

**SCRUTINIZING LANGUAGE PATTERNS OF INSTAGRAM
USERS BASED ON PROFESSION CATEGORY**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI
MAULANA MALIK IBRAHIM MALANG
2022**

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THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S.)

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I state that the thesis entitled **Scrutinizing Language Patterns of Instagram Users Based on Profession Category** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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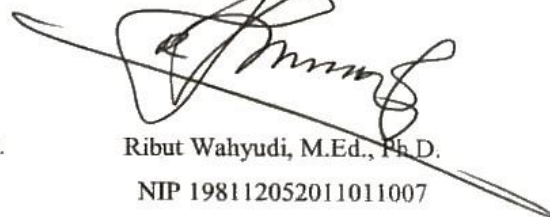
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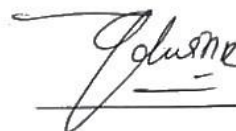
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MOTTO

“Allah is sufficient for us, and He is the best Disposer of affairs. What an excellent Protector & Helper He is”

Ali-Imron 3: 173

DEDICATION

I proudly dedicate this thesis to my parents, Shohibul Anwar and Almh.

Mudawwamah, my beloved brothers Muhammad Firjan Aprilianto, Rifqi Firmansyah and Afiq Febriansyah, unforgettably all members of my family who have stayed next to me in every single step of mine. I do really thank for all your love, support and pray.

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

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The author is aware that this thesis is still far from perfection due to have weakness in several aspects. Therefore, criticism and suggestion are welcomed for the improvement if this work. Hopefully, this thesis would give significant benefits either for the researcher and readers.

Malang, 18 Juni 2022



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ABSTRACT

Putri, Vita Agustiawati (2022). Scrutinizing Language Patterns of Instagram Users Based on Profession Category. Thesis. English Letters Department. Faculty of Humanities. Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Prof. Dr. Mudjia Rahardjo, M.Si.

Keywords: *Language Patterns, Instagram Users, Profession Category*

This study aims to analyze the language patterns in English captions of Indonesian Instagram accounts in terms of the profession category. Besides, this study analyzes the needs and satisfactions which become the factors in the language used in social media. This study uses a descriptive qualitative approach in which researcher analyzes and explains a thing of social phenomena through social media which is as close instrument in today's society of communication. Clearly, the data source of the research is English Instagram captions of 30 data which were collected from various professions of Indonesian Instagram users. This study uses the theory of Keraf (2008) in analyzing language patterns and Uses & Gratification theory in analyzing factors of the need and satisfaction of Instagram users. The results showed that there were 4 patterns out of 5 patterns contained in 30 data. These patterns include climax, anticlimax, parallelism and repetition. In the differences in the needs and satisfaction of Instagram users, 4 categories were found: personal identity category, diversion category, personal relationship category and supervision category. Instagram users who work in the digital world and are close to the society (number of social media followers) often show their identity which is conveyed clearly. Meanwhile, Instagram users who work in the field often show emotions, certain activities and search for information. Several suggestions for further researchers which this research can explore types of language patterns in different theories. In addition, this research can be used as a material for comparison of current and old age sociolinguistic practices which can be seen from different contexts and methods from current and old ways of communication.

ABSTRAK

Putri, Vita Agustiwati (2022). Meneliti Pola-Pola Bahasa Pengguna Instagram Berdasarkan Profesi. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Prof. Dr. Mudjia Rahardjo, M.Si.

Kata Kunci: *Pola Bahasa, Pengguna Instagram, Profesi*

Penelitian ini bertujuan untuk menganalisis pola bahasa yang ada dalam caption Instagram yang berbahasa Inggris pada akun Instagram milik orang Indonesia yang ditinjau dari kategori profesi. Sekaligus, penelitian ini menganalisis kebutuhan dan kepuasan yang menjadi faktor bahasa yang digunakan dalam bersosial media. Penelitian ini menggunakan pendekatan kualitatif deskriptif yang mana peneliti menganalisa dan menjelaskan hal-hal yang terkait dengan fenomena sosial pada sosial media yang menjadi instrument erat pada masyarakat saat ini dalam berkomunikasi. Secara jelas, sumber data peneliti adalah caption Instagram yang berbahasa Inggris. Data dikumpulkan sebanyak 30 dari berbagai pengguna Instagram Indonesia yang berprofesi. Penelitian ini menggunakan teori Keraf (2008) dalam menganalisis pola bahasa dan Uses & Gratification theory dalam menganalisis faktor dari kebutuhan dan kepuasan pengguna Instagram. Hasil penelitian menunjukkan bahwa ada 4 pola dari 5 pola yang terdapat pada 30 data. Pola tersebut antara lain klimaks, antiklimaks, paralelisme dan pengulangan. Pada perbedaan kebutuhan dan kepuasan pengguna Instagram ditemukan 4 kategori: kategori identitas pribadi, kategori pengalihan, kategori hubungan pribadi dan kategori pengawasan. Pengguna Instagram yang berprofesi dalam dunia digital dan dekat dengan masyarakat (jumlah pengikut media sosial) seringkali menunjukkan identitas mereka yang disampaikan secara jelas. Sedangkan pengguna Instagram yang bekerja di lapangan seringkali menunjukkan emosi, aktivitas tertentu dan pencarian informasi. Beberapa saran untuk para peneliti selanjutnya yakni dengan adanya penelitian ini dapat mengeksplorasi jenis pola bahasa dalam teori yang berbeda. Selain itu, penelitian ini dapat digunakan sebagai bahan perbandingan praktik sociolinguistik saat ini dan dahulu yang dapat dilihat dari konteks dan metode yang berbeda dari cara komunikasi saat ini dan cara komunikasi lama.

مستخلص البحث

بوتري، فيتا أغوستياواتي. (2022). البحث عن أنماط لغة المستخدم إنستغرام (Instagram) بناءً على المهنة. البحث الجامعي. بقسم اللغة الإنجليزية لكلية العلوم الإنسانية بجامعة مولانا مالك إبراهيم الإسلامية الحكومية بمالانج. المشرف : الدكتور موجيا راهر جو الماجستير.

الكلمات المفتاحية: نمط اللغة، مستخدم انستغرام (Instagram)، مهنة

يهدف هذا البحث لتحليل أنماط اللغة في تعليقات إنستغرام (Instagram) باللغة الإنجليزية على حسابات إنستغرام (Instagram) الإندونيسية من حيث فئة المهنة. في الوقت نفسه، تحلل هذا البحث الاحتياجات والرضا التي تعتبر عوامل في اللغة المستخدمة في وسائل التواصل الاجتماعي. يستخدم هذا البحث منهجًا كميًا وصفيًا تقوم فيه الباحثة بتحليل وشرح الأشياء المتعلقة بالظواهر الاجتماعية على وسائل التواصل الاجتماعي والتي تعد أداة وثيقة في مجتمع اليوم في التواصل. في هذه الحالة، فإن الغرض من المنهج الكيفي الوصفي هو الحصول على شرح واسع وفهم متعمق لأنماط اللغة في تعليق المستخدم إنستغرام (Instagram) لمتغير المتحدثين المحترفين. من الواضح أن مصدر بيانات الباحثة هو التسمية التوضيحية إنستغرام (Instagram) باللغة الإنجليزية. تم جمع 30 بيانات من مختلف المستخدمين إنستغرام (Instagram) حسب المهنة. يستخدم هذا البحث نظرية كراف (2008) في تحليل أنماط اللغة ونظرية الاستخدامات والإشباع في تحليل احتياجات ورضا المستخدم إنستغرام (Instagram). أظهرت النتائج أن هناك 4 أنماط من أصل 5 أنماط موجودة في 30 بيانات. وتشمل هذه الأنماط الذروة، والانحراف المعاكس، والتوازي، والتكرار. في الاختلافات في احتياجات ورضا مستخدمي إنستغرام (Instagram)، تم العثور على 4 فئات: فئة الهوية الشخصية وفئة التحويل وفئة العلاقة الشخصية وفئة الإشراف. غالبًا ما يُظهر مستخدمو إنستغرام (Instagram) الذين يعملون في العالم الرقمي والقريبيون من المجتمع (عدد متابعي وسائل التواصل الاجتماعي) هويتهم التي يتم نقلها بوضوح. وفي الوقت نفسه، غالبًا ما يُظهر مستخدمو إنستغرام (Instagram) الذين يعملون في هذا المجال المشاعر وأنشطة معينة ويبحثون عن المعلومات. تقدم الباحثة عدة اقتراحات لمزيد من الباحثين، وهي أن هذا البحث يمكن أن يستكشف أنواع أنماط اللغة في نظريات مختلفة. بالإضافة إلى ذلك، يمكن استخدام هذا البحث كمادة للمقارنة بين الممارسات اللغوية الاجتماعية الحالية والسابقة والتي يمكن رؤيتها من سياقات وأساليب مختلفة من طرق الاتصال الحالية والقيمة. يعتمد هذا البحث أيضًا على الإنترنت اللغوي الموجه بالاجتماعية، والذي يدور حول الهوية في وسائل التواصل الاجتماعي.

