, it gets **worse***

2. Anticlimax

Anticlimax is a form of language style in which the ideas are ordered from the most important part to the less important parts. The example of anticlimax is shown below.

*The head of district court was **a rich, quiet, and anonymous man***

3. Parallelism

Parallelism is a language style that seeks to achieve parallels in the use of words or phrases by occupying the same function and in the same grammatical form. This alignment is formed based on clauses that depend on the same main sentence. Some examples are provided below.

No pain, no gain

*Where there is **smoke**, there will be **fire***

*It takes **one** to know **two***

4. Antithesis

Antithesis is a language style that contains opposite ideas by using the opposite words. The examples can be seen in the followings.

The proper function of man is to live, not to exist

To err is human, to forgive divine.

5. Repetition

This language style means repetition of a sound, syllable, word, or part of sentence that is considered important to emphasize in an appropriate context. The example is presented in the following.

*Every day I'm happy because of **you love me**, I'm more fulfilled because **you love me**, I have everything because **you love me**.*

D. Previous Studies

This present study refers to several studies that have investigated similar topics, objects, and areas as the previous study concerned.

The first previous study was found in the thesis conducted by Hamada (2020), and Sa'idah (2018). The similarities in those studies are in the topic of online linguistic features, and the objects that were taken on social media. Moreover, the difference of Hamada (2020) with this present study is in the specific object of the data that was taken from Instagram comments and the theories of Bodo (2010) and Danet (2001) while this present study takes the data from Instagram caption and uses the theories from Crystal (2011) and Bodo (2010). Besides, Sa'idah (2018) is also different from this study considering that the data came from Youtube's commentary columns. In addition, both of those studies tend to analyze gender issues in online linguistic features, whereas this present study is about age classifications.

In addition, the result of Hamada (2020) showed that Indonesian male commentators are more creative and expressive rather than Indonesian females which

then indicates Indonesian males use more various online linguistic features particularly contained five features than Indonesian females. The result of Sa'idah (2018) found that female commentators tend to use short phrases which means they more considered the time, and male commentators tend to use capital letters as the language feature which indicates emphasizing assertiveness.

The previous study were found in the journal article conducted by Kadir et al (2012), Anggraeni & Kwary (2017), and Stapa & Shaari (2012). The similarity in these studies is in the topic of online or internet language features. Yet, those studies used different objects as the data of analysis, such as online learning discussion in Universiti Teknologi MARA Malaysia (Kadir et al, 2012), Miley Cyrus's tweets (Anggraeni & Kwary, 2017), and young Malaysian Facebook users (Stapa & Shaari, 2012) while this present study is using Instagram captions. In this case, those previous studies tend to examine the object of the study from young generation only whereas this present study tries to go further to several generations that are taken from age classifications. Kadir et al (2012) found that students more employ creative ways in communicating with their friends; use various linguistic features which indicates two important things: religion and culture; and it was also found Arabic lexical in their messages, then it refers to their identity as a Muslim Malay.

Meanwhile, the result of Anggraeni & Kwary's (2017) study shows that the most frequent pattern used of internet language features in Miley Cyrus' tweets are emoticons of smile and love which contain several meanings, abbreviations of *btw* and *cigs* for cigarette, capital letters, and eccentric spelling. Stapa & Shaari (2012) found

that the common features which are used by Facebook users are spelling innovations and modifications, combinations of letter and number homophone, reduction or omission of vowels, replacement of <s> with <z>, the use of one letter to represent a word, the use of playful jargons, the used of acronyms and abbreviations and the use of emoticons.

The third previous study is about language styles that were found in thesis and journal article. These studies were conducted by Sood (2018), Khaliq (2018), and Wati et al (2019). The studies examined same topic as the present study. In addition, the object Sood (2018) is similar to the present study that is taken from Instagram caption. Also, the present study used a same theory that is from Keraf (2008) to analyze language styles. Sood (2018) in his thesis entitled Language Styles Used by Women Accounts on Instagram Captions found that seven Instagram posts along with the captions are appropriated with the kinds and characteristics of language style. Khaliq (2018) in his thesis with the title Language Style Used by The Tour Guide and Tourists in Bali found three types of language styles that are used by the tourists and tour guide during their journeys, such as formal style, consultative style, and casual style. Wati et al (2019) analyzed the study of language style used in English advertisements on Facebook found that the way of language style conveys the messages of the English advertisements on Facebook.

The gap between the present study and the previous studies is in the way of presenting data. Most previous studies focus on gender issues as the object of the study while the present study tries to classify the data based on age categories. In particular,

the researcher classifies the whole data of Indonesian celebrities' Instagram captions into teenagers (in the age 13-19 years), younger adults (in the age 20-45 years), middle-aged adults (in the age 46-60 years), and older adults (in the age over 60 years).

CHAPTER III

FINDINGS AND DISCUSSION

A. Findings

In this section, the researcher provides the findings based on the process of data analysis in online linguistic features and language styles. Then, there are two sub points in this part namely online linguistic features and language styles which contain the result of data analysis according to the age categories. Age category in this study consists of teenagers (range age of 13-19) that has ten data of celebrities' Instagram captions, younger adults (range age of 20-45) that has ten data of celebrities' Instagram captions, middle-aged adults (range age of 46-60) that has ten data of celebrities' Instagram captions, and older adults (range age of over 60) that has only seven data of celebrities' Instagram captions. In this case, the order of explanation starts from the age category first and it will be further explained by the types in every datum.

To answer the research question, the researcher explained the types of online linguistic features that are used by Indonesian celebrities in their Instagram captions. Then, the researcher also explained the types of language styles that are used by Indonesian celebrities in their Instagram captions. In addition, the data were obtained carefully investigated the type of each caption based on the theory of Bodomo (2010) and Crytal (2011) for online linguistic features and theory of Keraf (2008) for the language styles, and the description of the context which refers to the posted picture.

Online Linguistic Features by Indonesian Celebrities aged 13-19

From ten celebrities' captions that were collected, all of them contain online linguistic features. Related to Bodo (2010) and Crystal (2011), there are three categories of online linguistic features, namely such as abbreviation/acronymy, punctuation, and emoticonomy. In the process of categorizing the data, the researcher tried to merge two similar things from two different theories of Bodo (2010) and Crystal (2011), particularly about abbreviation and acronymy. In this case, the meaning of abbreviation which is referred to in Bodo (2010) has same meaning and core as acronymy in Crystal (2011). On the other hand, two similar terms of *punctuation* in those two theories have different meanings as written in the previous chapter, then the researcher tried to distinguish them by naming *punctuation* only for the term which refers to Crystal (2011), and *punctuation (repetition mark)* that refers to Bodo (2010). The findings of online linguistic features' categories will be displayed below.

Datum 1



Figure 3.1 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum contains two online linguistic features that refer to Crystal (2011) and Bodomo (2010) which are punctuation and emoticonymy. In this case, the first of the letter should be in the capital as a rule of the use of punctuation. On the other hand, it was written in lowercase of *t* in *the*. Then, it is concluded as punctuation in Crystal (2011). In addition, there is also the use of emoticon which is in form of ✨ (sparkling stars) and 🍭 (a lollipop). Those emoticons define nice and colorful feelings. Not only that, the context of this caption explains about a great moment that happened with the celebrity's surrounded people as can be seen in the photo that was uploaded, which is described a moment of having simply birthday celebration with family.

Datum 2

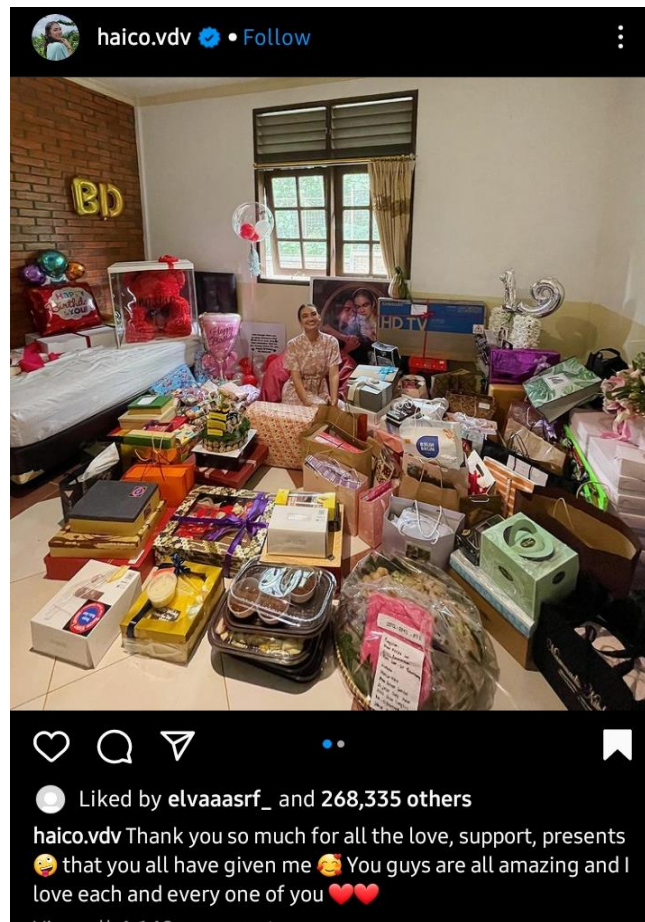


Figure 3.2 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum contains one online linguistic feature that refers to Bodo (2010) namely emoticonomy. In this case, emoticons are used to express the happiness and loved feelings of the birthday presents as the context of the post and caption. Further, the emoticon of 😄 depicts ridiculous expression through one of the eyes wide open and the face slightly tilted. In addition, the emoticon of 😊 (shy smiley emoji decorated with hearts) describes feeling loved, cared for, or in love. Also, the emoticon of ❤️ (deep red heart emoticon) means the expression of love.

Datum 3



Figure 3.3 Online Linguistic Features by Indonesian Celebrity Aged 13-19


This datum contains two online linguistic features that refer to Crystal (2011) and Bodo (2010) which are punctuation and emoticonomy. In this case, there is an error spelling of *I* which should be *I* (capital letter), then it refers to punctuation category of online linguistic feature as explained by Crystal (2011). Besides, another online linguistic feature also exists in this caption namely emoticonomy. The emoticon of 🤪 (face upside down) relates to a smiley face or describing happiness. Not only that, the emoticon of 💛 (yellow heart) has similar meaning with smiley and feeling of

happiness. The context of this caption is explaining a happy feeling or nice feeling considering being grateful that there is a good picture to be uploaded.

Datum 4



Figure 3.4 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum contains two online linguistic features that refer to Crystal (2011) and Bodo (2010) which are abbreviation or acronymy and emoticonomy. In this case, abbreviation or acronymy occurs in *fav* word which means *favorite*, so this phenomenon can be concluded as word with omitted letters due to the last few letters that were omitted. Another online linguistic feature that exists in this caption is emoticonomy as the use of emoticon  (black heart) which means as a symbol to represent an expression of deep love, and do not want to be apart. These online

linguistic features are in line with the context of this caption considering that the picture posted is about a couple with their traditional wedding dress.

Datum 5

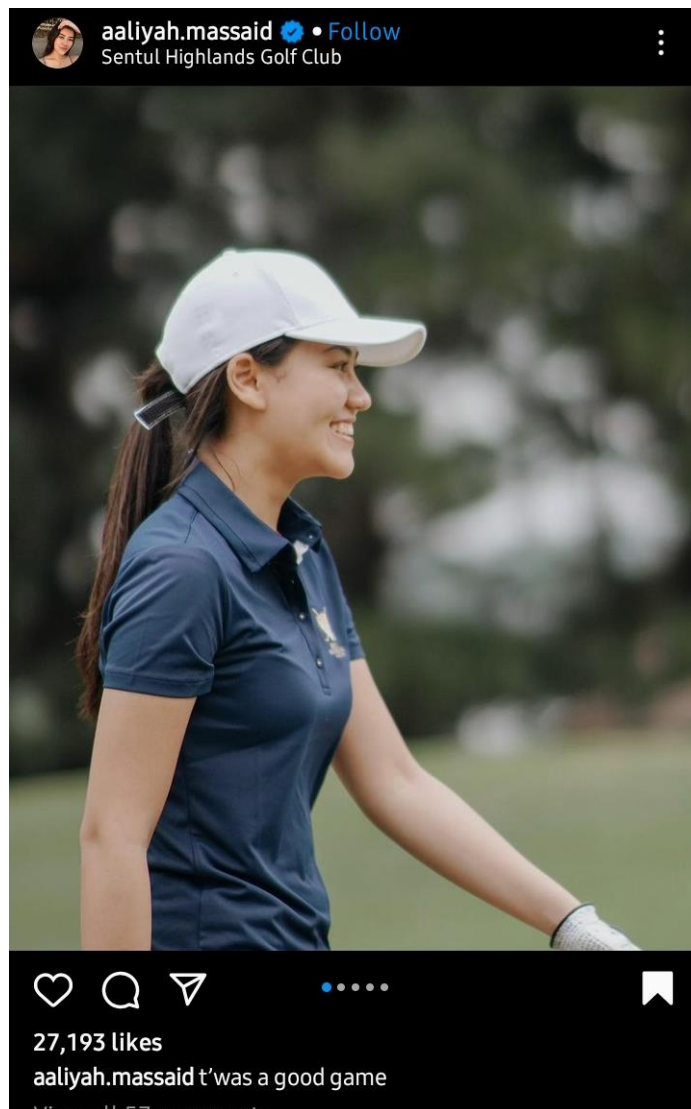


Figure 3.5 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum contains two online linguistic features that refer to Crystal (2011) and Bodomo (2010) which are abbreviation or acronymy and punctuation. In this case,

abbreviation or acronymy occurs in form of words with omitted letters in the use of *t'was* which means *it was*. Not only that, there is also punctuation that refers to Crystal (2011) particularly related to the lowercase at the beginning of the caption which should be in form of capital letter. Further, the context of this caption can be seen in the picture posted who looks like the celebrity was exercising then the caption said *a good game*.

