

**THE EMOTIONAL APPEAL THROUGH LANGUAGE STYLE
OF HYBE LABELS MUSIC PROMOTION IN X:
SOCIOLINGUISTICS ANALYSIS**

THESIS

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

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2025

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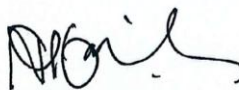


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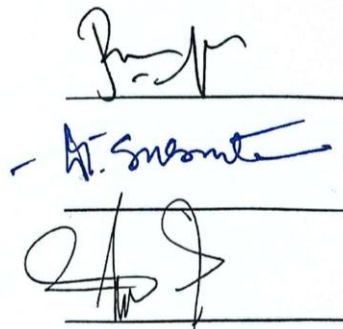
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MOTTO

“Surely with hardship comes ease”

(Q.S. Al-Insyirah: 6)

“The only time you should ever look back is to see how far you’ve come.”

(BTS – Butterfly)

“Hidup bukan untuk saling mendahului. Berminpilah sendiri-sendiri”

(Besok Mungkin Kita Sampai – Hindia)

DEDICATION

I proudly dedicate this thesis to my beloved ones who have played a significant role in my academic journey. To my dearest parents, M. Subhan and Maimunah. To my uncles, Imam Ghozali and Mahrus Ali, and my aunty, Mudawama. To all my family, thank you for your endless support, love, and prayers.

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ABSTRACT

Badriyah, Nur Lailatul (2025). *The Emotional Appeal through Language Style of Hybe Labels Music Promotion in X: Sociolinguistics Analysis*. Undergraduate Thesis. Department of English Literature. Faculty of Humanities. Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Drs. H. Djoko Susanto, M.Ed., Ph.D.

Keywords: Emotional Appeal, Language style, Sociolinguistics Analysis.

This study examined the emotional appeal conveyed through language style in music promotions by HYBE Labels on the X platform. The aim of this research was to identify the types of language styles used in music promotion by HYBE Labels and how these styles represented emotional appeals. This study employed a qualitative method with a descriptive analysis technique. The data sources were drawn from three X accounts under HYBE Labels, with the data collection period ranging from November 1 to November 30, 2024. The analyzed data consisted of music promotion posts that contained both language styles and elements of emotional appeal. The theories used were Martin Joos' (1967) theory of language style and Czarnecka and Mogaji's (2020) theory of emotional appeal. The findings revealed a total of 38 language style data, consisting of 11 formal, 4 consultative, 21 casual, and 2 intimate styles. Regarding emotional appeal, 25 data points were found in the promotional captions, all of which fell under positive emotional appeal, with pride being the most dominant type. Meanwhile, from 25 fan reaction data found in the comment section, 23 were classified as positive emotional appeal and 2 as negative emotional appeal, with excitement being the most frequently appearing type. These findings indicated that casual and emotionally driven communication styles, particularly pride and excitement, were more effective in capturing audience attention on social media.

ABSTRAK

Badriyah, Nur Lailatul (2025). *Daya Tarik Emosional Melalui Gaya Bahasa pada Promosi Musik HYBE Labels di X: Sociolinguistik Analisis*. Skripsi. Program Studi Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Drs. H. Djoko Susanto, M.Ed., Ph.D.

Keywords: Daya Tarik Emosional, Gaya Bahasa, Analisis Sociolinguistik.