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CHAPTER I

INTRODUCTION

A. Background

Identifying in a wider scope of profession category, it is one of the drivers of movements that cross human life such as social norms about rights, obligations, behaviors and values that have impacts on how an individual or society are perceived and how an individual or society perceives an object, thing, all of which are mediated by language (Carmen et al, 2006). There are features of people's speech, utterance, and communication that vary both in terms of vocabulary, grammar, style and context. There are patterns that can be analyzed according to works in society. The previous studies have examined language variation and its variable speakers.

In this study, the researcher examines sociolinguistic practice through social media. The emergence of a new social dimension in current globalized world has a drastic impact on language and communication around society (Lee, 2020). These two things, language and communication, have increased developments in their research which are not only conducted direct practice, but also semi-practical. This form of communication is usually used through social media such as Facebook, WhatsApp, Instagram, etc. Of all language categories in sociolinguistic perspective, language variations and speaker variables are studied in various methodological and techniques by earlier researchers. This shows that internet networks make social media as a digital space can reveal important things about language, identity and communication. Unlike gender which was examined in the form of networked public both individually (Sri et al, 2020) and community (David & Catherine,

2005), ethics (Alexandra et al, 2012), and social class (Lesley & James, 1992).

The researcher used several previous studies which were used as considerations in the present study which related to the topic of the previous studies. In sociolinguistics, there are some categories of society in terms of language variation and speaker's variable, particularly, in the form of networked public which technology as mediation of communication in the last century. Some of previous studies that are as references of this research are national and international journals in English, most of which were written in the 20s.

Sri et al (2020), for example, based on their research which focused on the gender category through social media, Instagram, which conducted within sociolinguistics perspectives. Seven aspects are included in the sociolinguistic research, as following: (1) social identity from the speaker, (2) social identity of the listener that involve in the communication process, (3) social environment, (4) synchronic and diachronic analysis of the society dialects, (5) the differences of point of view by the speaker for the kind of speech, (6) variety level and the kind of linguistic, (7) the practical apply of sociolinguistic research. This research was taken from the personal data of several users of social media accounts. The study found differences in the use of languages and images (profile photo) in terms of male and female. Another relevant study was carried out by David & Catherine (2005), who focused on gender within the virtual group or community. It is about membership perceptions regarding gender differences in active virtual communities, it is single gender community or mixed gender community which the external validity of the result is maximized.

Within ethics (Alexandra et al, 2012), although users of social media exist freely online, public networking is not a public forum. They are governed by personal and communal norms, and they are a network of ethical influences (challenge and uniqueness). Data from Facebook which every people can access the complete profile of a user account, well, it has to do with ethics in sociolinguistic interactions. However, what is being studied is friend status. Ultimately, online content is socially valuable and meaningful to those who create it or utilize it and make it available, but this content may not necessarily be ethically obtainable by researchers. It is a contextually embedded exchange, the subject of internally determined norms to share – ideal material for sociolinguistic questions. From the research of social class social class (Lesley & James, 1992) which focused on the social variables of socioeconomic class and social networks in an integrated model in the sociolinguistic sphere. The results show that there are economic disparities generated by social class as a result of social and cultural divisions. Based on researches that have been done previously, none of previous studies has examined the connection between language and one of social elements, profession through social media.

Comprehensively academic, this study is pivotal because linguistic methods have an enhancement model to the pattern which is able to build a new perspective. It is widely used in elements of society that adapt to the times or in this modernization sense which is to know how language characteristics (language changes and social orientations) represent the current era in particular method. Language is implemented through technological intermediaries. In contrast to direct

sociolinguistic practice, which involves physical growth in producing an any utterance, this semi face to face sociolinguistic practice will be different because it considers to the speaker variable needs and media. In a sense, this tends to what the speaker means through language in terms of profession, according to the stages of the speaker's sociolinguistic development.

The phenomenon of the use of social media has been widely used in the world, as is the case in Indonesia. In addition, the spread of the language quite affects non-native speakers, such as English which is an international language. Also including in this phenomenon, Indonesian people often use English in their social media. This research will reveal the practice of sociolinguistics mentioned. It is expected that the result of this study can contribute to the theory of language patterns which proposed Keraf's (2008). Besides, the researcher will use Uses & Gratifications (U&G) Theory to analyze the different factors.

Social Media, Language and Identity

Social media is a relatively new space that capable of massively and significantly appealing society. This has been realized by many people who every day operate their social media for various purposes such as business, education, campaigns, humanitarian, health and various other purposes. However, without realizing it, social media users negotiate diverse linguistic repertoires as a means to reveal their preferred identities in the spaces they create (Barton & Lee, 2013). Like Instagram users who work as doctors, he tends to use formal, academic language that is easy to understand and includes photos according to what he wants to address on his Instagram page about health.

In social media pages, such as Facebook, YouTube, Instagram, possibly thing for users to use languages that are not their mother tongue in their platform. Like English, which is a language that covers various aspects of worldwide. According to Lee (2020), recent research has emerged exploring the transformation of English both verbally and written that used in social media platforms. Nowadays, in the study of translingualism, social media is a space that is able to encourage important things such as language, identity and communication through a comprehensive context that includes images, words to an unlimited audience that cannot be identified (Wesch, 2009).

Research on the use of socially oriented language will explore its properties and uses which the relevance in sociolinguistics is the two social dynamics of self-presentation and network relationship building (Seargeant & Tagg, 2014). Self-presentation means that speakers both consciously and unconsciously create a space for them to express their identity through language on social media. They present themselves depending on the particular contextual circumstances in which they operate. Without realizing it, they also open themselves up in networking or interacting.

B. Research Questions

Based on background exposure, the author interests in more analyzing of the speakers or writers that are related to the profession through their social media, including photo or video captions related on Instagram users which the primary goal of the present study is to seek the answers of the following questions:

1. What are the language patterns in English captions of Indonesian Instagram users based on profession category?
2. What are the differences among the needs and satisfactions in English captions of Indonesian Instagram users based on profession category?

C. Research Objectives

1. To know the language patterns in English captions of Indonesian Instagram users based on profession category.
2. To mention and explain the differences among the needs and satisfaction in English captions of Indonesian Instagram users based on profession category?

D. Scope and Limitation

This research examines sociolinguistics through social media as a new alternative of communication. Based on the research questions, the researcher focuses this research by analyzing captions on the profession category of Instagram users from Indonesia with a limited amount of about 30 data to find out language patterns. In addition, the researcher focuses her research on identifying the differences of the needs and satisfactions that influence a person's language production which is distinguished by profession on the Indonesian Instagram user page.

E. Significance

The results will show the 2 things as the main contribution that appear in this research. First, in terms of variable speakers of sociolinguistic field, readers can understand that the language use has characteristics in the stages of a linguistic

aspect which the profession category becomes an indicator, especially in practicing connected public networks such as social media. The significance of examining the connection between language and profession terms of author practically becomes more interesting and probably in accordance with current era in the midst of technological developments because this research looks sociolinguistic practice in semi-dimensional, asynchronous written medium. The results of this study will identify language patterns based on profession category through social media, Instagram as one of the popular *agora* in recent era. In addition, the sociolinguistic practice here which the dimension has not been widely applied in the 60-70s century. It is new alternative communication.

Second, the practice which mediated by technology in form of synchronous and mostly asynchronous produces the language by preparation of writer to transform their means to the readers or audiences which theoretically can give new insights of internet linguistics. Content value, personal interest and media use are new perspective investigation of sociolinguistics. In addition, my research attracts linguistic interest which is oriented to the social is about identity in social media. Moreover, this research can be used as a material for comparison with old age sociolinguistic practices or in a direct open dimension which certainly has different context and method.

F. Definition of Key Terms

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. **Language Patterns** : The characteristics of the language use by people in practicing both written and spoken.
2. **Instagram Users** : People who use Instagram as social media in term of asynchronous written (caption) included of photos.
3. **Profession Category** : One of the social orientations in language (speaker's variable) related to human's work which is generally indicated by salary of an ability, knowledge or experience.

CHAPTER II

LITERATURE REVIEW

This chapter covers relevant theories that will be used to analyze the data in this present study. The theories include language patterns, Instagram users and profession category.

A. Theoretical Studies

1. Language Patterns

In understanding language patterns, this is closely related to the branch of linguistics, it is known as sociolinguistics which in language there is involvement with humans. The languages that are spoken or produced are usually influenced by the surrounding environment and, of course, the speakers themselves. According to Wardhaugh & Fuller (2015), language also describes the side of one's experience such as the emotional involvement of the speaker, the speaker's task and even the social aspect. It can be understood that language is not necessarily spoken according to the speaker's intention but also contains certain aspects.

The process of reviewing a literature or text study refers to several aspects such as how the text constructed, how meaning is produced, and what is the nature of meaning (Mudjia, 2018). In other terms, language patterns can be known as language styles. Both of them indicate that the language has each character according to the speaker. By definition, Keraf (2008) states that language style is a form of expression of thoughts that represents the soul and personality of the speaker or writer. By looking at

the glasses of today's era, although with a different method, online language still describes the author's character. This means that language adapts to speakers.

Social media is a language medium, therefore this research is an interesting step because it is contemporary by examining the language used by Indonesian Instagram users. Likewise the factors or causes that influence. There is a contemporary side and factors that support the spread of English so that English can be used by other tongues. Strevens (1992) mentions in his book that the reason for the spread of English is the literary heritage of the speakers through the gates of science, trade, education and diplomas. It is very possible that the use of English has increased quite widely along with its spread in various social relationships. Interestingly, he also argues that becoming bilingualism or multilingualism capable of mastering more than one language (mother tongue) is not a form of deviation because this is normal. According to him, it is not ideal to only master one language or monolingualism.