Datum 6




Figure 3.6 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum contains two online linguistic features that refer to Crystal (2011) and Bodomo (2010) which are punctuation and emoticonomy. In this case, the rules that were broken in the caption is about the use interrogative sentence, especially those are not following the written rules. In addition, another online linguistic feature is the existence of emoji 🍝 which means a food particularly a bowl of spaghetti as the context of the post. Further, there is a bowl pf apghetti, juice, bread, and other foods in the picture that was uploaded by the celebrity.

Datum 7



Figure 3.7 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum contains three online linguistic features that refer to Crystal (2011) and Bodomo (2010) which are abbreviation or acronymy, punctuation and emoticonomy. In this case, abbreviation or acronymy occurs in the word *mua* which is an abbreviation of *make up artist*, *u* which is an abbreviation of *you*, *sm* which is an abbreviation of *so much*, and *i'll* as an abbreviation of words with omitted letters. Besides, punctuation which refer to Crystal (2011) also exist in this case, such as *I* which should be in capital letter as the rules of writing, and particular words which is located after fullstop. Besides, another online linguistic feature in this caption is emoticonomy related to Bodomo (2010) theory, which is in form of emoticon  (rainbow). This rainbow emoji is generally used to express various feelings about love and happiness that is in line with the context of the post, especially by celebrating the celebrity's closed person.

Datum 8



Figure 3.8 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum does not contain a lot of online linguistic features. In particular, this caption only contains punctuation which refers to the theory of online linguistic features by Crystal (2011). This caption breaks the rule of writing by starting the caption using lowercase which should be capital letter. Besides, the context of this caption by considering the picture posted tends to have a self-reflection or some words to express a deep feeling.

Datum 9

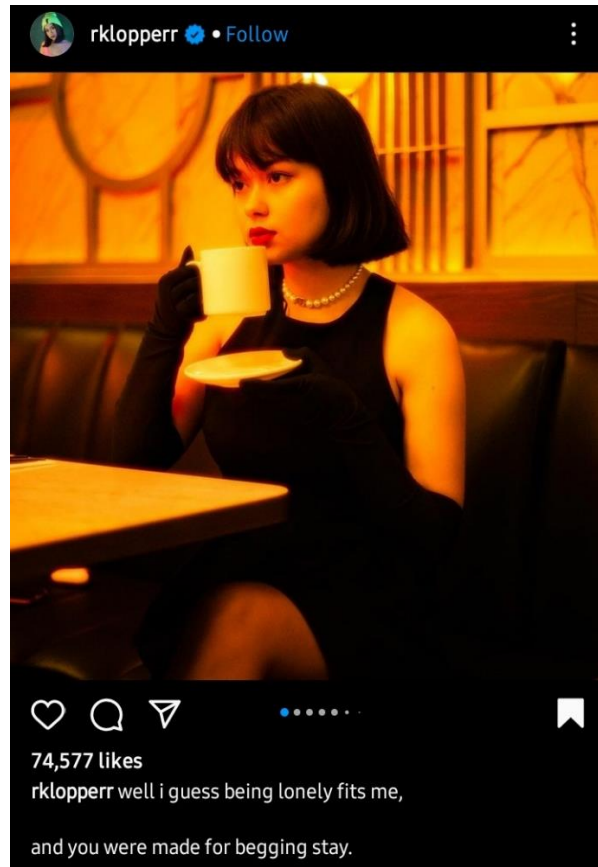


Figure 3.9 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum does not contain a lot of online linguistic features. In particular, this caption only contains punctuation which refers to the theory of online linguistic feature by Crystal (2011). This caption breaks the rule of writing by starting the caption using lowercase which should be capital letter.

Datum 10



Figure 3.10 Online Linguistic Features by Indonesian Celebrity Aged 13-19

This datum contains two online linguistic features that refer to Crystal (2011) which are abbreviation or acronymy and punctuation. In this case, the abbreviation or acronymy that exists in this caption is the word *i'm* by omitting some letters. Not only that, *i'm* here should be in capital letter and not in form of lowercase as in the caption above, then it is concluded in punctuation related to Crystal (2011).

Online Linguistic Features by Indonesian Celebrities aged 20-45

From ten celebrities' captions that were collected, all of them contain online linguistic features. Related to Bodomo (2010) and Crystal (2011), there are three categories of online linguistic features, namely such as abbreviation/acronymy, punctuation, and emoticonomy. In the process of categorizing the data, the researcher tried to merge two similar things from two different theories of Bodomo (2010) and Crystal (2011), particularly about abbreviation and acronymy. In this case, the meaning of abbreviation which is referred to in Bodomo (2010) has same meaning and core as acronymy in Crystal (2011). On the other hand, two similar terms of *punctuation* in those two theories have different meanings as written in the previous chapter, then the researcher tried to distinguish them by naming *punctuation* only for the term which refers to Crystal (2011), and *punctuation (repetition mark)* that refers to Bodomo (2010). The findings of online linguistic features' categories will be displayed below.

Datum 1



Figure 3.11 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains one online linguistic feature, namely emoticonymy that refers to Bodo (2010). In this case, there is an emoticon 😊 (little smiley face emoji) which means friendly and spreading positive vibes. The expression of emoticon is in line with the context of picture that feels calm by the nice smile of the celebrity has.

Datum 2

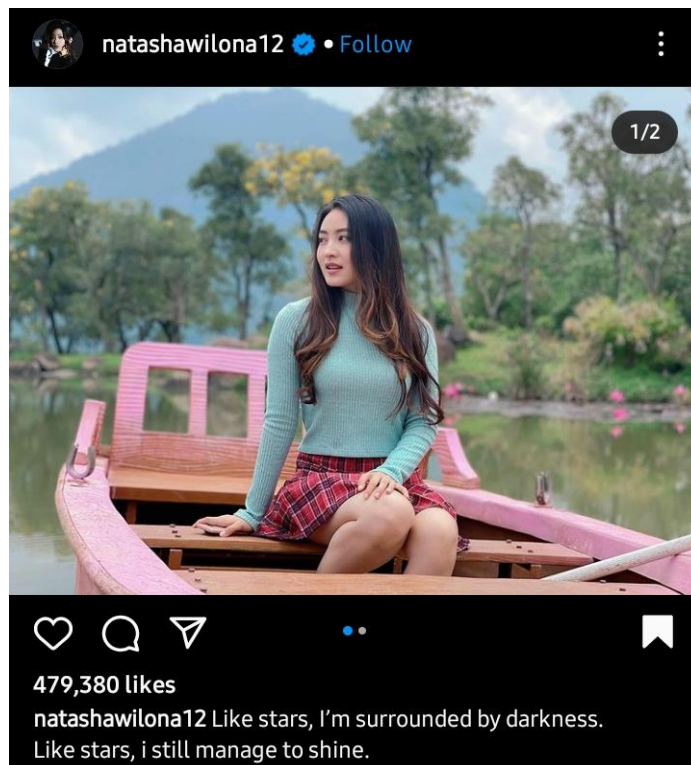


Figure 3.12 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains two online linguistic features, namely abbreviation or acronymy and punctuation which refer to theory of Crystal (2011) and Bodomo (2010). In this case, abbreviation occurs in the word *i'm* by omitting some letters which should be *I am*. Besides, online linguistic feature of punctuation also occurs in this caption by writing *i* (using lowercase) which should be *I* (using uppercase).

Datum 3

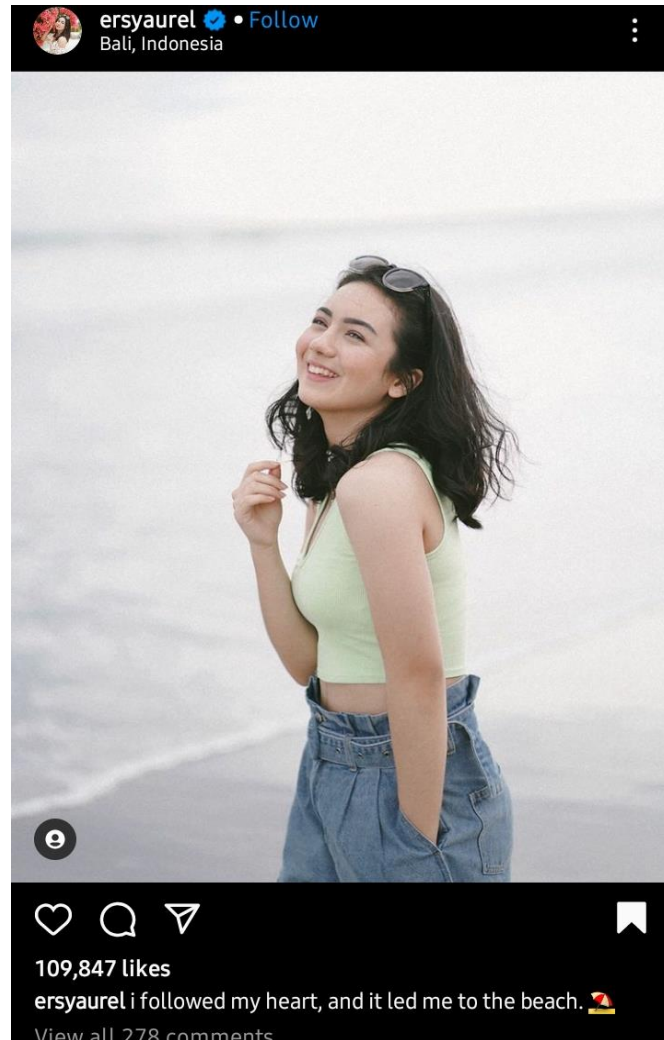


Figure 3.13 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains two online linguistic features, namely punctuation and emoticonomy which refer to the theory by Crystal (2011) and Bodo (2010). In this case, online linguistic feature of punctuation occurs in this caption by writing *i* (using lowercase) which should be *I* (using uppercase). The use of emoticon 🌂 (an umbrella on the ground or stuck in the beach sand) in the caption above means relaxing on the

beach and spending time by the sea or having holidays or weekends. Therefore, it is in line with the context of the picture that was posted considering that it is captured the moment if the celebrity is being in the beach.

Datum 4



Figure 3.14 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains three online linguistic features namely abbreviation or acronymy, emoticonomy, and punctuation that refer to Crystal (2011) and Bodomo (2010). Abbreviation in this caption occurs in some cases such as *i've* or abbreviation by omitting letters which should be *I have*, *it's* which should be *it is*, *doesn't* which should be *does not*, and *LOOLLLL* for *Laugh Out Loudly* as a form of acronym of sentence. Next, punctuation occurs in this datum from the use of *i've* which should be *I have*. Not only that, the use of emoticon 😜 (squinting eyes while sticking out tongue) in the caption means as an expression of joy, fun, and jokes.