Penelitian ini meneliti daya tarik emosional yang disampaikan melalui gaya bahasa dalam promosi musik oleh HYBE Labels di platform X. Tujuan dari penelitian ini adalah untuk mengetahui gaya bahasa apa saja yang digunakan dalam promosi musik oleh HYBE Labels, serta bagaimana gaya bahasa tersebut merepresentasikan daya tarik emosional. Penelitian ini menggunakan metode kualitatif dengan teknik analisis deskriptif. Sumber data berasal dari tiga akun X di bawah naungan HYBE Labels, dengan rentang waktu pengambilan data mulai dari 1 hingga 30 November 2024. Data yang dianalisis merupakan unggahan promosi musik yang mengandung gaya bahasa dan unsur emotional appeal. Teori yang digunakan adalah teori gaya bahasa dari Martin Joos (1967) dan teori emotional appeal dari Czarnecka dan Mogaji (2020). Hasil penelitian menunjukkan bahwa ditemukan 38 data gaya bahasa, yang terdiri atas 11 data formal, 4 consultative, 21 casual, dan 2 intimate. Untuk daya tarik emosional, ditemukan 25 data pada caption promosi, seluruhnya termasuk dalam positive emotional appeal, dengan jenis pride sebagai daya tarik yang paling dominan. Sementara itu, dari 25 data reaksi penggemar di kolom komentar, ditemukan 23 positive emotional appeal dan 2 negative emotional appeal, dengan jenis excitement sebagai daya tarik yang paling sering muncul. Temuan ini menunjukkan bahwa gaya komunikasi santai dan emosional, terutama kebanggaan dan kegembiraan, lebih efektif dalam menarik perhatian audiens di media sosial.

مستخلص البحث

بدرية، نور ليلة (2025). الجاذبية العاطفية من خلال الأسلوب اللغوي في ترويج موسيقى علامات HYBE في X: التحليل اللغوي الاجتماع. الأطروحة. برنامج دراسة الأدب الإنجليزي. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم مالانج الإسلامية الحكومية. المشرف: د. ح. دجوكو سوسانتو، ماجستير ودكتوراه.

الكلمات المفتاحية: الجاذبية العاطفية، أسلوب اللغة، التحليل اللغوي الاجتماع.

يفحص هذا البحث الجاذبية العاطفية التي يتم نقلها من خلال أنماط اللغة في الترويج للموسيقى من قبل شركة HYBE Labels على المنصة X. الغرض من هذا البحث هو معرفة أنماط اللغة المستخدمة في الترويج للموسيقى من قبل شركة HYBE Labels ، وكيف تمثل هذه الأنماط جاذبية عاطفية. الغرض من هذا البحث هو معرفة الأساليب اللغوية المستخدمة في الترويج للموسيقى من قبل شركة HYBE Labels ، وكيف تمثل هذه الأساليب اللغوية جاذبية عاطفية. يستخدم هذا البحث الأساليب النوعية مع تقنيات التحليل الوصفي. يأتي مصدر البيانات من ثلاثة حسابات X في إطار شركة HYBE Labels ، وتتراوح الفترة الزمنية لجمع البيانات من 1 إلى 30 نوفمبر 2024. كانت البيانات التي تم تحليلها عبارة عن تحميلات ترويجية موسيقية تحتوي على عناصر الأسلوب اللغوي والجاذبية العاطفية. كانت النظريات المستخدمة هي نظرية الأسلوب اللغوي لمارتن جوس (1967) ونظرية الجاذبية العاطفية لتزاريكا وموجاجي (2020). وقد أظهرت النتائج أنه تم العثور على 38 بيانات أسلوبية، تتألف من 11 بيانات رسمية، و4 بيانات استشارية، و21 بيانات غير رسمية، وبيانين حميمين. بالنسبة للجاذبية العاطفية، تم العثور على 25 بياناً في التعليقات الترويجية، والتي تم تضمينها جميعاً في الجاذبية العاطفية الإيجابية، مع الفخر باعتباره أكثر أنواع الجاذبية هيمنة. وفي الوقت نفسه، من بين 25 بياناً لردود فعل المعجبين في قسم التعليقات، تم العثور على 23 بياناً في النداءات العاطفية الإيجابية و2 في النداءات العاطفية السلبية، مع كون الإثارة هي أكثر أنواع النداءات شيوعاً. تشير هذه النتائج إلى أن أساليب التواصل المريحة والعاطفية، وخاصة الفخر والإثارة، أكثر فعالية في جذب انتباه الجمهور على وسائل التواصل الاجتماعي.

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CHAPTER I

INTRODUCTION

Chapter 1 of this study includes the background of the study, the research problem, the significance of the study, the scope and limitation, and the definition of key terms.