Masoomah & Maryam (2002) argue that English has gained prominence throughout the world which is evidenced by the increasing number of varieties of the English language. In international English, English has transcended its boundaries and with its massive spread, for most non-native speakers who have harmonized various contexts according to various purposes (Canagarajah, 2005). From the perspective of Matsuda (2017), EIL refers to the “function that English performs in international,

multi-lingual contexts, to which each speaker brings a variety of English that they are most familiar with, along with their own cultural frames of reference, and employs various strategies to communicate effectively”. In this case, English covers a very wide scope, not patent on traditional which is only centered on native speakers in terms of structure, culture and context, but also develops according to the background, mastery and needs of cross-native speakers.

According to Keraf (2008), language pattern or language style 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:

a. Climax

It 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. Here, some examples:

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

2) In this **place**, I have many **memories**

b. Anticlimax

It is such an anonym of the first one, 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:

1) She is such a **rich** people but her bag is **simple**

2) This rute is **hot** and **too long**

c. Parallelism

It 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. Here are the examples:

1) This is not **red** but **pink**

2) No **results**, no **reward**

d. Antithesis

It is a language style that appears opposite ideas by using the opposite words. The examples are:

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

2) To err is human, to forgive divine.

e. Repetition

This language style certainly indicates by the repetition of a sound, syllable, word, or part of sentence that is considered important to emphasize in an appropriate context. For example:

1) 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**.

This study which aims to identify language patterns and its factors that influence it by looking at age in social media. For this reason, the author

uses register of sociolinguistics and theories that can support this research. Wardhaugh (2006), in his book says that the register is a set of language items related to social groups. People participating in communication situations tend to develop vocabulary. Each register helps to express one's identity at a particular time or place including how one presents oneself to others.

2. Uses & Gratifications Theory

As a supporting theory, the researcher uses UGT which looks at computer-mediated communication. It explores qualitative aspects of communication (Ruggiero, 2000). This theory does not only focus on expressions or statements from the speakers or writers, but it is also related to aspects that affect and encourage the production of statements that provide expressive meaning from the speakers which in social media can be find in image or video that is posted by the users.

The researcher uses this theory because it looks a person's orientation in language which tends to appear the differences that are happening from speakers or writers in the way of networked public. Based on research question, for U&G researchers, is enable formulated that media are used for gratifications, media are in competition with other means of need satisfaction, people understand their personal media use, interests, and motives enough and the value of the media content (Sri et al, 2020).

There are 4 models of uses and gratification theory. In this study, the researchers used the model proposed by Palmgreen & Rayburn with the

expected value. According to Humaizi (2018), each individual has a different motivation in using a media which is commonly known as gratification sought (GS).

Mc. Quail and his colleagues (1972: 132-165) classify several reasons for the needs and gratifications of people in using media, including:

- a. Diversion, a category that stems from the use of media in the form of escaping from routines and problems.
- b. Personal Relationship, a category that is indicated by involving him instead of friends.
- c. Personal Identity, a category that is indicated by emphasizing individual values.
- d. Surveillance, a category that is indicated in gathering the required information.

3. Instagram Users

Before discussing further about Instagram users, it is necessary to firstly discuss the Instagram platform itself. Instagram is one of the leading social media in the 20s. Instagram is a relatively new form of communication where users can easily share their updates by taking photos or videos which can be accessed by certain people or even anyone depending on how the user account privacy settings (Hu et al, 2014).

The features of this application continue to grow every time, starting from the 24-hour story feature, archives to posting videos or photos. According to Manovich (2017), Instagram users grew from 30 million in

2012 to 300 million at the end of 2014, to valuable advertising and marketing media and the number of Instagram advertisers increased from 200,000 in 2/2016 to one million in 3/2017. She also mentioned that strategies for creating and running a successful Instagram account has been identified and described in endless articles, blog posts, and videos. This proves that there is a drastic change in this Instagram media.

In addition to its interactive nature, this feature also provides a form of user privacy by setting their privacy preferences in such a way that the photos and videos they post only available to followers of users who require consent from the user to become followers so that not everyone can access certain user accounts (Hu et al, 2014). For some people, the privacy feature is very helpful to maintain their identity, not only from their background but from their caption posts and photos or videos.

The explanation above is continued on Instagram users. Indonesian people are also not a few who participate in accessing this application or this social media, Instagram. Moreover, there are no special provisions for its use, Indonesian Instagram users often intend to convey something to Instagram followers, included of the language.

4. Profession Category

Many variable of speakers or writers in term of sociolinguistics. One of them is profession which become one of categories that are closely related to the society. It is also inseparable from communication that the production of language indicates one's identity in accordance with experience,

background and value. Ferguson (1994) argue that its ‘special terms for recurrent objects and events, and formula sequences or “routines,” seem to facilitate speedy communication; other features apparently serve to mark the register, establish feelings of rapport, and serve other purposes similar to the accommodation that influences dialect formation.

There is no mistaking the strong tendency for individuals and communicators to develop register variation along many dimensions. Wardhaugh (2006),

“Of course, one person may control a variety of registers: you can be a stockbroker and an archeologist, or a mountain climber and an economist. Each register helps you to express your identity at a specific time or place, i.e., how you seek to present yourself to others”.

The identity identified in the speaker can be seen from internal and external factors. In this case, every speaker certainly has a different journey and experience from each language acquisition and use. In English, the experience of learning English, mastery of the language is something that can not be neglected in its development. This includes culture which includes the normative values inherent in speakers. It has an influence on their linguistic process. This includes economic and political views or scope.

B. Previous Studies

The first previous study was conducted by Sri et al (2020) which discussed about language patterns of gender as one of society categories which related to the language that appeared from one of social media, Instagram which the topic and the object that were taken on social media are as the similarities of this research. The result showed that the interest that gender has implications regarding the intent and

purpose of uploaders through their social media but has other implications for readers. This research is useful for communication exploration both positive and negative of gender aspect.

The second of state of the arts was found in the form of journal article which focused on gender but in term of community (David & Catherine, 2005) account of social media Instagram. As with the first previous study, the data obtained in this study were using postings on the internet that involved the participation of the uploader. This research used a different method, namely survey research which provides more objective statistical methods for analyzing correlation constructs. In this study it was found that membership perceptions regarding gender differences in active virtual communities, the external validity of the results is maximized. Be it a single gender community or a mixed gender community.

The third previous study is about another category of sociolinguistics as the topic which examined same topic as the present study, ethics (Alexandra et al, 2012). The debate urges online interaction (between the individual and the public into a single entity). Although they exist freely online, public networking is not a public forum. They are governed by personal and communal norms, and they are networks of ethical influences (challenge and uniqueness). Data from Facebook where anyone can access the complete profile of a user account, now the relationship with ethics in sociolinguistic interactions. However, what is being researched is friend status. The results of this study showed that, ultimately, online content is socially valuable and meaningful to those who create it and make it available, but this content may not necessarily be ethically obtainable by

researchers.

With the same topic of this research, the previous research that became the reference which was related to the category of people-oriented and language is social class written by Lesley & James (1992). In this study, researchers used the variables of socioeconomic class and social networks that became conflicted. The purpose of this article is to work towards an integrated model of sociolinguistics structure that explicitly relates the social variables of socioeconomic class and social networks. This research suggests that the relationship between network and class can be made through the idea of weak network ties through the process and macro level suggested by Thomas Hejrup's lifestyle theory.

The fifth of state of the arts was found in the form of journal article which focused on gender in different social media that is facebook written by Nazir (2012). This research examines aspects of the differences that appear in the language of Facebook social media accounts in the gender category. In the research method section, the researcher uses a qualitative approach by collecting as many as 60 facebook profiles in a period of 1 month consisting of 30 female accounts and the rest male. The researcher states that social media users are more accurately called men or women because the results of the study show that there are functional differences in each element in using Facebook social media. Women logged into Facebook tend to maintain existing relationships by being polite while men are more likely to seek new relationships and so on.

The sixth was written by Nguyen et al (2013) by the title “How Old Do You Think I Am?”: A Study of Language and Age in Twitter. This study examined the

language that appear of twitter in term of age. It is qualitative research. In data collection, the researcher explored age prediction in three: classify users into age categories, by life stages, and predict them the right age. The researchers found that the automated system achieves better performance than humans in such and such tasks both humans and automated systems have difficulty predicting the age of parents.

The seventh is of previous study was found in the form of journal article which focused on gender and age which the title is “English Used on Social Media Among indonesian’s Netizen: Sociolinguistic Approach” by Karimah (2021). In this research, the researcher used qualitative method. The data were taken from status and captions from facebook and instagram. It examines the relation of the language and its speaker or writer in term of sosiolinguistics (age and gender). The result showed that age has an influence in the use of language in term of formal and informal. From gender aspect, it showed the impection of the language use.