Datum 5

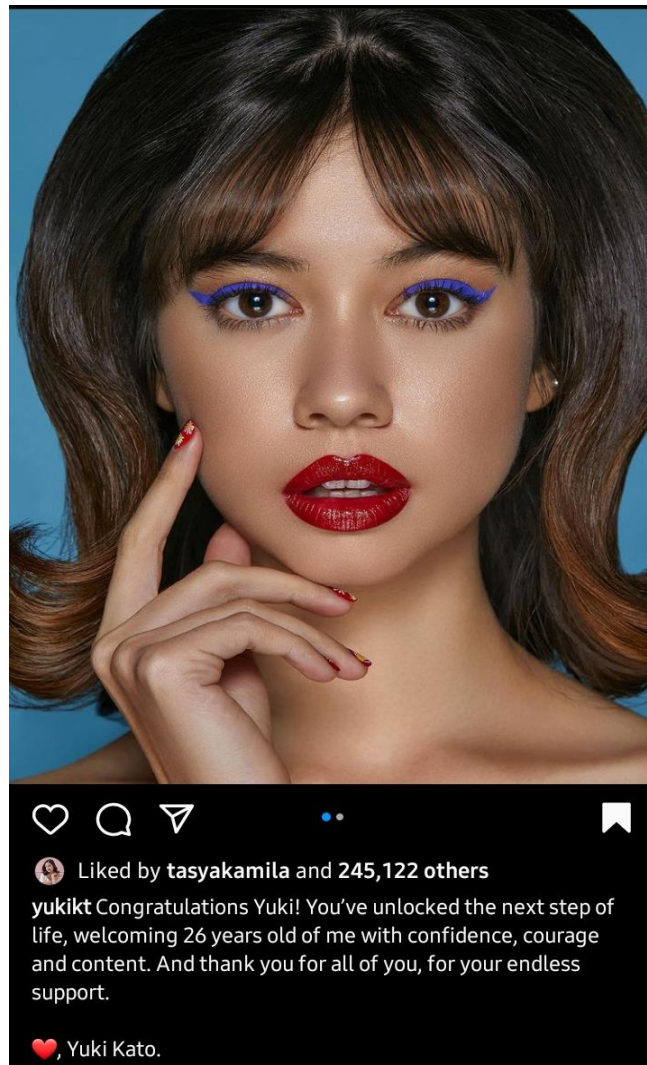


Figure 3.15 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains two online linguistic features namely abbreviation or acronymy and emoticonomy which refer to the theory of Crystal (2011) and Bodomo (2010). In this case, abbreviation or acronymy that happens in the word *you've* is the omission letters of *I have*. Emoticonomy also exists in this caption which is in form of ❤️ (red heart). This emoji has a meaning of expressing love that is in line with the context of

caption about the birthday celebration then the celebrity felt that she is loved by a lot of people.

Datum 6



Figure 3.16 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains one online linguistic feature, which is emoticonymy (Bodomo; 2010). In particular, the emoji that is used in this caption is in form of 🐬 (dolphin that is depicted with a bright blue and white belly). This emoji does not have a specific

meaning of feeling, then it is in line with the caption and the picture posted due to there is no relation of the emoticon with the whole caption, but it is in accordance to the costume of the celebrity in the post by wearing a blue short dress.

Datum 7



Figure 3.17 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains one online linguistic feature of punctuation or repetition mark as in theory by Bodomo (2010). In this case, there is a tone emphasis in the use of repetition mark !!!, and emphasis of curiosity in the use of repetition question tag ???.

Then, it is in line with the picture that is posted by the celebrity which shows the beauty of a sunset and it is amazing.

Datum 8

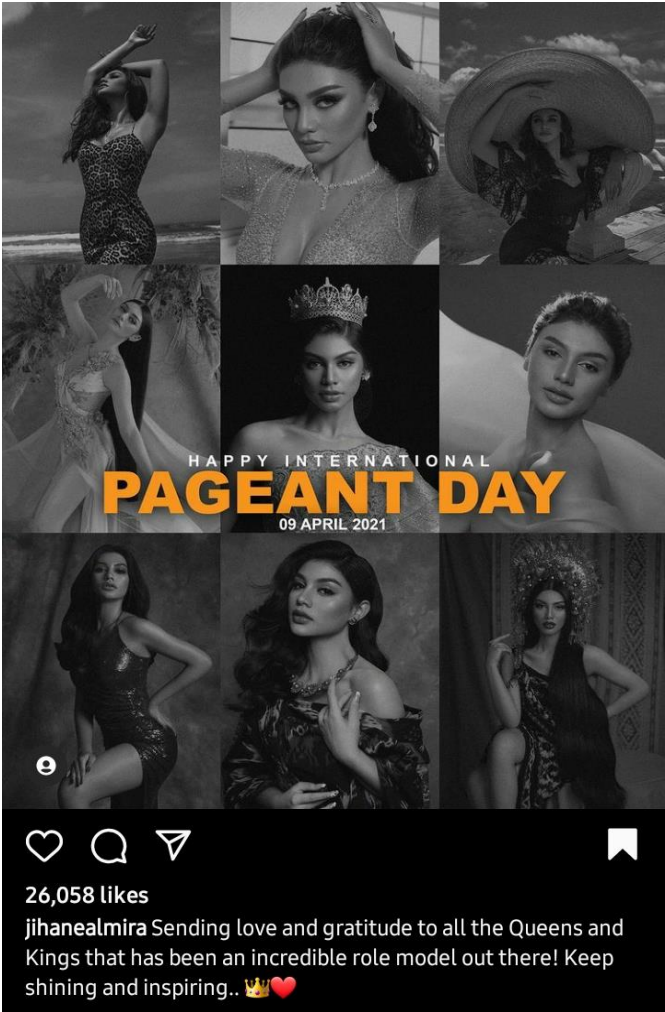




Figure 3.18 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains two online linguistic features of emoticonomy and punctuation by repetition mark as in Bodomo (2010). First, the emoji that exist in this caption is in form of  (a golden crown whose surface is decorated with gems). This emoticon represents a king or queen or another member of the royal family. Also, the emoticon of  (red heart) which means that the celebrity is feeling of being loved by a lot of people. Then, it is in line with the context of the picture posted considering that it relates to the queen position by showing a woman with a crown in her head. Second, the existence of several dots (...) to replace some causal sentences that will be understood by the message receiver.

Datum 9

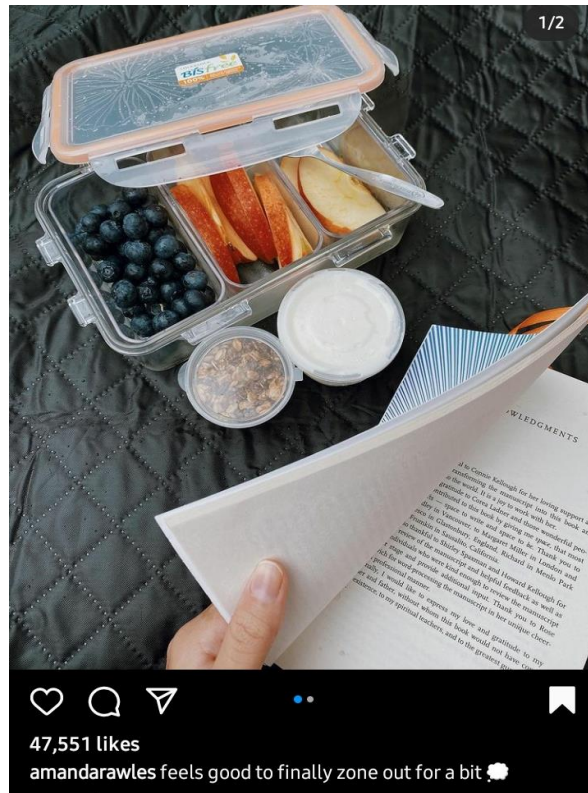



Figure 3.19 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum contains two online linguistic features of punctuation and emoticonomy that refer to Crystal (2011) and Bodomo (2010). In this case, punctuation particularly exists due to the use of *feels* which should be started using capital letter then it is concluded by breaking the rules of writing as in Crystal (2011). In addition, the emoticon of 🤫 (thinking balloon) in the caption above has a meaning of imagination, thoughts, dramas, or things in people's minds that we do not know about. In particular, related to the picture post, this emoji tends to have meaning about healing the thoughts by reading a book.

Datum 10



Figure 3.20 Online Linguistic Features by Indonesian Celebrity Aged 20-45

This datum has two kinds of online linguistic features which are abbreviation or acronymy and emoticonomy based on the theory of Crystal (2011) and Bodomo (2010). In this post, the abbreviation exists in the word of *I'll* by omitting some letters of *will*. Not only that, emoticonomy in this case occurs in two forms. First, the emoticon  (red heart) which means expressing love in the romantic context as in the picture that

is displayed, especially by showing a couple's affection. Secondly, the emoji of 🌹 (red rose) is generally used to express various sentiments about love and romance.

Online Linguistic Features by Indonesian Celebrities aged 46-60

From ten celebrities' captions that were collected, there is one caption that does not contain any online linguistic features. Related to Bodo (2010) and Crystal (2011), there are three categories of online linguistic features, namely such as abbreviation/acronymy, punctuation, and emoticonomy. In the process of categorizing the data, the researcher tried to merge two similar things from two different theories of Bodo (2010) and Crystal (2011), particularly about abbreviation and acronymy. In this case, the meaning of abbreviation which is referred to in Bodo (2010) has same meaning and core as acronymy in Crystal (2011). On the other hand, two similar terms of *punctuation* in those two theories have different meanings as written in the previous chapter, then the researcher tried to distinguish them by naming *punctuation* only for the term which refers to Crystal (2011), and *punctuation (repetition mark)* that refers to Bodo (2010). The findings of online linguistic features' categories will be displayed below.

Datum 1



Figure 3.21 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains one type of online linguistic feature which refer to the theory of Bodomo (2010) namely emoticonomy. It can be seen from the existence of the emoticon ❤️ (red heart) which means expressing love in the romantic context as in the picture that is displayed, especially by showing a relation of the closed family.

Datum 2

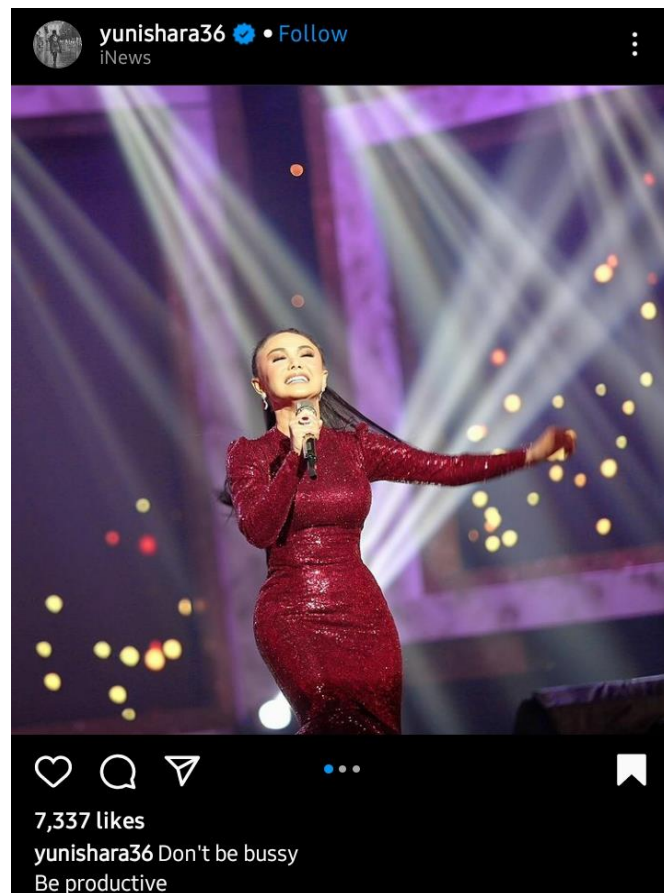


Figure 3.22 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains one type of online linguistic feature which refers to the theory of Crystal (2011) and Bodo (2010) namely abbreviation or acronymy. It can be seen from the use of *Don't* as an abbreviation of *do not* by omitting some letters in those words. The context of the post is showing a busy activity but it is kind of being productive in passing the days.

Datum 3

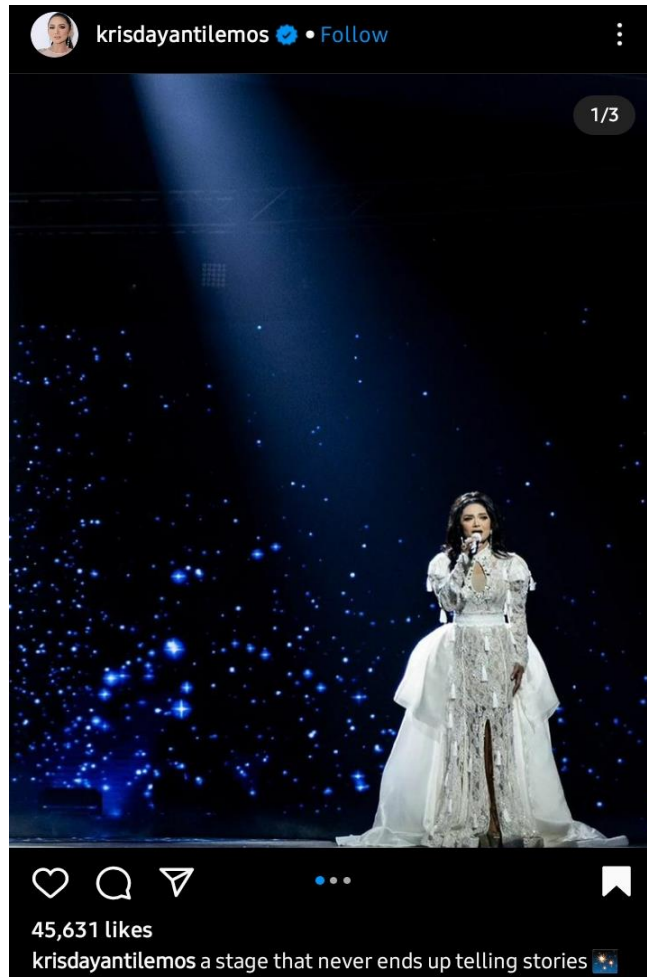


Figure 3.23 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains two types of online linguistics features such as punctuation and emoticonomy that refer to Crystal (2011) and Bodomo (2010). In this case, punctuation occurs at the beginning of the caption which should be started with capital letter. Related to emoticonomy, there is an emoji of ✨ (a glitter which is generally depicted as a group of yellow stars that have four dots, consisting of one large sparkle and two small sparkles located on the left). This emoticon is commonly used to express a variety

of positive sentiments, including love, happiness, beauty, gratitude, and joy. Then, it is in line with the context of the post that the celebrity is doing her loved activity by looking back at some experiences of her process of being an actress.