The eighth is the thesis that was written by the students of State Islamic University of Malang, especially department of English literature, Nuriya (2021). The focus is probably in different topic or perspective but it is related to the aspect that is taken, variable of speakers or writers, age. In addition, the medium of practicing language use is related to this topic of research, from social media. This research examined the language style of the caption of Instagram users, especially celebrities. This research is in the form of qualitative research. Researchers collected 37 data published in the last 6 months of the research process. The theory that is used online linguistic features proposed by Crystal (2011) and Keraf (2008)

to analyze language styles. The result showed that teens tend to use fewer online linguistic features such as abbreviations or acronyms, signs read, and emoticons in their Instagram captions. Moreover, related to style language, findings show that the younger is the more varied.

The ninth of previous study is taken from thesis which focused on male and female commenters of Ranz Kyle's channel on youtube (Sa'idah, 2018). This research examined the language features. The method of this research used qualitative method. The result of this research presents in the form of descriptive. Female's comments tend to use grammatical meaning. From another term, male, they use both grammatical meaning and textual meaning. In addition, the language that was produced by female with simple word, while male is more rigid. This appearly showed gender bias.

The last of state of the arts is language styles used by women accounts on instagram captions which was written by Sood (2018). This research aimed to examine the language style based on the caption Thar bas uploaded by Instagram usir (women). This research implemented qualitative approach which the data showed in term of non-numerical data. The result of this research, researcher found language styles, they are: formal, informal, colloquial, frozen, consultative, casual and intimate.

Some of particular things that related to the variable speakers of language have been studied by the previous scholar. There is a difference between previous studies and present studies which researcher found a gap, by looking at another category of the relationship between language and society in social media that has

not been widely explored in research, that category is profession. This study tries to classify language patterns of the data in term of profession category. The data is obtained from Instagram captions in English uploaded by account owners from Indonesia.

CHAPTER III

RESEARCH METHOD

In this study, the researcher discusses the five aspects of research method. Among them are research design, research instrument, data source, data collecting, and data analysis.

A. Research Design

In this study, the researcher attaches the goal to language patterns and factors that influence language production through the uploader's caption or the owner on Instagram's social media. The design of this research is qualitative which included a form of scientific investigation (interpretative research) relies on text and image data (Creswell, 2017). By using qualitative design, the way of analyzing the data and the results in this research are not indicated by numerical data, but the group of words in descriptive form. For the two research questions of this study, the researcher uses, first, the theory of language patterns by Keraf (2008) which are climax, anticlimax, parallelism, antithesis and repetition. Second, researcher uses (Uses & Gratification) U&G theory which the categories are diversion, personal relationship, personal identity and surveillance.

B. Research Instrument

In this research, a researcher is a key instrument who collects and examines the data. As a main human instrument, the researcher is the one who investigates and elaborates language patterns and its factors based on profession of Indonesian Instagram users that are showed through their post captions. According to Mudjia (2021), this of social research in the internet world can be called a digital social

researcher, in which this category of researcher is expected to be able to consider several digital aspects to be mastered and understood, such as digital operation and digital ethic.

C. Data Source

The data source that is taken of this research is English captions for the data (in term of asynchronous) from Instagram which is as relatively new social media in the last century. In this case, the type of the data source is considered as the primary source or main source due to the researcher collects the data. The researcher looks at profession category of Instagram users, especially Indonesian people. Considering of this case, the researcher collects the data in term of profession which becomes one of big elements of active users in social media Instagram. In this research, the researcher takes 30 data of English captions that were uploaded from 2021-April 2022.

D. Data Collection

In digital social research, social media is the most important tool in the process of the research which the time and distance do not give the obstacles for data collection. However, researcher must pay attention to the ethic as the fundamental process of digital social research (Mudjia, 2021). For collecting the data, the researcher did some steps that which guide the researcher to the data analysis, results and discussion.

First of all, the researcher began to search the data in March. With the data findings, the researcher selected the data to be analyzed. The data that was chosen by the writer of this study, it was asked for approval regarding the data to the Instagram owners through the contact

person or email that is available which is provided for social and economic purposes. The writer collected 30 data (the captions and the photos that were showed in media account's feed) of Instagram accounts (from Indonesian people). For searching the data, it stopped in early May.

After getting what is mentioned before, the writer of this research took screen capture of Instagram id of English captions and photos, videos from those accounts. The next is, the researcher analyzed the language patterns structurally which are related to profession category and the different factor of needs and gratification based on profession of the users of social media accounts.

E. Data Analysis

In the process of analyzing the data, the researcher does several stages. Firstly, the researcher observes the captions and the post of Indonesian Instagram users before analyzing the data. Next, the researcher begins to analyze the data based on category in accordance with language patterns (Keraf, 2008) and supporting (U&G) theories that will be used to investigate this research. Podesva & Sharma (2014) argues that internal speakers, the structural components of language are fulfilled which are described in the grammar, are not used to describe a comprehensive language but this sees the existence of a common messenger pattern from a community that almost involves any contexts, moreover the language use by other tongue. Researcher needs to consider about the background (age) of the informants, the media content in finding the things that tends to contribute user's purpose. Because this research is based on an interpretative format, the analysis is in term of descriptive which an elaboration related to research problems.

CHAPTER IV

FINDINGS AND DISCUSSION

A. Findings

The chapter of this research presents the explanation of language patterns and the factors that appear of Indonesian Instagram caption based on profession category to answer the two questions of this research. The professions that are found in this study consists of master of public policy, barista, beauty vlogger, designer, cosmetic chemist, youtuber, content creator (makeup), influencer and entrepreneur. The data carefully examined the type of each caption based on the two theories, they are: Keraf (2008) to analyze the language patterns and UGT to analyze the needs and satisfaction through the captions and photos of Instagram users based on profession.

1. Language Patterns of Indonesian Instagram Users Based on Profession

In this section, according to Keraf (2008) the researcher describes the 4 language patterns that are used by Indonesian Instagram users based on profession as follows:

a. Climax

Climax consists of two ideas or arguments which the last or the second part of the sentence is the most important idea. The data was taken on April, 2022. It posted by a master public Policy, a beauty vlogger, a designer, a cosmetic chemist, a youtuber, a content creator (makeup), an influencer and an entrepreneur. The data are below:

Datum 1

Tea, coffee and everything in between

The data above is written by a Master of Public policy. In this case, the data shows that the language pattern of this type is climax. The words that is arranged indicates more than one idea. For the first word (tea) and second word (coffee) did not indicate the main idea that writer wanted to share about. These words are to strengthen the meaning of the phrase at the end (everything in between).

Datum 2

Sometimes I paint

The caption is taken from Instagram user of a Master of Public Policy. The sentence above “Sometimes I paint” indicates the type of language pattern of climax. The data consists of adverb and sentence which shows that the word “sometimes” is an additional class of word. The word “I” followed by the verb “paint” which the essence of the author’s sentence is what the author’s occasionally does.

Datum 3

Makeup inspired by packaging Greenfields!!!

One of the data that is used in this study is the caption from a beauty vlogger. The data above refers to the language pattern of climax. In this case, the sentence includes two points “Makeup” and “inspired by packaging Greenfields!!!” which is as important one of the last idea “inspired by packaging Greenfield!!!”. The author wants to show the makeup of Greenfields theme.

Datum 4

Line shirt lovers

The type of language pattern that is written by a designer “line shirt lovers” refers to climax which the sequence of the last word is the main point of this phrase. It contains the previous part “Line shirt” and the last part “lovers” which the writer wants to show that she’s a one of line shirt lovers. The author tends to show who she is with the shirt that she wear.

Datum 5

Just take the picture,

my favorite oranges

The first line of the caption above is taken from the designer “Just take the picture” by adding the second line “my fav orange” (It means my favorite color is orange) probably contains the different topic. However, it has correlation which the author took the picture of orange items. The language pattern above is such a climax which the sequences of thought appears of an increasing pattern of important point from the previous idea. The author claimed that her favorite color is orange by showing the picture that she took.

Datum 6

I’m women

The data above is written by a designer which contains the pattern of language of climax. In this case, the sentence includes two words of “I’m” and “woman” which the last part or word is as a main point. The

readers may know that the writer (a designer) is women, but the author emphasizes that she is a female designer.

Datum 7

World Hijab Day

Structurally, the caption of the author (a cosmetic chemist) is “World Hijab Day” refers to the language pattern of climax. It contains the sequence of the phrase is emphasized of “Hijab Day”. The phrase has an important position in unit of phrase.

Datum 8

Travel the world witchu

“Travel the world witchu” or travel the world with you, it is kind of language pattern of climax which the sequence of the data has the main point that is located at the last part “with you”. The author wrote “Travel the world” to support the main idea.

Datum 9

Winter time means taking extra care of my skin

The type that is written by a cosmetic chemist “Winter time means taking extra care of my skin” concludes a language pattern of climax. It shows that the idea “taking extra care of my skin” is a lead of the sentence. From the first idea “winter time” encourages to another idea that is mentioned before is more important.

Datum 10

Finally we met

The data by a cosmetic chemist above appears the language

pattern of climax. The focus word of the sentence is in the last word “met” which is clearly supported by an adverb “finally”.

Datum 11

Wear clothes that make you feel happy

The caption “Wear clothes that make you feel happy” is categorized the language pattern of climax. The sequence of the last idea “make you feel happy” is caused by the previous idea “wear clothes”. The means of the sentence above is that if someone wants to be happy, it just a simple way to do by wearing appropriate clothes of someone itself.