Datum 4



Figure 3.24 Online Linguistic Features by Indonesian Celebrity Aged 45-60



Figure 3.25 Online Linguistic Features by Indonesian Celebrity Aged 45-60



Figure 3.26 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This caption does not contain any online linguistic features as in Crystal (2011) and Bodomo (2010). This is possible to occur considering that the celebrity has written the caption perfectly or formally without breaking the rules as the common phenomenon that frequently exists in others. Not only that, but the celebrity also does not use particular used of the emoticon in expressing the caption. In addition, it is not only happening in one post in his Instagram account, but most of his posts are in perfect or formal ways in conveying the captions.

Datum 5

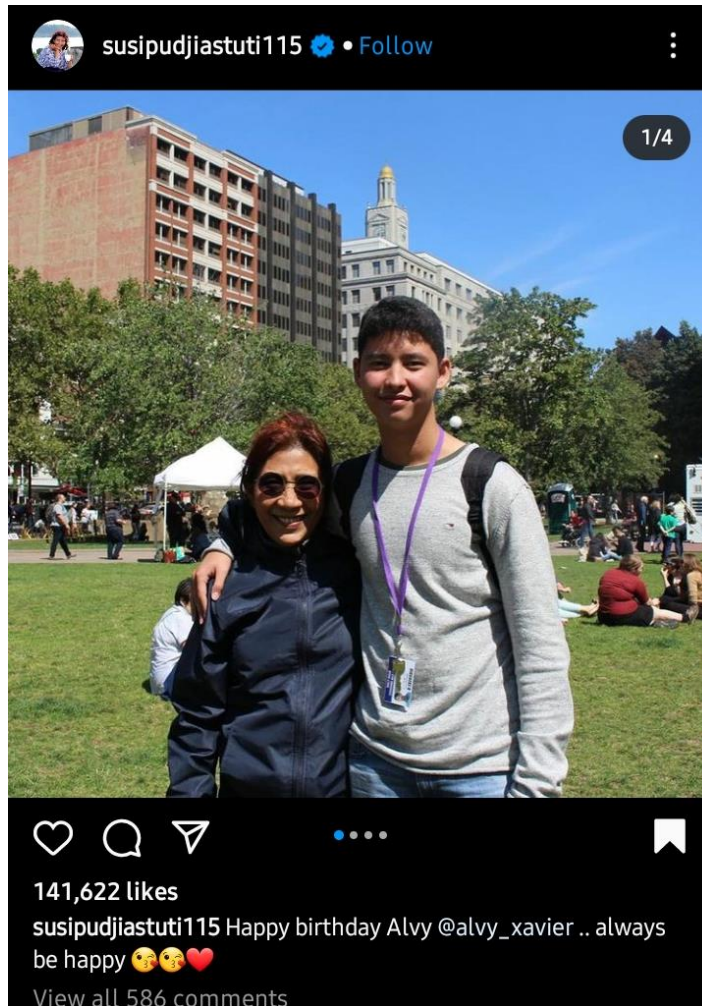


Figure 3.27 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains two kinds of online linguistic features namely emoticonymy and punctuation or repetition mark which refer to Bodo (2010). In this case, repetition mark occurs in form of (..) that is expected the readers will understand what is next messages. In addition, the emoticonymy exists in form of 🥰 (kissing heart) which means a farewell kiss or feelings of love and affection. Related to the context of the

post, the celebrity has uploaded a picture with her family and she wants to express her feeling to celebrate her family's (in picture) birthday.

Datum 6



Figure 3.28 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains two kinds of online linguistic features namely emoticonomy and punctuation or repetition mark that refer to and Bodomo (2010). In this case, punctuation or repetition mark occurs in form of (...) which means that it is expected if the reader would know the messages then. Besides, there is emoticonomy that are

used by the celebrity, particularly in several forms. First, emoticon 🙏 (praying hands) which has various meanings such as praying, apologizing, pleading, or thank you. Second, the emoticon of 😊 (shy smiley emoji decorated with hearts) describes feeling loved, cared for, or in love. Third, the emoticon of 💜 (purple heart) which describes the purple color itself, namely prosperity, peace honor, loyalty, and pride. Fourth, the emoticon of 😘 (kissing heart) which means a farewell kiss or feelings of love and affection. Those emoticons have explained the feeling behind the picture that was posted by the celebrity, especially full of pray which then express by the purple color.

Datum 7



Figure 3.29 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains two kinds of online linguistic features, namely abbreviation or acronymy and emoticonomy based on the theory of Crystal (2011) and Bodoimo (2010).

Abbreviation exists in the word *here's* which is an abbreviation of *here is* by omitting some letters. Emoticonomy occurs in form of 😬 (emoji with wide teeth) which represents the feeling of awkwardness, embarrassment, and nervousness. Therefore, it is in line with the post about the past singing experience which tends to make the celebrity smile in seeing the past video. Not only that, the emoticon of ❤️ (deep red heart emoticon) means the expression of love.

Datum 8



Figure 3.30 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains punctuation as the online linguistic features based on Crystal (2011). In this case, the celebrity as the writer of the caption has written the initial letter of the sentence using lowercase which then it should be in form of capital letter as the rule in writing.

Datum 9



Figure 3.31 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains punctuation or repetition marks as the online linguistic features that refer to Bodo (2010). In this case, several dots (...) in the caption used to replace some causal sentences that will be understood by the message receiver or the readers.

Datum 10

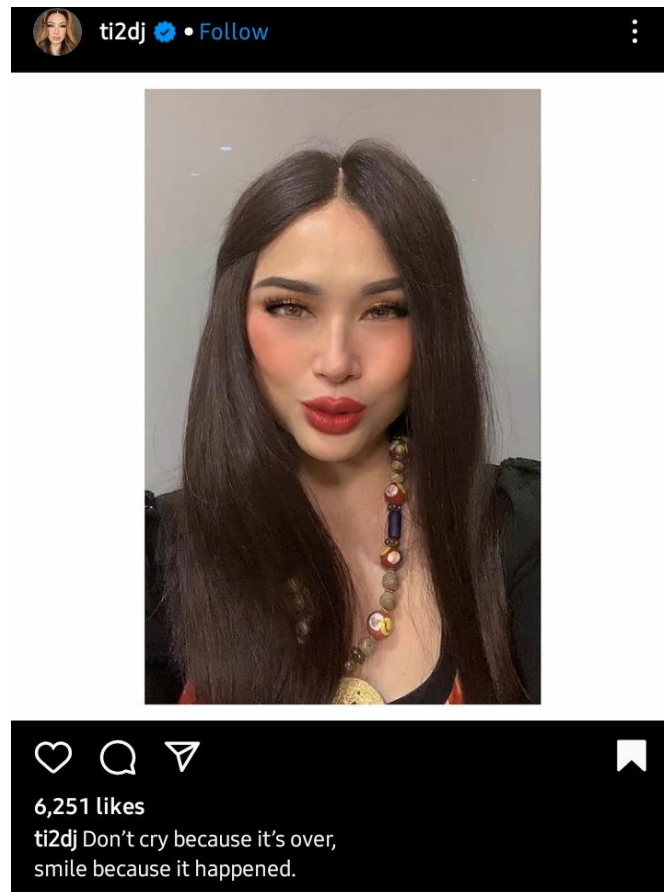


Figure 3.32 Online Linguistic Features by Indonesian Celebrity Aged 45-60

This datum contains abbreviation or acronymy as the online linguistic feature that refers to Crystal (2011) and Bodo (2010). In this case, abbreviation occurs in the word *don't* as the abbreviation of *do not*, and *it's* as the abbreviation of *it is*. Both of them is included as abbreviation or acronymy by omitting some letters in the words.

Online Linguistic Features by Indonesian Celebrities Over 60

From seven celebrities' captions that were collected, all of them contain online linguistic features. Related to Bodomo (2010) and Crystal (2011), there are three categories of online linguistic features, namely such as abbreviation/acronymy, punctuation, and emoticonomy. In the process of categorizing the data, the researcher tried to merge two similar things from two different theories of Bodomo (2010) and Crystal (2011), particularly about abbreviation and acronymy. In this case, the meaning of abbreviation which is referred to in Bodomo (2010) has same meaning and core as acronymy in Crystal (2011). On the other hand, two similar terms of *punctuation* in those two theories have different meanings as written in the previous chapter, then the researcher tried to distinguish them by naming *punctuation* only for the term which refers to Crystal (2011), and *punctuation (repetition mark)* that refers to Bodomo (2010). The findings of online linguistic features' categories will be displayed below.

Datum 1

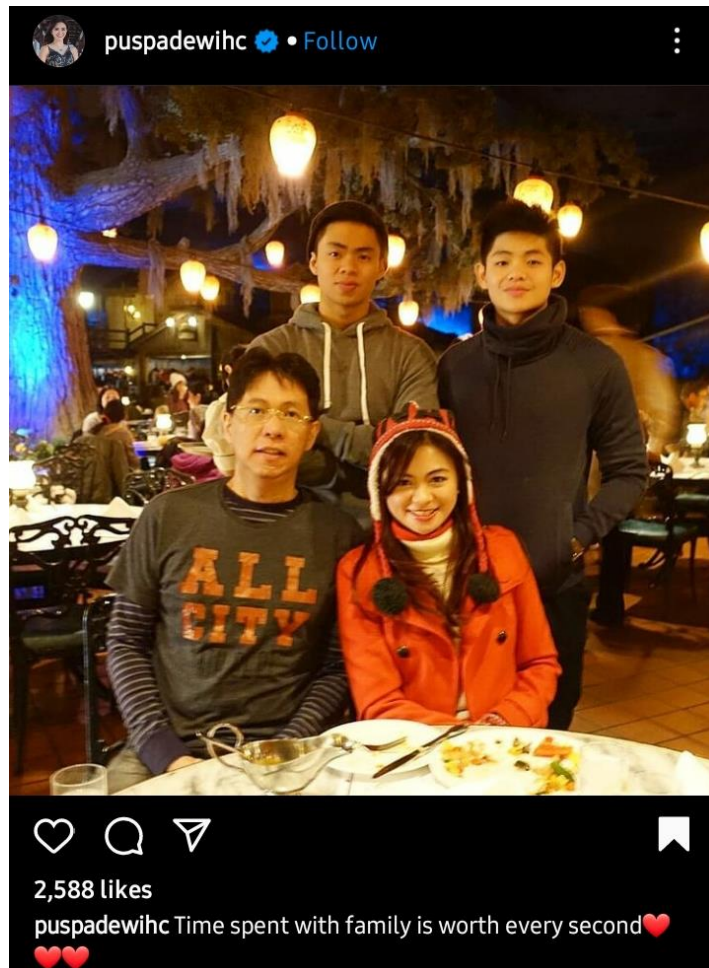


Figure 3.33 Online Linguistic Features by Indonesian Celebrity Aged Over 60

This datum contains emoticonymy as the online linguistic feature that refers to Bodomo (2010). In this case, emoticon exists in the caption in form of ❤️ (deep red heart) which means the expression of love. The use of this emoticon is in line with the context of the picture posted due to the warm vibe in family.

Datum 2



Figure 3.34 Online Linguistic Features by Indonesian Celebrity Aged Over 60

This datum contains emoticonomy as the online linguistic feature that refers to Bodomo (2010). In this case, emoticon that exists in the caption in form of 😊 (classic smiley face with red cheeks, but has curved eyes) which means the feeling of genuinely happy or positive, but also a little romantic. The use of this emoticon is in line with the context of the picture which expressing a dad's happiness towards his son.