Datum 12

We both look so bored

In this data, the researcher captured a post of a youtuber. The language pattern that appears of the data above “We both look so bored lol” is included of climax. This sentence tends to focus on the word “bored” which show the pronoun “we” look like.

Datum 13

Gonna recreate as much of euphoria looks as I can, starting off with one of my fav, Jules.

The data shows that the language pattern of this type is climax. The first idea of the caption “Gonna recreate as much of euphoria looks as I can” shows that it is not the main idea of it. The truly important one is showed in the last idea “Starting off with one of my fav, Jules”. The author tends to explain the most favorite look of euphoria is Jules.

Datum 14

Orenjienji is back with her silly makeups

The caption “Orenjienji is back with her silly makeups” contains language pattern of climax. In case of climax, the sequence idea of the sentence describes that the main idea is located at the last idea of the sentence “her silly makeups”. The author shows that the look of her silly makeup is back.

Datum 15

Kak Gigi is such a mood

The language pattern of the caption above “Kak Gigi is such a mood” is written by an influencer which refers to climax which the point sentence will be in the last of the sentence “mood”. The mood can be gotten from one of people’s around the author which her name is Gigi.

Datum 16

Me & (her friend’s name) wearing silk shirt and outer from @(product name)

The caption above “Me & (her friend’s name) wearing silk shirt and outer from @(product name)” refers to language pattern of climax. In this case, the sequence ideas of this type are ordered from the less important part “Me & (her friend’s name) wearing” to the most important part “silk shirt and outer from @(product name)”. The author shows the brand of the product of silk shirt and outer.

Datum 17

Life is bitter, the sweet only Taeyoung

The data “Life is bitter, the sweet only Taeyong” is taken from an

entrepreneur which indicates the language pattern of climax. The sequence ideas of this type are ordered from the less important part “Life is bitter” to the most important part “the sweet only Taeyong”. The author explain that the sweetness of her life by mentioning her favorite Korean singer, Taeyung.

b. Anticlimax

Anticlimax consists of two ideas or arguments which the previous or the first part of the phrase or sentence is the most important idea. The data was taken on April, 2022. It posted by a beauty vlogger, a youtuber and an influencer. The data are below:

Datum 18

A Day in My Life

The language pattern of the caption “A Day in My Life” that is written by a beauty vlogger refers to anticlimax. This is because the idea is designed from the important one by the word “Day” to the less important one by the word “Life”. The author shows the activity in one day of her whole life.

Datum 19

Rocking this badbody-ish style, what do you think?

A youtuber wrote the caption “Rocking this badbody-ish style, what do you think?” on his social media, Instagram, in which refers to the language pattern of anticlimax. A form of language pattern that the idea is ordered from the most important (Rocking this badbody-ish style) part to the less important part (what do you think?). The author shows

her new style then asks for the comments of his followers on Instagram.

Datum 20

Movie time with my broo

This caption “Movie time with my broo” contains language pattern of anticlimax which the idea is ordered from the most important (movie time) part to the less important part (with my broo). The activity that is conducted by the author with her brother is movie time

Datum 21

About yesterday wearing @(product name) from head to toe

The caption above is taken from an influencer. The data shows that the language pattern of this type is anticlimax. The sequence ideas of this type are ordered from the most important part “About yesterday wearing @(product name)” to the less important part “from head to toe”. The appropriate context that an author wrote is about the brand of what does she wear.

Datum 22

Abang is making Mr Bear Meatball

The data above “Abang is making Mr Bear Meatball” consists of language pattern of anticlimax. In this case, it is indicated by the main idea in the sentence is showed in the first part “Abang is making”. It controls the whole sentence.

c. Parallelism

It seeks to achieve parallels in the use of words or phrases by occupying the same function and in the same grammatical form. The data

was taken on April, 2022. It posted by a master public policy, a beauty vlogger, a designer, a content creator (makeup) and an entrepreneur. The data are below:

Datum 23

No ifs, ands, or buts

The data that is taken from a Master of Public Policy above contains of parallelism. In term of parallelism, it is showed that the use of words is parallel (ifs, ands, or buts) by having the same function of conjunction.

Datum 24

Me on the weekend vs weekdays wkwwk

A beauty vlogger posted a caption in her social media, Instagram “Me on the weekend vs weekdays wkwwk”. The data shows one of the language pattern is parallelism. This type indicates the parallel in the use of words “weekend” and “weekdays”.

Datum 25

Black n Blurry

The caption by a designer above shows that the language pattern of this type is parallelism. It exists the parallel in the use of words by occupying the same function of pattern alignment.

Datum 26

American vs Korean makeup comparison, complete tutorial videos are on my tiktok: orenjienji

The data above contains the language pattern of parallelism which the idea of American makeup and Korean makeup have the same function form by showing the comparison both of them. The two phrases are mentioned appear the parallels use.

Datum 27

Up & down

The data which is written by an entrepreneur above consists of three words “Up & down” which the type of this language pattern is parallelism. Why is it called parallelism? It because the two words “Up” and “down” characterize parallelism. The two words have the same function.

d. Repetition

This language style certainly indicates by the repetition of a sound, syllable, word, or part of sentence that is considered important to emphasize in an appropriate context. The data was taken on April, 2022. It posted by a barista, a beauty vlogger and a content creator (makeup). The data are below:

Datum 28

If u feel like you look good, you look good

The sentence “if u feel like you look good, you look good” clearly characterizes the type repetition of language pattern. Before the coma, the author wrote “you look good” in the concept of conditional aspect. However, after coma, it follows the same words “you look good”.

Datum 29

skinny hubby skinny hubby

The caption of the author is “skinny hubby skinny hubby” refers to the language pattern of repetition. It clearly shows the phrase of “skinny hubby” followed the same phrase “skinny hubby”.

Datum 30

Gorgeous gorgeous girl take hours to do her hair

The data above contains the language pattern of repetition. It is kind of repetition because the writer uses the two same word “gorgeous gorgeous” in the earlier sentence. It exists because the writer wants to emphasize that she is gorgeous as girl. In addition, the second word of gorgeous refers to the hair style of her.

2. The Differences of The Needs and Satisfactions of Indonesian Instagram Users Based on Profession

In this section, the researcher applies Uses & Gratification Theory (UGT) to examine the differences of the needs and satisfaction of Indonesian Instagram users based on profession as follows:

a. Diversion

A category stems from the use of media in the form of escaping from routines and problems. The data was taken on April, 2022. It posted by

a master public policy, a designer, a cosmetic chemist, a youtuber and an entrepreneur. The data are below:

Datum 1

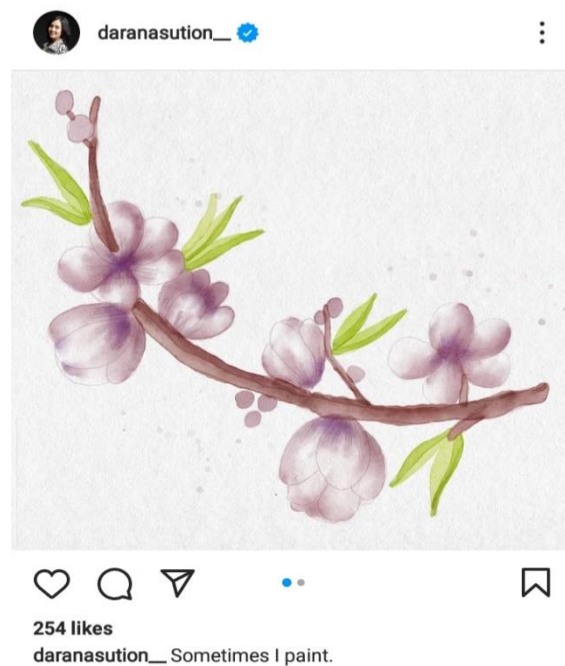


Figure 4. 1 A Post by a Master of Public Policy

The statement and the picture include of diversion which shows a category by escaping from the routines of the author. It can be concluded that the author occasionally paints in the midst of the busyness that she usually does which she clearly uses the word “sometimes”. It also is supported by result of author’s painting.

Datum 2



Figure 4. 2 A Post by a Designer

The statement and the picture include of diversion which the author shows the different thing of her routine activity. She just gives the symbols to represent the description of the photo she attached. The word “black” indicates the shirt that she wears. In addition, it probably the words “black” and “blurry” implicitly indicates the time of the picture is taken.

Datum 3



Figure 4. 3 A Post by a Cosmetic Chemist

The data is taken from a post by a cosmetic chemist. The phrase above shows diversion, a category that is used to escape or to do the particular activity from routines and problems which the author usually measures and mixes chemicals to know the ingredients, to produce the product of cosmetic. In addition, the writer tells that she travels to the place near a lake with her husband which can refresh author's feeling, emotion and thinking.

Datum 4



Figure 4. 4 A Post by a Cosmetic Chemist

It is a post of a cosmetic chemist which the category is included of diversion because the author expresses a thing that unrelated to her daily activity. In addition, she posted the photo of herself and someone maybe her friend that long time they do not see each other. The figures of the picture looks so happy to see each other. The author monumentalizes that moment on her Instagram.

Datum 5



Figure 4. 5 A Post by a Youtuber

The sentence and the picture is taken from a youtuber above is such a diversion. As a youtuber, he make the content to be posted in his youtube channel. However, in the digital platform of Instagram, it is not the medium to expresses his work. In this case, the writer uses his social media Instagram in the form of escaping from routines and problems, or it can be said a refreshing time. It can be showed by the caption “Movie time” and the picture he posted which appears some snacks on the table.

Datum 6

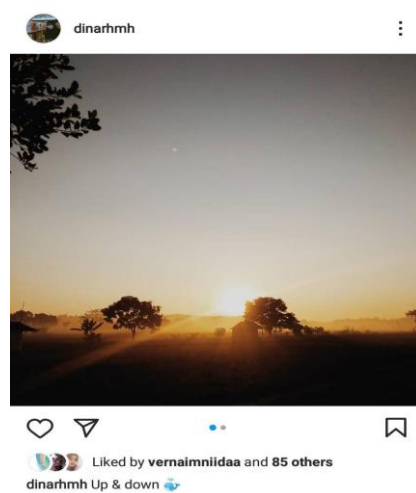


Figure 4. 6 A Post by an Entrepreneur

The needs and gratification of an entrepreneur post indicates the category of diversion. It stems from the use of media to refresh from routine activities and problems. The author shows a simple way to refresh her feeling and thought by posting the sky and writing the caption that describes the sun “up & down”.

b. Personal Relationship

A category by involving him instead of friends. The data was taken on April, 2022. It posted by a master public policy, a barista, a beauty vlogger and an influencer. The data are below:

Datum 7



Figure 4. 7 A Post by a Master of Public Policy

The data captured from a master of public policy post is such a personal relationship because the writer describes the situation of feeling on her social media. In addition, the writer attaches the photo of herself and her family or friends which shows the people that she communicates with. It appears that anything around has the priority place of her which can be seen through the phrase “everything in between”.

Datum 8



Figure 4. 8 A Post by a Master of Public Policy

The data above “No ifs, ands, or buts” shows a category of personal relationship because it means there are no terms, additions and exceptions from the author to her partner. This indicates the relationship that is built by the author. In addition, the writer expresses how much the writer’s love for her partner which is supported by related photos when she looks at her partner.

Datum 9



Figure 4. 9 A Post by a Barista

The researcher took the data from a barista post which the sentence of the author “If you feel like you look good, you look good” describes her personal relationship which contains the motivation for herself to be confidence of herself. She structurally tends emphasizing the sentence “you look good”. In addition, she attached her smiling photo to express a good feeling.

Datum 10

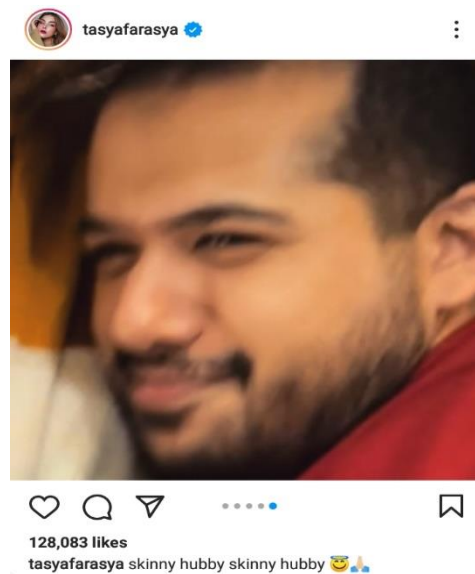


Figure 4. 10 A Post by a Beauty Vlogger

A beauty vlogger's post shows that it indicates the type of personal relationship which happens when the author uses her media as a friend (sharing the emotional or aspect). The caption "skinny hubby skinny hubby" describes that the author's husband is skinny. She just informs to the world that she has a skinny husband. In addition, the author here states that her husband is skinny by attaching zoom in photo of her husband.

Datum 11



Figure 4. 11 A Post by a Cosmetic Chemist

The category of needs and gratification of this cosmetic chemist post is kind of personal relationship which the author posted a thing that unrelated to the job. She gives the motivation to herself and her followers on Instagram. In particular, related to the photo post, it is such a refreshing way of the author. It tends to express author's feeling in a happy mood by wearing the appropriate clothes.

Datum 12



Figure 4. 12 A Post by an Influencer

The caption by an Influencer refers to a personal relationship category because the author emphasizes the word “mood” which refers to “Kak Gigi”, one of the expression of the person in the photo that author posted. It increases author’s mood. It expresses of her feeling.

Datum 13



Figure 4. 13 A Post by an Influencer

It is included of a personal relationship category because the writer tells what her son had cooked. In a sense, she expresses the form

of happiness from the result of his child's hand. In addition, she posted her son's photo by bringing the cute MrBear meatball.

Datum 14



Figure 4. 14 A Post by an Entrepreneur

The statement and the picture by an entrepreneur post include of a personal relationship category. “Life is bitter, the sweet only Taeyong” contains the thing that can make author happy (sweet). In this case, the author intends to show her favorite Korean artist which can make she smiles.

c. Personal Identity

A category emphasizes individual values. The data was taken on April, 2022. It posted by a beauty vlogger, a designer, a cosmetic chemist, a content creator (makeup), an influencer and an entrepreneur. The data are below:

Datum 15



Figure 4. 15 A Post by a Beauty Vlogger

The data is included of a personal identity category. The post above which is uploaded by a beauty vlogger with the caption “Make up inspired by packaging Greenfields!!!” shows that the context considers the picture that is attached. It doesn’t exist only by emphasizing the word of caption “Greenfields” as an advertisement, the author also creates through appearances such as makeup and clothe by adjusting the package and taste variants of the advertised product.

Datum 16



Figure 4. 16 A Post by a Beauty Vlogger

This type is indicated by a personal identity category of the needs and satisfaction in English caption and its photo or video of Indonesian Instagram user because the author posted the video of her routine activity which is related to her work as beauty vlogger. She introduced some products that she applied on her face. She showed the sequence of products that she used starts from facial cleanser, facial wash and other beauty product.

Datum 17



Figure 4. 17 A Post by a Beauty Vlogger

This category of the data from a beauty vlogger is a personal identity because the author is still with the same routine activity which is called with makeup, skincare both weekend and weekdays. It shows her activity in weekend and weekdays has the same activity which is by doing her work as beauty vlogger. In this case, it can be concluded that as a beauty vlogger, it has no specific or particular time to work. Her profession can take the job any time.

Datum 18



Figure 4. 18 A Post by a Designer

The category of the phrase refers to personal identity which is emphasized the individual value. As a designer, the author shows on her social media about the fashion that she likes. Besides, the author posted the photo such a model pose by wearing line shirt and the makeup that emitting the aura.

Datum 19

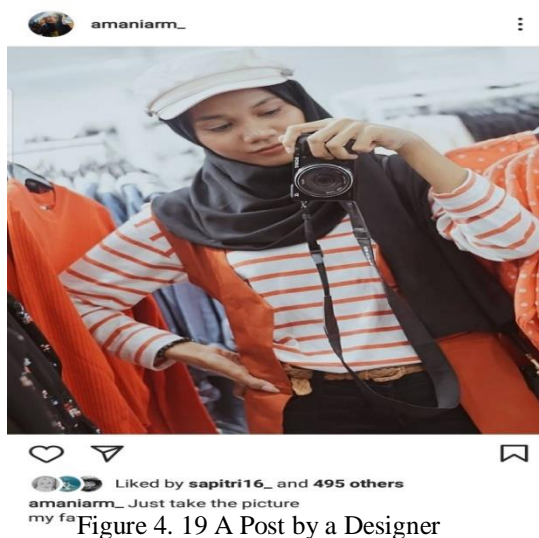


Figure 4. 19 A Post by a Designer

The post both the caption “Just take the picture, my favorite orange” and the picture from this designer is concluded of a personal identity category. The caption of “my favorite oranges” is supported by the picture of the author posted that appears while she is on duty which is in the middle of the orange clothing model. In addition, she brings the camera. She stands such at the mall or fashion store.

Datum 20



Figure 4. 20 A Post by a Designer

The post above contains of a personal identity category in the needs of using social media. The author expresses not only what is the biologically sex of herself, but also she shows her job as the designer. In this case, it doesn't mean that the designer is always woman, but this is shown by the photo (pose, makeup and style) to strength the statement of what is her job that is attached by the author itself.

Datum 21



Figure 4. 21 A Post by a Cosmetic Chemist

It is kind of uses and gratifications that contains a personal identity category which based on the data (picture), the author is as muslimah has the obligation to wear hijab. In addition, the author's photo wears the chemical uniform, glove and mask. It describes what her job is. From the caption above, she has the right to celebrate the world hijab day. The attributes that she wears have particular characteristic that leads to her personal identity.