Datum 3

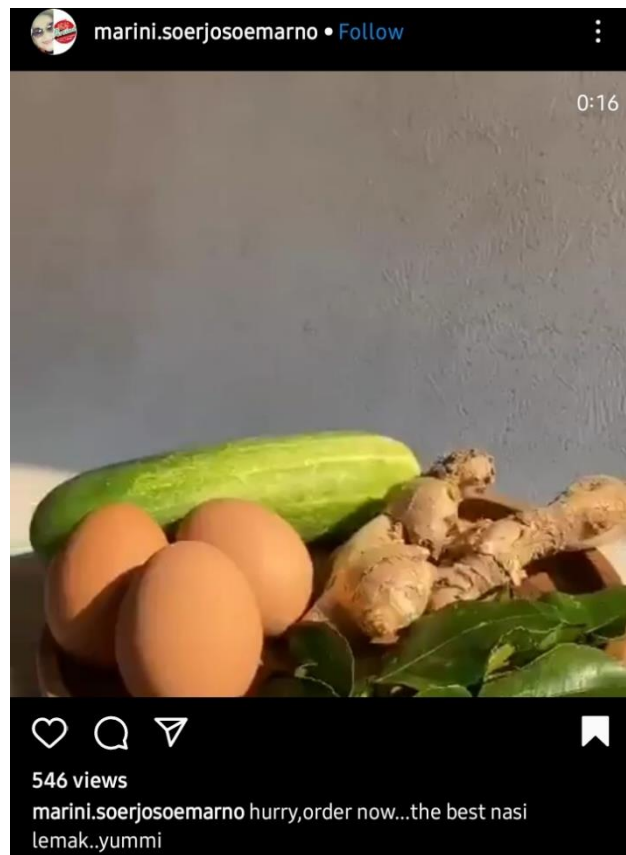


Figure 3.35 Online Linguistic Features by Indonesian Celebrity Aged Over 60

This datum contains two types of online linguistic features that refer to the theory of Crystal (2011) and Bodo (2010). In this caption, punctuation as the online linguistic feature based on Crystal (2011) occurs in the use of lowercase in the initial letter of the caption, which should be written in capital letter. Also, there should be a space after a comma. In addition, another punctuation or repetition mark according to Bodo (2010) exists in this caption as the use of several dots (...) that it is expected if the reader will understand what is next messages.

Datum 4

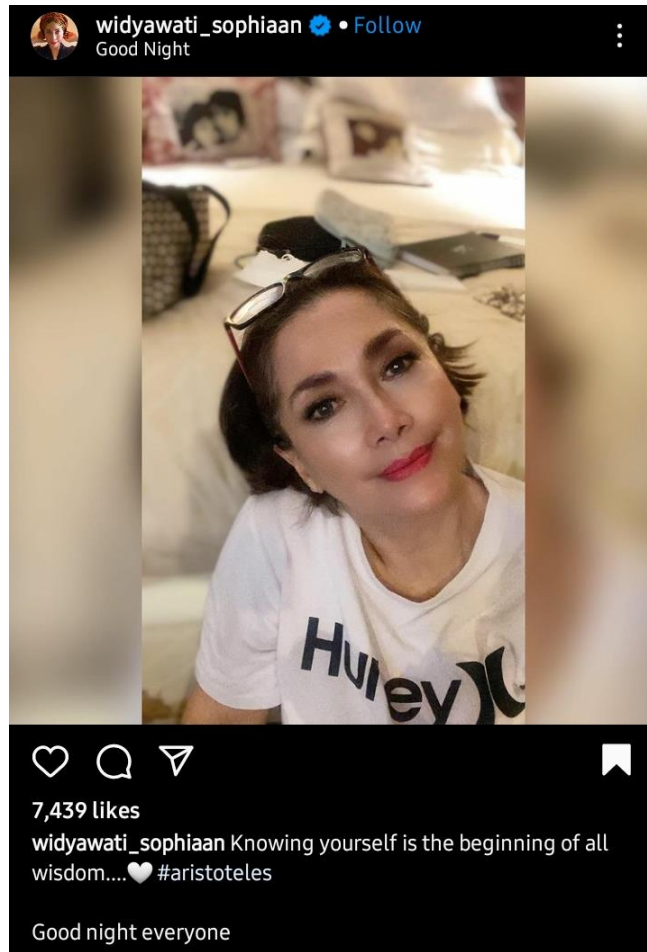


Figure 3.36 Online Linguistic Features by Indonesian Celebrity Aged Over 60

This datum contains two online linguistic features namely punctuation or repetition mark and emoticonymy that refer to Bodo (2010). In this case, repetition mark occurs in the last caption in form of several dots (...) which means to replace some causal sentences that will be understood by the message receiver. In addition, the existence of emoticon ❤️ (white heart) symbolizes purity, happiness and loyalty, and also represents the trust. The use of emoticonymy as the online linguistic feature is in

line with the context of the picture considering that the celebrity wants to know more about herself and she is the one who knows herself more in this case.

Datum 5

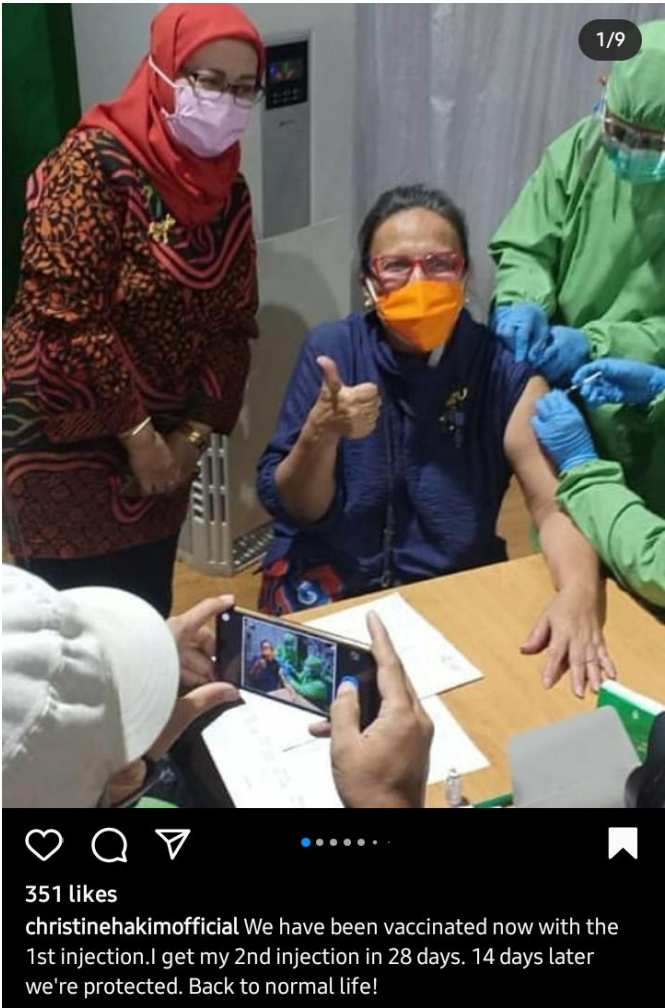


Figure 3.37 Online Linguistic Features by Indonesian Celebrity Aged Over 60

This datum contains one online linguistic feature namely abbreviation or acronymy that refer to Crystal (2011) and Bodoimo (2010). The abbreviation exists in the word *we're* as the omitted letters of the word *we are*.

Datum 6



Figure 3.38 Online Linguistic Features by Indonesian Celebrity Aged Over 60

This datum contains emoticonymy as the type of online linguistic feature that refers to Bodo (2010). In this case, the emoticon ❤️ (deep red heart emoticon) means the expression of love. In particular, this love expression relates to the context of the picture by showing the family together.

Datum 7



Figure 3.39 Online Linguistic Features by Indonesian Celebrity Aged Over 60

This datum contains punctuation or repetition marks as the online linguistic feature based on Bodo (2010). In this caption, repetition mark occurs in the middle of caption in form of several dots (..) which means to replace some causal sentences that

will be understood by the message receiver. Then, it is expected by the celebrity that the reader will get the point then.

Language Styles by Indonesian Celebrities Aged 13-19

From ten celebrities' captions that were collected, it is only five captions that contain language styles. Related to Keraf (2008), there are five categories of language styles namely climax, anticlimax, parallelism, antithesis, and repetition. The findings of language styles will be displayed below:

Datum 1

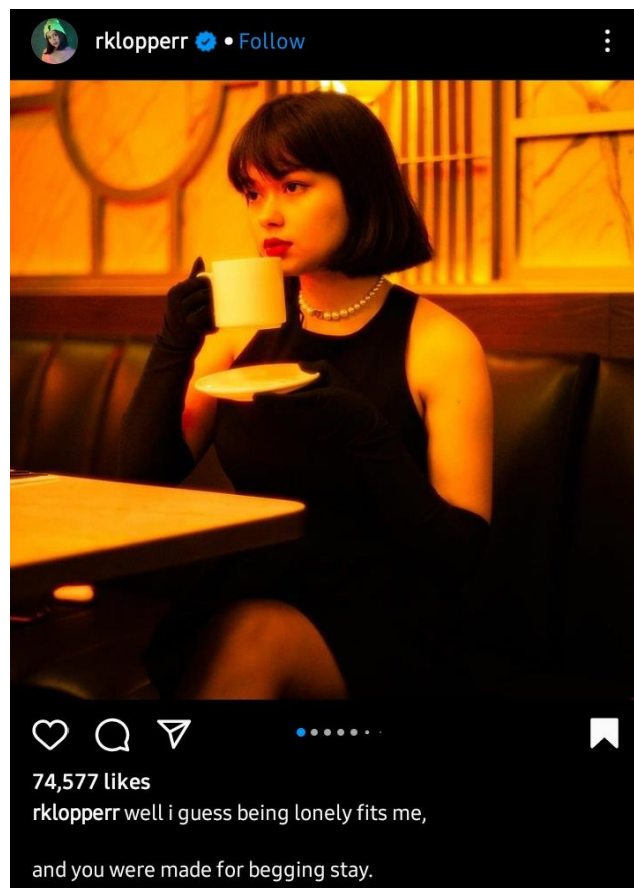


Figure 3.40 Language Style by Indonesian Celebrities Aged 13-19

This datum contains climax as the type of language styles based on Keraf (2008). In this case, the point is in the last sentence which is shown by the phrase *for begging stay*. There is an increasing pattern through the feeling of *lonely* then it makes *you* in the caption *begging stay*. Then, the celebrity tries to convey the convenience of stay through lonely feelings.

Datum 2

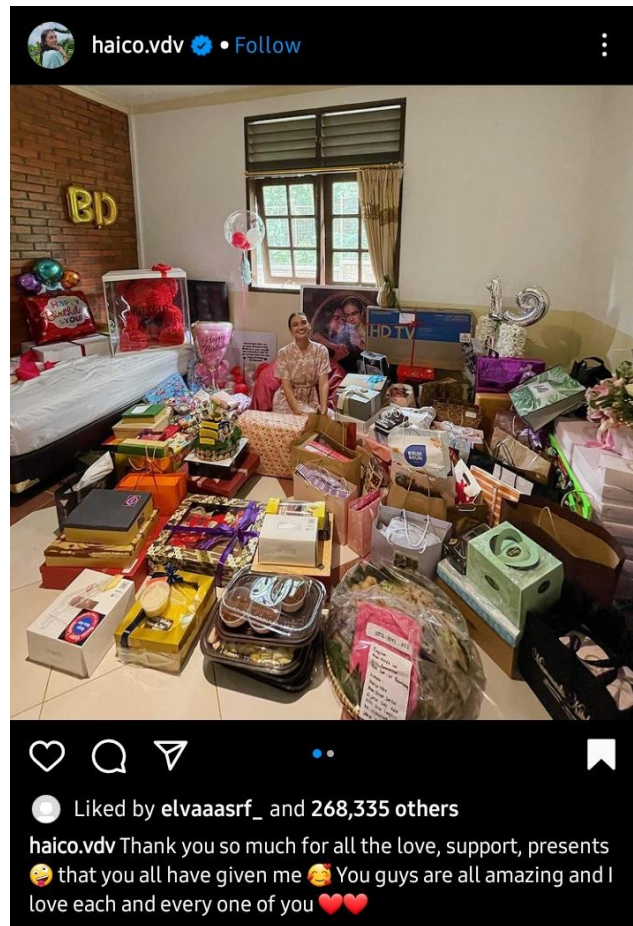


Figure 3.41 Language Style by Indonesian Celebrities Aged 13-19

This datum contains anticlimax as the type of language style based on Keraf (2008). In this case, the ideas in the captions are ordered from the most important to the less which then can be seen from the word *love* as the expression of affection, then *support* as the form of motivation, and *presents* as the last one or the least important part of those three ideas.

Datum 3

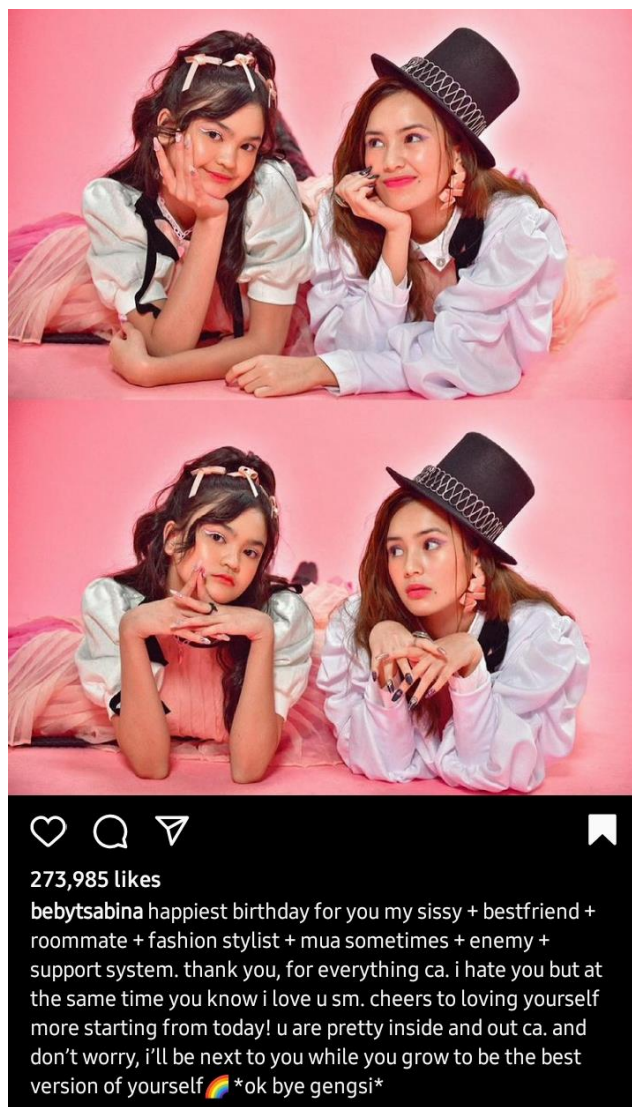


Figure 3.42 Language Style by Indonesian Celebrities Aged 13-19

This datum contains anticlimax as the language style that is used in caption based on Keraf (2008). The important ideas begin with *my sissy, best friend, roommate* as kind of valuable person, then becomes more general of *fashion stylist, make up artist, enemy, and support system*. In this caption, the significant part is located in the beginning and followed by less important such as *enemy, and support system*. Also, it is in accordance with Keraf (2008) especially about anticlimax due to the order of the core delivered from the important one to the less important.

Datum 4



Figure 3.43 Language Style by Indonesian Celebrities Aged 13-19

This datum contains parallelism as the type of language style based on Keraf (2008). It occurs considering that *berries* and *apple* in the captions are trying to reach parallelism by the same function and same grammatical form of words in the caption.

In particular, the parallelism is represented by the grammatical function of noun that exists in the caption.

Datum 5



Figure 3.44 Language Style by Indonesian Celebrities Aged 13-19

This datum contains parallelism as the type of language style based on Keraf (2008). In this caption, parallelism exists in the words of *heaven* and *hell* considering that those words have same function and grammatical form in the sentence. Further,

heaven and *hell* refer to *me* in the previous phrase which tried to define himself. Related to the concept of parallelism in Keraf (2008), teenager in this age category also used this parallelism considering the use of *heaven* and *hell* that are parallels in the use of words and functions.

Language Styles by Indonesian Celebrities Aged 20-45

Datum 1

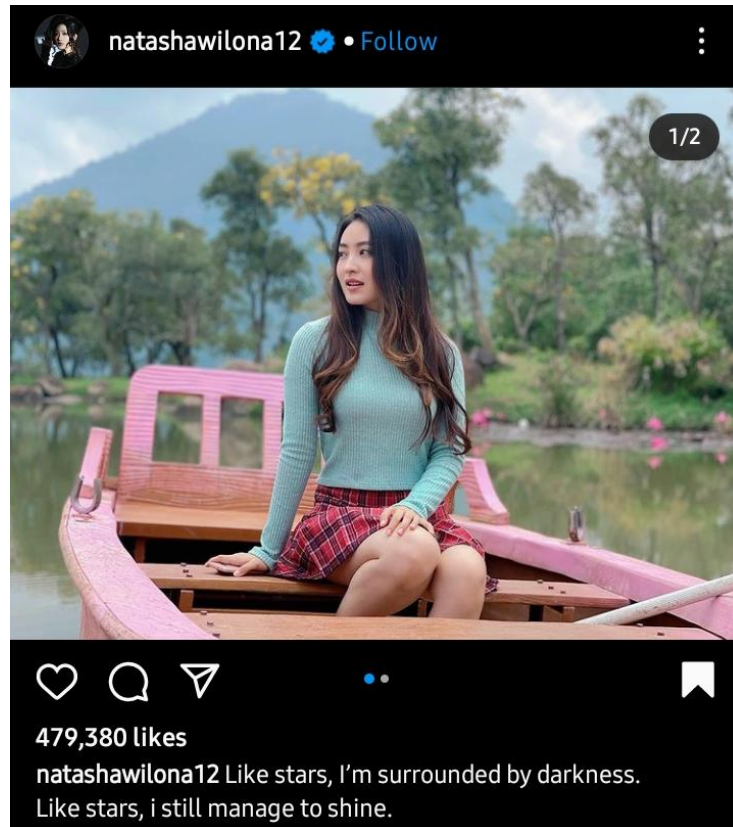


Figure 3.45 Language Style by Indonesian Celebrities Aged 20-45

This datum contains four types of language styles which refer to Keraf (2008). First, parallelism as the type of language style occurs in considering that *stars* and *darkness* are trying to reach the parallelism by the position of noun in captions. Second, climax also exists in the caption by the increasing pattern of *darkness* and *shine*. Third, antithesis occurs in the caption due to the opposite ideas of *darkness* and *shine* as the representation of light. Fourth, the repetition of *stars* in the first sentence and the second sentence in the caption.

Datum 2

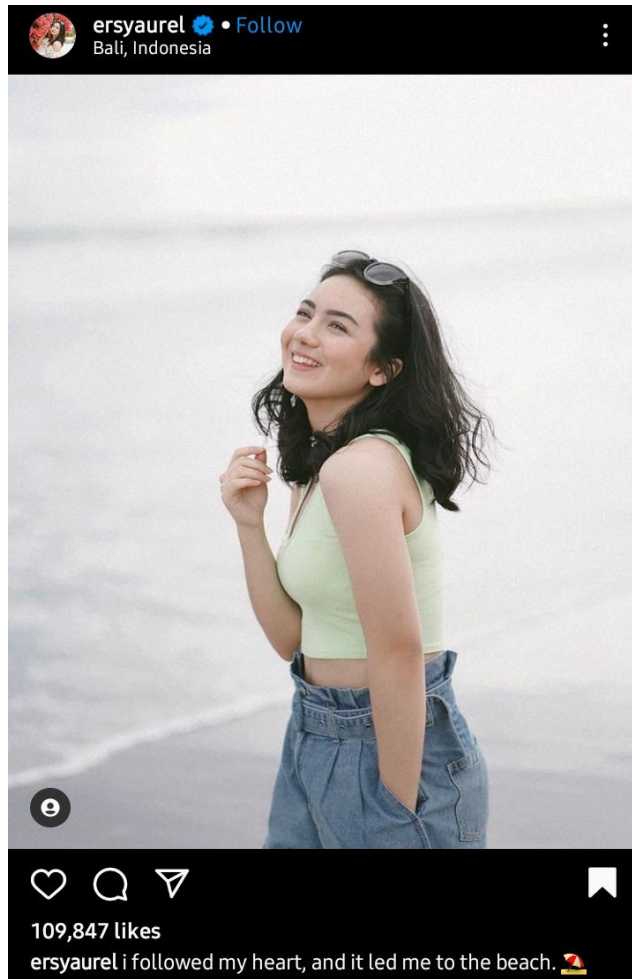


Figure 3.46 Language Style by Indonesian Celebrities Aged 20-45

This datum contains climax as the type of language style based on Keraf (2008). In this case, there is an increasing pattern from the *heart* which brings the celebrity to the *beach*. Therefore, it begins with the intention in the heart then she is following it which brings her to the beach.

Datum 3

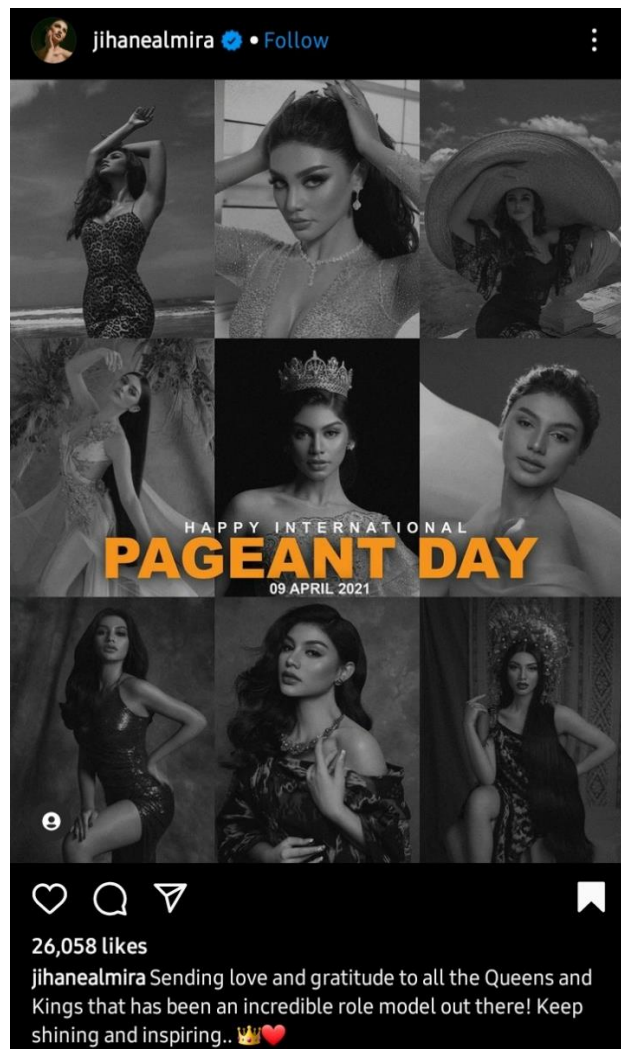


Figure 3.47 Language Style by Indonesian Celebrities Aged 20-45

This datum contains climax as the type of language style which refers to Keraf (2008). In this case, the celebrity tries to deliver the point of being *shining and inspiring* toward the *queens and kings* through *sending the love and gratitude* in the initial part of the caption.

Datum 4



Figure 3.48 Language Style by Indonesian Celebrities Aged 20-45

This datum contains repetition as the type of language style based on Keraf (2008). In this datum, repetition occurs in the word *matter* that exists in the phrase *it's doesn't matter* and *what matter*. In addition, it also happens in the word *get* which is located in the phrase *get up* and *get going*. Hence, two forms of repetition exist in this caption.

Datum 5

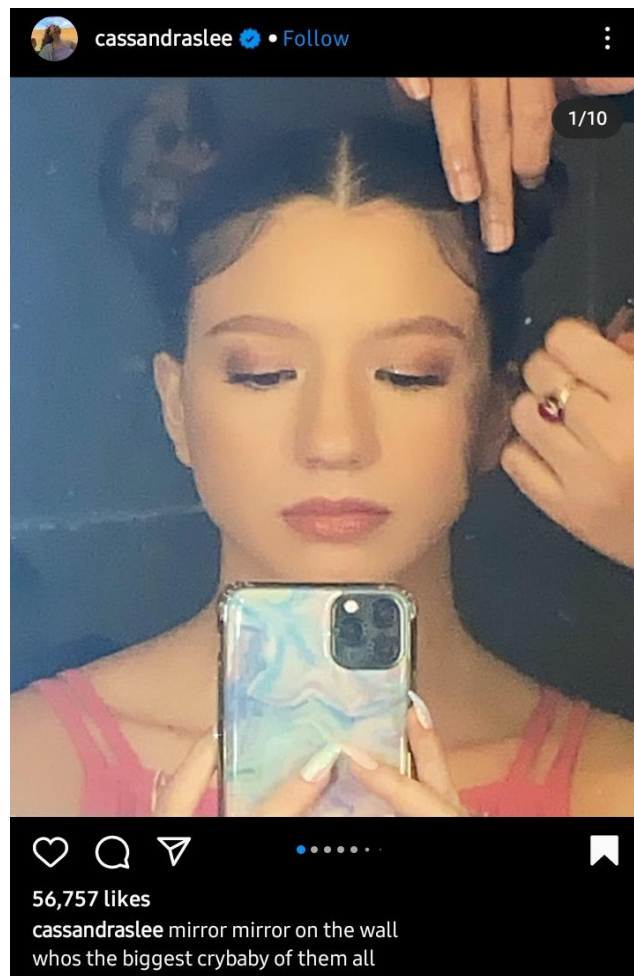


Figure 3.49 Language Style by Indonesian Celebrities Aged 20-45

This datum contains repetition as the type of language style that refers to Keraf (2008). In this case, repetition happens in the word *mirror* which is repeated twice in the initial part of the caption. Also, there is a repetition of the syllable *all* in the word *wall* (first sentence of caption) and *all* (in the second sentence of the caption).

Language Styles by Indonesian Celebrities Aged 45-60

Datum 1



Figure 3.50 Language Style by Indonesian Celebrity Aged 45-60

This datum contains repetition as the type of language style based on Keraf (2008). In this case, there is a lot of repetition such as the word *choose* in the first sentence and the second sentence of the caption. In addition, the word *over* is also repeated in the second sentence three times. Not only that, repetition of word *you* occurs in this caption especially in the first and the last sentence.