Datum 22

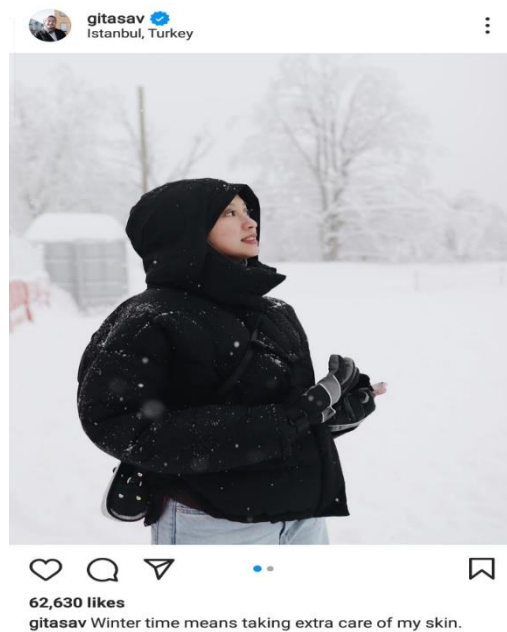


Figure 4. 22 A Post by a Cosmetic Chemist

The researcher of this study took the data from a cosmetic chemist which refers to a personal identity category in term of the uses and gratification. The sentence above is such a personal identity because the author tells the related thing of her profession as cosmetic chemist (skin) that should be given power protection when the winter come. In addition, based on the picture, the author wears the jacket to warm her skin in the winter time.

Datum 23



Figure 4. 23 A Post by a Content Creator (Makeup)

It is kind of needs and gratifications of a personal identity category. The content of the author shows the thing that is related to her job as content creator especially in makeup field. The author needs to explore her skill to create an American look and Korean look to be posted on her social media, Instagram. It is clearly written in the caption “American vs Korean/Douyin Makeup Comparison”. For the comparison, the author needs to edit those 2 makeups in one page.

Datum 24



Figure 4. 24 A Post by a Content Creator (Makeup)

The category of the data by a content creator (makeup) “Gonna recreate as much of euphoria looks as I can, Starting off with one of my fav, Jules” is included of a personal identity category because the author states about her skill “recreate” and expresses one of the variation of makeup looks, euphoria which is related to her skill in creating makeup. In addition, the look that she posted is supported by the glitter lighting to emphasize the esthetically euphoria.

Datum 25



Figure 4. 25 A Post by a Content Creator (Makeup)

It is concluded of personal identity because the author which is as a content creator publishes her skill through the caption “to do her hair” which means create the hair style. In addition, she posted the photo that appears the creation of hair which directly shows her activity as content creator.

Datum 26

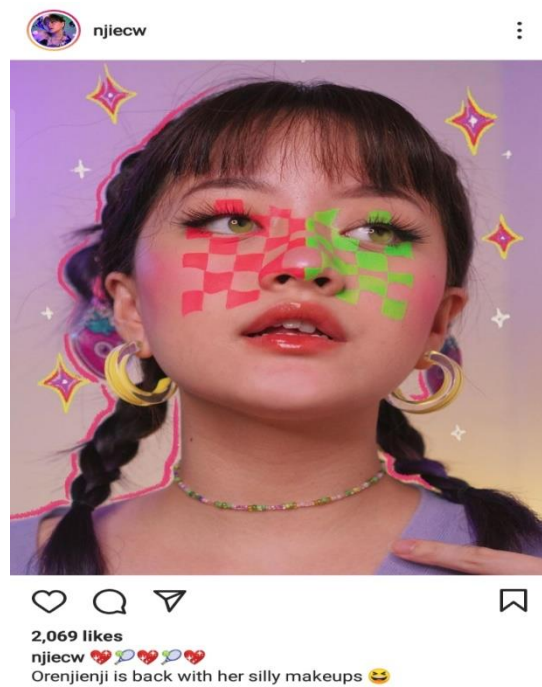


Figure 4. 26 A Post by a Content Creator (Makeup)

It indicates a personal identity category because the author posted the content that related to her job as content creator or makeup artist. In the caption, the writer emphasizes the phrase “silly makeups”. In addition, the photo related shows the makeup look that she created.

Datum 27



Figure 4. 27 A Post by an Influencer

The statement and the picture took from one of Indonesian influencers which indicate a personal identity category. According to the post of this influencer, she intends to promote all the product or brand name of what she wears and uses from her head to toe such as clothe, skirt, bag and shoes. She uses social media Instagram to influence her followers. In addition, the background of her picture filled with flowers arrangement and the colors which match her color's clothes.

Datum 28



Figure 4. 28 A Post by an Influencer

The caption above “Me & (her friend’s name) wearing silk shirt and outer from @(product name)” refers personal identity (uses & gratifications theory). In this case, the author intends to promote all the product or brand name of what she wears.

d. Surveillance

A category indicates by gathering the required information. The data was taken on April, 2022. It posted by a youtuber. The data are below:

Datum 29



Figure 4. 29 A Post by a Youtuber

The data above is kind of needs and gratifications of surveillance. In this case, the sentence and the picture above indicates that the author wants to tell to the people through his social media that he bored and need some motivations or inspirations, and informations to do of the followers of his Instagram.

Datum 30



Figure 4. 30 A Post by a Youtuber

The writer in using social media is concluded of a surveillance

category which the question “what do you think?” shows requiring an information or an argument. Not only based of the first idea of his caption, but also it is supported by the picture he attached that he wants to know about what is other people say about his style.

B. Discussion

In this section, the researcher discusses the types of language patterns, needs and gratifications that are employed by Indonesian Instagram users based on profession category in their English captions and its photos or videos.

In this study, based on language patterns, researcher found several Instagram posts, especially captions that were viewed by profession or occupation of Instagram social media users. As well as photos and videos that support the needs and satisfaction of Instagram users (from professional perspective) in social media. In analyzing the data, the captions of each Instagram user indicates the character of the language pattern in term of Keraf's theory (2008). Some of language patterns include climax, anticlimax, parallelism, antithesis and repetition. Besides, categories of needs and gratification of social media users which are reviewed using a supporting theory, U&G theory, they are diversion, personal relationship, personal identity and surveillance.

In order to find language patterns in Instagram, the researcher has 30 data from various profession: a master of public policy, a barista, a beauty vlogger, a designer, a cosmetic chemist, a youtuber, a content creator (makeup), an influencer, and an entrepreneur to be analyzed their post along with the captions. In the process of analyzing the data, the researcher found all types of language patterns that are

mentioned before, except antithesis.

For a master of public policy with 3 data was found 2 climax, 1 parallelism of language pattern and 2 personal relationship, 1 diversion of the uses and gratification. For a barista with only 1 data was found repetition of language pattern and personal relationship of the uses and gratification. For a beauty vlogger with 4 data was found each of language pattern and 3 data of personal identity, 1 personal relationship of the uses and gratification. For a designer with 4 data was found 3 climax, 1 parallelism of language pattern and 3 personal identity, 1 diversion of the uses and gratification. For a cosmetic chemist with 5 data have same type of language pattern, climax. In addition, it was found 2 personal identity and 3 diversion category of the uses and gratification. For a youtuber, it was found 3 data which 1 climax, 2 anticlimax of language pattern and 1 diversion, 2 surveillance of the uses and gratification. For a content creator (makeup) was found 4 data with each of language pattern and all have same category of the uses and gratification. For an influencer was found 4 data with 2 climax, 2 anticlimax of language pattern and 2 personal identity and 2 personal relationship of the uses and gratification. Lastly, for an entrepreneur, it was found 2 data which consists of climax and parallelism of language pattern and personal identity, diversion of the uses and gratification.

According to first theory, language patterns which is focused on the sentence structure by Keraf in Suhadi (2019), most of the Instagram users of profession using the climax pattern in compiling the language they expressed as many as 17 patterns. This pattern almost appears from all of the data of various

profession. In this pattern, the language is structured by emphasizing the idea at the end. The second pattern that is widely used in the data above is the anticlimax and parallelism patterns, both of which have the same number, they have 5. The pattern that ranks third in the results of the analysis is as much as 3, repetition. And the last pattern that is not found in the data above is the antithesis pattern. This shows that Instagram social media users are more likely to structure their sentences where the delivery of the message of the speaker or writer uses the presentation of 2 ideas, the initial idea is shown as a bridge in conveying the last idea or is called an important idea in an expression. This shows that the author gives a message to the readers through their social media. While the parallelism pattern is not widely used because this pattern utilizes the similar function of a word, phrase or sentence. This kind of pattern shows a message that is not as significant as the previous patterns.

While on the supporting theory, the results of the research above show that the category of needs and satisfaction of Indonesian Instagram users contains the most personal identity, amounting to 15. The second category of needs and satisfaction of Instagram social media users is diversion with number 7. The category of needs and satisfaction of Instagram social media users personal relationship with 6 data. And the last one that rarely contains the category of needs and satisfaction of Instagram social media users is surveillance with 2.

In this case, Instagram users who work have different needs and satisfactions in social media. From the point of view of proximity to the society, both in social media and outside social media, there are 2 professions, professions that are close to the society and professions that are not close to the society. This

can also be seen the number of followers between the two aspects. As professions that are close to the society, they have millions of followers on their social media. The professions such as a barista, a beauty vlogger, a youtuber, a content creator (makeup) and an influencer, they tend to show their identity. Meanwhile, professions that are not close to the society, who work in offices have an average number of followers in hundred or thousand. The professions such as a master of public policy, a designer, a cosmetic chemist, and an entrepreneur, tends to use their social media as a place to move away from routines, seek informations or opinions and express their interest things. This shows that the needs and satisfaction of Instagram users from a professional perspective are influenced by the level of closeness to the society.

Comparing with previous research by Nguyen (2013), it revealed that in a study, the relationship between language use and age should always be related to gender. However, in research on the use of language and professions, they do not really see the significance of the relationship between profession and gender. This is because the profession is not something that is inherent in biological or social construction in a person, but what is the ability to go to an identity in the profession, one must go through a process that is indeed one's choice.