Datum 2



Figure 3.51 Language Style by Indonesian Celebrity Aged 45-60

This datum contains climax as the type of language style related to the theory by Keraf (2008). In this case, there is a sequence of thought which start in the word *don't cry* because of something *is over*. In addition, the celebrity writes and asks to *smile* because *it happened*. Then, there is a correlation or sequence arrangement of the ideas in the caption.

Datum 3



Figure 3.52 Language Style by Indonesian Celebrity Aged 45-60

This datum contains anticlimax as the type of language style based on Keraf (2008). In this case, some ideas are ordered from the most important such as *strong* and *smart* then it ends with the word *spotless handsome man* as the less important idea in this caption. Therefore, these ideas are considered as anticlimax.

Language Styles by Indonesian Celebrities Aged Over 60

Datum 1

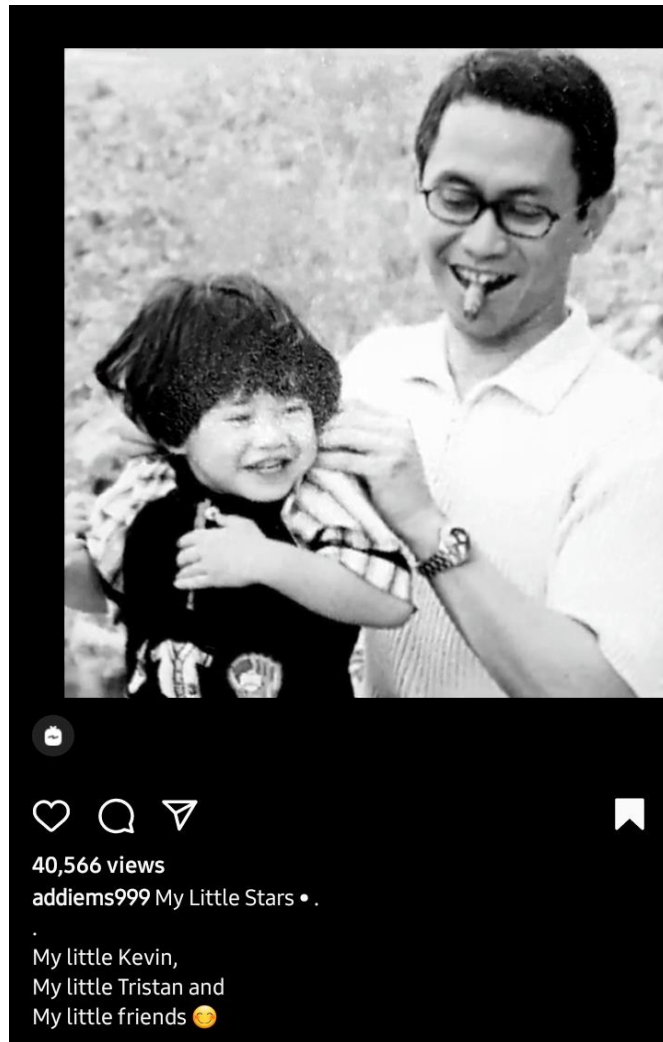


Figure 3.53 Language Style by Indonesian Celebrity Aged Over 60

This datum contains repetition as the type of language style based on Keraf (2008). In this case, the repetition occurs in the word *little* which is repeated four times in the phrase *my little stars, my little Kevin, My little Tristan, and My little friends*.

B. Discussion

In this part, the researcher discusses types of online linguistic features and language styles that are employed by Indonesian celebrities from different age categories in their Instagram captions.

1. Online Linguistic Features Used by Indonesian Celebrities

There are many differences in the use of online linguistic features by Indonesian celebrities, particularly based on their age categories. Further, online linguistic features indicate the character or pattern of language, especially which can be seen in Instagram captions. In this study, the analysis of online linguistic features is based on Crystal (2011) and Bodoimo (2010). Those features are acronymy, punctuation, and emoticonomy (Bodoimo, 2010), abbreviation, punctuation, and spam (Crystal, 2011). In addition, acronymy and abbreviation in this study are one linguistic feature because acronym refers to pronounceable abbreviations (Izura & Playfoot, 2012) then the researcher decided to make them into a type of online linguistic features.

In the process of analyzing the data. The researcher found all types of online linguistic features mentioned above. However, not every age category has all those types considering that there are four classifications of age categories, namely teenagers, younger adults, middle-aged adults, and older adults. In particular, teenagers or Indonesian celebrities in the range age of 13-19 have three categories of online linguistic features that were used in their captions, those are abbreviation or acronymy, punctuation, and emoticonomy. Then, younger adults (Indonesian celebrities in the range age 20-45), middle-aged adults (Indonesian celebrity in the range age of 45-60),

and older adults (Indonesian celebrities in the range age over 60) used all kinds of online linguistic features in their Instagram captions. Therefore, all types of online linguistic features exist and those were employed by Indonesian celebrities in their Instagram captions.

The most used features by Indonesian celebrities in the range age of 13-19 or teenagers are punctuation and acronymy or abbreviation. Since the existence of SMS, people or users were required to write in a limitation of characters, then it brings as a culture to write briefly and break some written rules even though the writing limitation nowadays are not the least ancient. Also, it is in line that people tend to use abbreviation in Facebook and Instagram because of the quick time and trend of society (Wahyuni, 2017). Not only that, abbreviation or acronymy is a form of creativity and freedom in online media without following specific rules of writing (Nasir, 2019). Therefore, it is not a weird thing that teenagers with their brilliant ideas could use punctuation and abbreviation or acronymy as an expression of their creativity in communication through their social media account.

In addition, punctuation and emoticonomy also exist in teenagers' Instagram captions. Furthermore, punctuation in Crystal (2011) means incorrect used of marks, and some of the whole teenagers in this study still have this kind of online linguistic features. It might happen because of interlingual error or interference of the first language (Sari, 2015) considering English is not their mother tongue, then it is carried over to the way of teenagers used in language particularly in punctuation. Besides, emoticon frequently appears in teenagers' caption. As we know, emoticon currently

becomes a must-have part of social media writing because of its specific function which can replace the feeling explanation of the writer's caption easily. The interesting part is that teenagers more often use emojis or emoticon toward closest or similar age interlocutors (Bosch & Revilla, 2018). Then, it is in line with the ideas of teenagers in their Instagram captions used kind of formal emoji or emoticons which tend to polite form to express their feelings and conditions such as an emoji of food, rainbow, and others.

Indonesian celebrities in the range age of 20-45 or classified as young adults in this study, used most of all kinds of linguistic features. In other words, they employed more various linguistic features, such as abbreviation or acronymy, punctuation, emoticonomy, and punctuation (repetition mark). Further, generation Y and baby boomers or people who are in the age 20 up to over 40 more frequently use acronym or abbreviation, emoticons and punctuation, also spelling innovation in their Facebook caption (Subramaniam & Razak, 2014), then this statement goes along with the findings in this study. Not only that, it might occur due to the demands of their lives which require them to use social media such as for communication then there is language use that is unconsciously affected by the ways of common language used in society. This case has happened in Korea that computer-mediated nonstandard language use in communication gives some impacts to its users in offline or daily language use such as getting frustration of unable in distinguishing the correct standard forms of language (Lee, 2012).

Comparing to the previous study by Rokhmah (2019), there is a similar pattern in defining emphasizing words. Bodomo (2010) explains that the use of punctuation or repetition mark functions to emphasize the thing, such as triple question tag to show curiosity as well as those used in this study. Then, Rokhmah (2019), in analyzing young adults through Charlie Puth and Anna Marie's tweets, argues that both of them also used multiple punctuations for emphasis. In addition, this study found that emoticon is used to replace some expressions or phrases in a sentence such as a symbol of one hundred in number in the sentence which means a right thing or agreeing on something. However, Rokhmah (2019) analyzed emoticons were only used in lower frequency to indicate laughter only. On the other hand, this study identifies a change in the use of emoticons as the time flies from only expressing feeling of happiness or laughter, becomes a replacement of phrase in sentence.

Middle-aged adults in this study means Indonesian celebrities in the range age of 46-60. Further, the findings show that the use of online linguistic features in the middle-aged adults' captions are varied, considering there are only four language features such as abbreviation or acronymy, punctuation, emoticonomy, and punctuation or repetition mark. In particular, the existence of punctuation (Crystal, 2011) as one of linguistic features in their captions represents the low awareness of middle-aged adults regarding their language use. However, this is not in line with Johari et al (2017) who found positive beliefs of adults in the age of 45-50 in learning language, especially foreign language in improving their language proficiency. In general, those people should be more aware of their language including punctuation as a form of language use in

writing, considering that Crystal (2011) explains punctuation in online linguistic features as a set of rules in the use of marks but it does not use as its function writing. Yet, the finding in this study does not describe the whole kind of situation, because there is still data in this age category that shows the use of punctuation (Crystal, 2011) in their caption. In addition, it is in accordance to Hamada (2020) that nonstandard spelling exists in women's comments as a new feature, then this study also found that punctuation (Crystal, 2011) or the use of traditional set of marks which does not use as its function.

Social media is not only used by young people, but also for older adults. Therefore, this study tried to take the data from older adults by classifying Instagram users in the range age of over 60. The findings showed that older adults of Indonesian celebrities, used various online linguistic features such as abbreviation or acronymy, punctuation, emoticonomy, and punctuation (repetition mark). Comparing to online linguistic features used in middle-aged adults, older adults have a similar use of online linguistic features' variety. People might think that older adults do not use social media a lot, in fact among 60-95 years old adults have high enthusiasm in learning social media considering that social networking sites use may reduce depressive symptoms and prevent the chance of depression (Ginsburg, Cameron, Mendez, & Westhoff, 2017). Therefore, this case becomes a usual thing to happen that online linguistic features used shows high number, considering Ginsburg, Cameron, Mendez, & Westhoff (2017) has shown that older adults also have high intensity of social media.

The use of online linguistic features is widely varied. The majority of people nowadays are using social media, especially Instagram to share their stories through photos and captions. Based on those findings, the researcher found that every age category has a different pattern in using linguistic features in online media. Related to previous studies as in Hamada (2020), Sa'idah (2018), Kadir et al (2012), Anggraeni & Kwary (2017), Stapa & Shaari (2012), this present tend to have irregular patterns and unevenly aligned due to particular age categories and its online linguistic features. Teenagers tend to use fewer online linguistic features in their Instagram captions, such as abbreviation or acronymy, punctuation, and emoticonomy, when compared to the other age categories. Besides, younger adults precisely use more online linguistic features, which can be seen from the existence of every feature in this category.

2. Language Styles Used by Indonesian Celebrities

Related to the language styles, the researcher found that not every caption contains language style. Nevertheless, the researcher has tried to classify the data based on their age classification and types of language style. To further analyze language styles in Instagram captions, the researcher used the theory proposed by Keraf (2008), who argues that language style is the way of expressing thought through language which can represent the soul and personality of the language user. In his theory, Keraf (2008) divides language style into five types, those are climax, anticlimax, parallelism, antithesis, and repetition.

The researcher found all types of language styles from the whole data. In accordance with Keraf (2008) about the concept of language styles, the findings of this

study have been in line with his theory due to the existence of climax, anticlimax, parallelism, antithesis, and repetition in celebrities' captions. Yet, not every age category contains those five types of language style. For instance, Indonesian celebrities on the range age of 13-19 that is categorized as teenagers, only use four types of language styles, which involve climax, anticlimax, parallelism, and antithesis. It indicates that teenagers nowadays have creative ways of expressing their feeling in form of words, considering that those language styles have their specific pattern. In addition, this finding is relevant to Indra & Hamzah (2018) that teenagers tend to use casual style in social media, then it is common to see the use of creative captions and becomes their language styles.

Indonesian celebrities in the range age of 20-45 are categorized as younger adults. In this category, there are six from ten data that contain various language styles such as climax, antithesis, parallelism, and repetition. Then, it is in line with Keraf (2008) considering the various types of language styles that exist in the celebrities' captions. One of language style that does not exist in this age category is anticlimax. Younger adults have an age range that is not much different from teenagers, then the language styles used are not much different from teenager's variations. Related to several previous studies such as Sood (2018), Khaliq (2018), and Wati et al (2019), this presents study is considered to have different findings because of its specific language styles which refer to the casual style.

Indonesian celebrities in the range age of 45-60 are classified as middle-aged adults. This is in line with Keraf (2008) considering one caption which contains

language styles, namely climax, and anticlimax. Therefore, comparing to the previous categories, middle-aged adults' language style is not too varied. The finding shows that it is so rare to find middle-aged adults who use particular language styles. Indonesian celebrities in the range age of over 60 are categorized as older adults. This age category only has one datum that contains language style, which is repetition. Moreover, both of middle-aged adults and older adults tend to use usual or common forms in expressing their thoughts and feelings.

The way of expressing thoughts through captions has different patterns for each category. From the findings above, it can be concluded that the younger the age of the users, the more varied the language styles used in their captions. Meanwhile, the older the age of the users, then the fewer language styles used in their Instagram captions. Furthermore, it is in line with Sood (2018) that most of Instagram posts tend to use formal, informal, and colloquial styles rather than frozen and consultative styles.