Social media such as Instagram can not only be recognized by how someone expresses their emotions, describing activities, moments through language, but it can also be recognized by images or videos containing commercials, products, business, accessories, investments, etc. of someone's post (Sri, 2019). Likewise, in terms of professions that use Instagram social media, they have a variety of

intentions that are often conveyed clearly, especially those are related to their identity such as work, ability and skill.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter involves two points, conclusion and suggestion which are dealing with the findings of the analysis. It summarizes the findings of the research investigation and offers the recommendations for further research interested in language patterns within text, especially by looking society category in using social media (sociolinguistics). Conclusion is the statement based on the results of this study. In addition, suggestion is a recommendation for the next researcher.

A. Conclusion

This study is conducted to find language patterns of Instagram captions and the factor of the needs and gratification that distinguish the use of language based on the profession of Indonesian Instagram users. The analysis is based Keraf (2008) as the theory of language patterns which are viewed from the structure of sentences and U&G theory in describing the need and satisfaction as the factors of Instagram users in using social media. In term of collecting the data, the researcher found 30 data in varied 9 professions: a master of public policy, a barista, a beauty vlogger, a designer, a cosmetic chemist, a youtuber, a content creator (makeup), an influencer, and an entrepreneur.

Most of language pattern (Keraf, 2008) that is used by Indonesian Instagram users is climax. No one of them are categorized of antithesis. Besides, for U&G theory, the type of personal identity is the most used by Indonesian Instagram users. While surveillance, it is rarely used by Indonesian Instagram users.

Based on the results in terms of language patterns by looking at sentence structure (Keraf, 2008), the climax pattern which is the most widely used pattern indicates that every main idea conveyed by the media user begins with an idea that supports by showing the structure in emphasizing the message that is delivered. Likewise anticlimax which occupies the second most used position from the data above. Another language pattern that is comparable in quantity to the anticlimax is parallelism, in which from a structural point of view there are 2 ideas that have the same function. In this case, the ideas conveyed by the authors indicate the balance. In addition, repetition language pattern was not found in the results of this study. This structure shows strengthen in message delivery.

From the factors that show the differences in language use, this study looks at the use, need and satisfaction of Instagram social media users based on profession. In relation to this second research question, the researcher analyzed the data with the Uses & Gratification (U&G) theory which found some differences between various professions in the data which are mentioned of the first paragraph in this section. The visible difference is in the aspect of proximity to the society. It can be seen from the media or place to work and the number of the followers of Instagram users. In this case, Instagram users who work in the digital world such as a barista, a beauty vlogger, a youtuber, a content creator (makeup) and an influencer often show their identity in the factor of need. This kind of category mostly has millions followers of their social media. While Instagram users who work in the field often express their emotions, certain activities and look for certain information or motivations in their social media. In terms of the quantity of their social media

followers is the range from tens of thousands, hundreds of thousands to millions.

B. Suggestion

After doing this research, the researcher admitted that this study have some weaknesses. Therefore, the researcher suggests for further researchers who are interested in analyzing language patterns which may be helpful for the other researchers upon doing researches in term of all categories of sociolinguistic perspective which language variations and speaker variables (ethnic, gender, age and profession, etc) in social media is a new way of language investigation.

For more understanding, below are some suggestions. First, the future researchers would be able to explore the types of language patterns in different theory. They can implement the theory to other object of the research. Second, this research can be used as a material for comparison with old age sociolinguistic practices.

Then, the data could be seen from the different context and method of nowadays communication way and old communication way. Third, this study attracts linguistic internet which is oriented to the social is about identity in social media.

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BIOGRAPHY

Vita Agustiwati Putri was born in Lamongan on August 6st, 2000. She graduated from MA Al-Ishlah Islamic Boarding School, Sendangagung, Paciran, Lamongan in 2018. During her study at Senior High School, she actively participated in scout. She started her higher education in 2018 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2022. During her study at the university, she joined Advanced Debate Community (ADC) in 2018-2019. She also activated in some organizations such as *Himpunan Mahasiswa Jurusan* (HMJ) in journalism (2019) and Muhammadiyah Association Student or IMM (*Ikatan Mahasiswa Muhammadiyah*) in treasurer (2020-2021) and chief of IMMAWATI division (2021-2022). It helped her so much in gaining new insights, new relations, teamwork experiences, building the framework of thinking and communication skill, especially public speaking and helping her in how to solve the problem.

APPENDIX

Table 4. 1 Language Pattern by a Master of Public Policy

No.	Language Pattern	Caption
1.	Climax	Tea, coffee and everything in between
		Sometimes I paint
2.	Parallelism	No ifs, ands, or buts

Table 4. 2 Language Pattern by a Barista

No.	Language Pattern	Caption
1.	Repetition	If u feel like you look good, you look good

Table 4. 3 Language Pattern by a Beauty Vlogger

No.	Language Pattern	Caption
1.	Climax	Makeup inspired by packaging Greenfields!!!
2.	Anticlimax	A day in my life
3.	Parallelism	Me on the weekend vs weekdays wkwkw
4.	Repetition	Skinny hubby skinny hubby

Table 4. 4 Language Pattern by a Designer

No.	Language Pattern	Caption
1.	Climax	Line shirt lovers
		Just take the picture, my favorite oranges
		I'm women
2.	Parallelism	Black and blurry

Table 4. 5 Language Pattern by a Cosmetic Chemist

No.	Language Pattern	Caption
1.	Climax	World Hijab Day
		Travel the world witchu
		Winter time means taking extra care of my skin
		Finally we met
		Wear clothes that make you feel happy

Table 4. 6 Language Pattern by a Youtuber

No.	Language Pattern	Caption
1.	Climax	We both look so bored lol
2.	Anticlimax	Rocking this badbody-ish style, what do you think?
		Movie time with my broo

Table 4. 7 Language Pattern by a Content Creator (Makeup)

No.	Language Pattern	Caption
1.	Climax	Gonna recreate as much of euphoria looks as I can, Starting off with one of my fav, Jules.
		Orenjenji is back with her silly makeups.
2.	Parallelism	American vs Korean makeup comparison, complete tutorial videos are on my tiktok: orenjenji.
3.	Repetition	Gorgeous gorgeous girl take hours to do her hair.

Table 4. 8 Language Pattern by an Influencer

No.	Language Pattern	Caption
1.	Climax	Kak Gigi is such a mood
		Me & (her friend's name) wearing silk shirt and outer from @(product name)
2.	Anticlimax	About yesterday wearing @(product name) from head to toe
		Abang is making Mr Bear Meatball

Table 4. 9 Language Pattern by an Entrepreneur

No.	Language Pattern	Caption
1.	Climax	Life is bitter, the sweet only Taeyong
2.	Parallelism	Up & down

Table 4. 10 Uses and Gratification by a Master of Public Policy

No.	Uses and Gratification	Caption
1.	Personal Relationship	Tea, coffee and everything in between
		No ifs, ands or buts
2.	Diversion	Sometimes I paint

Table 4. 11 Uses and Gratification by a Barista

No.	Uses and Gratification	Caption
1.	Personal Relationship	If u feel like you look good, you look good

Table 4. 12 Uses and Gratification by a Beauty Vlogger

No.	Uses and Gratification	Caption
1.	Personal Identity	Makeup inspired by packaging Greenfields!!!
		A day in my life
		Me on the weekend vs weekdays wkww
2.	Personal Relationship	Skinny hubby skinny hubby

Table 4. 13 Uses and Gratification by a Designer

No.	Uses and Gratification	Caption
1.	Personal Identity	Line shirt lovers
		Just take the picture
		I'm women
2.	Diversion	Black and blurry

Table 4. 14 Uses and Gratification by a Cosmetic Chemist

No.	Uses and Gratification	Caption
1.	Personal Identity	World Hijab Day
		Winter time means taking extra care of my skin
2.	Diversion	Travel the world witchu
		Finally we met
3.	Personal Relationship	Wear clothes that make you feel happy

Table 4. 15 Uses and Gratification by a Youtuber

No.	Uses and Gratification	Caption
1.	Diversion	Movie time with my broo
2.	Surveillance	Rocking this badbody-ish style, what do you think?
		We both look so bored lol

Table 4. 16 Uses and Gratification by a Content Creator (Makeup)

No.	Uses and Gratification	Caption
1.	Personal Identity	Gonna recreate as much of euphoria looks as I can, Starting off with one of my fav, Jules.
		Orenjienji is back with her silly makeups.
		American vs Korean makeup comparison, complete tutorial videos are on my tiktok: orenjienji.
		Gorgeous gorgeous girl take hours to do her hair.

Table 4. 17 Uses and Gratification by an Influencer

No.	Uses and Gratification	Caption
1.	Personal Identity	About yesterday wearing @(product name) from head to toe
		Me & (her friend's name) wearing silk shirt and outer from @(product name)
2.	Personal Relationship	Kak Gigi is such a mood
		Abang is making Mr Bear Meatball

Table 4. 18 Uses and Gratification by an Entrepreneur

No.	Uses and Gratification	Caption
1.	Personal Identity	Life is bitter, the sweet only Taeyong
2.	Diversion	Up & down