CONCLUSION AND SUGGESTION

This chapter is the last chapter of this study. In this chapter, the conclusion from the whole chapter and also the suggestion will be given.

A. Conclusion

This present study focused on analyzing online linguistic features and language styles of Indonesian celebrities in Instagram captions. The analysis is based on Crystal (2011) and Bodoimo (2010) as the theories for online linguistic features, and Keraf (2008) as the theory of language styles. This study highlights the different patterns of the use of online linguistic features and language styles in teenagers, younger adults, middle-aged adults, and older adults. Indonesian celebrities who are categorized as teenagers tend to use fewer online linguistic features such as abbreviation or acronymy, punctuation, and emoticonomy in their Instagram captions than younger adults, middle-aged adults, and older adults. Besides, there is an interesting finding that the younger the age of the user, the more varied the language styles used such as climax, anticlimax, parallelism, and antithesis (in teenagers) in their captions. Meanwhile, the older users tend to use fewer language styles in their Instagram captions.

B. Suggestion

For further study, it will be interesting to see online linguistic features and language styles used in another platform social media that is popular in the future. Further, the limitation in this study is age category. Therefore, it will be more interesting if the subject is not only limited by age but also the gender with different

areas of study. Furthermore, the future research is hoped to analyze gender besides age to find the different gender and different generation whether it could influence the use of online linguistic features and language styles or not.

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BIOGRAPHY



Shinta Nuriya Idatul Alfain was born in Blitar on January 9th, 2000. She graduated from MAN Kunir in 2017. During her study at Senior High School, she actively participated in journalism as the chief. She started her higher education in 2017 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2021. During her study at the university, she also worked as a researcher at SmartID. It helped her so much in gaining work experiences and helped her in communication especially public speaking.

APPENDIX

Table 3.1 Online Linguistic Features by Indonesian Celebrities Aged 13-19

No	Online Linguistics Features	Age	Caption
1	abbreviation/acronymy	13-19	My fav person ❤️
		13-19	t'was a good game
		13-19	happiest birthday for you my sissy + bestfriend + roommate + fashion stylist + mua sometimes + enemy + support system. thank you, for everything ca. i hate you but at the same time you know i love u sm. cheers to loving yourself more starting from today! u are pretty inside and out ca. and don't worry, i'll be next to you while you grow to be the best version of yourself 🌈 *ok bye gengsi*
		13-19	You know me, i'm heaven and hell
		13-19	I can't feel my face when i'm with you 😬
2	Punctuation	13-19	the apple to my berries 🌟🔍
		13-19	At least i got something to upload right? 😬❤️
		13-19	t'was a good game
		13-19	Come have lunch with me? 🍷
		13-19	happiest birthday for you my sissy + bestfriend + roommate + fashion stylist + mua sometimes + enemy + support system. thank you, for everything ca. i hate you but at the same time you know i love u sm. cheers to loving yourself more starting from today! u are pretty inside and out ca. and don't worry, i'll be next to you while you grow to be the best version of yourself 🌈 *ok bye gengsi*
		13-19	what you have seen so far is just one shade of me
		13-19	well i guess being lonely fits me, and you were made for begging stay.
		13-19	You know me, i'm heaven and hell

No	Online Linguistics Features	Age	Caption
		13-19	I can't feel my face when i'm with you 😬
3	Emoticonomy	13-19	the apple to my berries 🍷🔍
		13-19	Thank you so much for all the love, support, presents 🤔 that you all have given me 😊 You guys are all amazing and I love each and every one of you ❤️❤️
		13-19	At least i got something to upload right? 😬❤️
		13-19	My fav person ❤️
		13-19	Come have lunch with me? 🤔
		13-19	happiest birthday for you my sissy + bestfriend + roommate + fashion stylist + mua sometimes + enemy + support system. thank you, for everything ca. i hate you but at the same time you know i love u sm. cheers to loving yourself more starting from today! u are pretty inside and out ca. and don't worry, i'll be next to you while you grow to be the best version of yourself 🌈 *ok bye gengsi*
		13-19	I can't feel my face when i'm with you 😬
4	Punctuation / Repetition Mark	13-19	0
5	Spam	13-19	

Table 3.2 Online Linguistic Features by Indonesian Celebrities Aged 20-45

No	Online Linguistics Features	Age	Caption
	abbreviation or acronymy	20-45	Like stars, I'm surrounded by darkness. Like stars, i still manage to shine.

No	Online Linguistics Features	Age	Caption
		20-45	Important life lesson that i've learned from wall climbing: it's doesn't matter how many times you fall, what matters is how many times you get up and get going. LOOLLLL see the last video to see the perfect portrayal of the quote 🙄
		20-45	Congratulations Yuki! You've unlocked the next step of life, welcoming 26 years old of me with confidence, courage and content. And thank you for all of you, for your endless support. ♡, Yuki Kato.
		20-45	mirror mirror on the wall whos the biggest crybaby of them all
		20-45	I choose you. And I'll choose you over and over and over. Without a doubt, in a heartbeat. I'll keep choosing you. ♡👉
2	Punctuation	20-45	Like stars, I'm surrounded by darkness. Like stars, i still manage to shine.
		20-45	i followed my heart, and it led me to the beach. 🏖️
		20-45	Important life lesson that i've learned from wall climbing: it's doesn't matter how many times you fall, what matters is how many times you get up and get going. LOOLLLL see the last video to see the perfect portrayal of the quote 🙄
		20-45	feels good to finally zone out for a bit 🗨️
		20-45	mirror mirror on the wall whos the biggest crybaby of them all
3	Spam	20-45	
4	Emoticonomy	20-45	i followed my heart, and it led me to the beach. 🏖️
		20-45	Congratulations Yuki! You've unlocked the next step of life, welcoming 26 years old of me with confidence, courage and content. And thank you for all of you, for your endless support. ♡, Yuki Kato.
		20-45	Be there for others, but " never leave yourself behind " 🙄

No	Online Linguistics Features	Age	Caption
		20-45	Sending love and gratitude to all the Queens and Kings that has been an incredible role model out there! Keep shining and inspiring.. 👑❤
		20-45	feels good to finally zone out for a bit 🗨
			Find peace in knowing that there is no final version of yourself. We are in a constant stage of change 😊
			Important life lesson that i've learned from wall climbing: it's doesn't matter how many times you fall, what matters is how many times you get up and get going. LOOLLLL see the last video to see the perfect portrayal of the quote 🙏
		20-45	I choose you. And I'll choose you over and over and over. Without a doubt, in a heartbeat. I'll keep choosing you. ❤💡
5	Punctuation / Repetition Mark	20-45	ah!!! sunsets and??? Would be perfect (isi sendiri)
			Sending love and gratitude to all the Queens and Kings that has been an incredible role model out there! Keep shining and inspiring.. 👑❤

Table 3.3 Online Linguistic Features by Indonesian Celebrities Aged 45-60

No	Online Linguistics Features	Age	Caption
1	Abbreviation/acronymy	45-60	Don't cry because it's over, smile because it happened.
		45-60	Throwback Happy valentines day, here's a throwback video of "Crazy Little Thing Called Love" to fit this occasion 🎧❤

No	Online Linguistics Features	Age	Caption
		45-60	Don't be bussy Be productive
2	Punctuation	45-60	a 17 degree celsius kinda thing
		45-60	a stage that never ends up telling stories 🌟
3	Spam	45-60	
4	Emoticonomy	45-60	My wishes for you today 🙏😊
		45-60	"Paperlike" with the new scarf my favorite from @binhouse_official (thanks you always make adorable batik design ❤️🧡)
		45-60	Throwback Happy valentines day, here's a throwback video of "Crazy Little Thing Called Love" to fit this occasion 😊❤️
		45-60	Dear Mama IA @riaprawiro wish you the happiest and most fulfilling birthday yet. I wanted to write something awesome for this special day, but nothing is as awesome as you are. ...Stay Blessed 🙏😊❤️😊🙏
		45-60	Happy birthday Alvy @alvy_xavier .. always be happy 😊😊❤️
		45-60	a stage that never ends up telling stories 🌟
		45-60	Happy Birthday to my future son-in-law: one strong, smart, spotless handsome man. Thank you for choosing us to be part of your family, even though you know how crazy we are. Love you! ❤️
5	Punctuation / Repetition Mark	45-60	Day 2 of our short getaway...good times: yummy food, great friends, refreshing pool and an amazing sunset..
		45-60	Dear Mama IA @riaprawiro wish you the happiest and most fulfilling birthday yet. I wanted to write something awesome for this special day, but nothing is as awesome as you are. ...Stay Blessed 🙏😊❤️😊🙏

No	Online Linguistics Features	Age	Caption
		45-60	Happy birthday Alvy @alvy_xavier .. always be happy 🤗🤗❤️

Table 3.4 Online Linguistic Features by Indonesian Celebrities Aged 13-19

No	Online Linguistics Features	Age	Caption
1	Abbreviation/acronymy	Over 60	We have been vaccinated now with the 1st injection.I get my 2nd injection in 28 days. 14 days later we're protected. Back to normal life!
2	Punctuation	Over 60	hurry,order now...the best nasi lemak..yummi
3	Spam	Over 60	
4	Emoticonomy	Over 60	Quality time with my lovely family. Thank God❤️❤️
		Over 60	Knowing yourself is the beginning of all wisdom....❤️ #aristoteles Good night everyone
		Over 60	My Little Stars . . My little Kevin, My little Tristan and My little friends 🤗 .

No	Online Linguistics Features	Age	Caption
		Over 60	Time spent with family is worth every second This datum contains abbreviation or acronymy as the online linguistic feature that refer to Crystal (2011) and Bodomo (2010). In this case, abbreviation occurs in the word don't as the abbreviation of do not, and it's as the abbreviation of it is. Both of them is included as abbreviation or acronymy by omitting some letters in the words. ♡ ♡
5	Punctuation / Repetition Mark	Over 60	Hahaha..Have a nice rest Guyz!
		Over 60	Knowing yourself is the beginning of all wisdom.... ♡ #aristoteles Good night everyone
		Over 60	hurry,order now...the best nasi lemak..yummi

Table 3.5 Language Styles by Indonesian Celebrities Aged 13-19

No	Language Styles	Age	Caption
1	Climax	13-19	well i guess being lonely fits me, and you were made for begging stay.
2	anticlimax	13-19	Thank you so much for all the love, support, presents 🧠 that you all have given me 🧠 You guys are all amazing and I love each and every one of you ♡ ♡

No	Language Styles	Age	Caption
		13-19	happiest birthday for you my sissy + bestfriend + roommate + fashion stylist + mua sometimes + enemy + support system. thank you, for everything ca. i hate you but at the same time you know i love u sm. cheers to loving yourself more starting from today! u are pretty inside and out ca. and don't worry, i'll be next to you while you grow to be the best version of yourself 🌈 *ok bye gengsi*
		13-19	You know me, i'm heaven and hell
3	Parallelism	13-19	the apple to my berries 🍷🔍
		13-19	You know me, i'm heaven and hell
4	Antithesis	13-19	You know me, i'm heaven and hell
5	Repetition	13-19	

Table 3.6 Language Styles by Indonesian Celebrities Aged 20-45

No	Language Styles	Age	Caption
1	Climax	20-45	Like stars, I'm surrounded by darkness. Like stars, i still manage to shine.
		20-45	i followed my heart, and it led me to the beach. 🏖️
		20-45	Sending love and gratitude to all the Queens and Kings that has been an incredible role model out there! Keep shining and inspiring.. 👑❤️
2	anticlimax	20-45	
3	Parallelism	20-45	Like stars, I'm surrounded by darkness. Like stars, i still manage to shine.
4	Antithesis	20-45	Like stars, I'm surrounded by darkness. Like stars, i still manage to shine.
5	Repetition	20-45	Like stars, I'm surrounded by darkness. Like stars, i still manage to shine.
		20-45	Important life lesson that i've learned from wall climbing: it's doesn't matter how many times you fall, what matters is how many times you get up and get going. LOOLLLL see the last video to see the perfect portrayal of the quote 🙏

No	Language Styles	Age	Caption
		20-45	mirror mirror on the wall whos the biggest crybaby of them all
		20-45	I choose you. And I'll choose you over and over and over. Without a doubt, in a heartbeat. I'll keep choosing you. ❤️👑

Table 3.7 Language Styles by Indonesian Celebrities Aged 45-60

No	Language Styles	Age	Caption
1	Climax	45-60	Don't cry because it's over, smile because it happened.
2	anticlimax	45-60	Happy Birthday to my future son-in-law: one strong, smart, spotless handsome man. Thank you for choosing us to be part of your family, even though you know how crazy we are. Love you! ❤️
3	Parallelism	45-60	
4	Antithesis	45-60	
5	Repetition	45-60	

Table 3.8 Language Styles by Indonesian Celebrities Aged Over 60

No	Language Styles	Age	Caption
	Climax	over 60	
	anticlimax	over 60	
	Parallelism	over 60	
	Antithesis	over 60	

No	Language Styles	Age	Caption
	Repetition	over 60	My Little Stars . . My little Kevin, My little Tristan and My little friends 😊 .