A. Background of the Study

In the increasingly complex digital era, communication via text has become an integral part of life. Social media becomes a channel by which people interact, share information, and build relationships with others in different geographical regions (Infante & Mardikaningsih, 2022). In this context, language style can represent the social changes that develop in tandem with the development of technology. Language style is the way in which an individual uses the language as a tool of communication, and such may become an identity of different groups depending on the existing cultural scenario of the society (Hutauruk et al., 2022). In the language style, the reason behind choosing each word, change in tone and sentence structure become an integral part of making the message clear so that it could be understood by other people (Zidan & Khasanah, 2023).

The use of language style in social media can affect the way other people perceive a message or brand (Auliyani et al., 2022). For example, the use of a relaxed and friendly language style can make others feel close and comfortable, while when using a formal language style tends to create a professional and trusted impression. Not only that, language style also has an important role in

building an emotional connection between the sender and receiver of the message. By using expressions that are relevant to other people's experiences, message senders can easily create a deeper sense of connection with the audience. This can not only increase the effectiveness of communication but also build a stronger bond between the two parties.

Amidst the increasing competition in the music industry, social media has played an important role as a key tool in promotional strategies, especially to attract fans' attention (Zhang, 2024). One way that is often applied to attract the attention of the audience is by applying the use of interesting and contextually appropriate language styles. This is done so that the message conveyed can touch fans emotionally. HYBE Labels is one of the music labels that utilizes social media, especially X, to promote artists and their music. Through carefully crafted tweets that are neatly organized, HYBE Labels can not only convey information but can also create emotional appeal. This can maintain fan loyalty as well as expand the promotional reach of their music.

The language style used by HYBE Labels on X reflects a highly effective combination of emotional, persuasive and creative elements. The tweets used to promote its music are often accompanied by sentences that can provoke emotional appeal. In addition, the use of relevant hashtags and appealing visuals can also increase appeal among fans (Fahrezi et al., 2022). For example, when releasing a new song, they create a promotional tweet with words that build a sense of anticipation, such as “Are you ready for the biggest surprise?” This can trigger emotional appeal from fans. The style of language used also encourages fan

engagement through retweets, comments or discussions, which in turn can strengthen HYBE Labels' position in the digital world.

Music promotion by HYBE Labels on X can show emotional appeal that can be reflected through language styles that can be analyzed in a sociolinguistic context. Sociolinguistics is a subfield of linguistics that examines how language and society interact, particularly emphasizing social variables, gender, socioeconomic class, and group identity (Asifa, 2024; Hasnitah, 2023). A sociolinguistic approach is used in this study to understand how HYBE Labels uses a tailor-made language style to evoke strong feelings among fans around the world. In music promotion, the emotional bond between the artist and the listener is very important. Such closeness can be built through the choice of language styles used, such as friendly and close language styles.

This study refers to several previous studies related to language style and emotional appeal. A number of earlier studies have examined language styles used in the context of social media. For example, a study conducted by Fitri, Syukur, and Darmadali (2024) investigated the language style used by Donald Trump in Instagram captions before and after his inauguration as President of the United States. In addition, Pohan and Pohan (2021) examined the language style found in government Instagram posts related to COVID-19. Language style has also been the focus of research in the context of entertainment media. For instance, a study conducted by Fitrawati (2023) examined the language style used in stand-up comedy performances in Indonesia. In addition, Puspitasari and Setiyadi (2024) investigated the language style employed in the Denny Sumargo podcast.

Meanwhile, another study by Marheni, Ambarwati, and Chasanatun (2022) focused on the language style used in the talk show *The Late Late Show* with James Corden.

In the context of promotion, Dennaya and Bram (2021) analyzed language style in fashion advertisements featured in *Vogue* magazine. Meanwhile, in the religious context, Ashidiq (2023) examined the language style used in sermons delivered by Mufti Menk. In the educational context, Aziz (2023) investigated the language style used in the YouTube channel *English with Lucy*. In addition to studies on language style, previous research has also explored the use of emotional appeal. In this regard, Mensa and Vargas-Bianchi (2023) studied the use of emotional appeal in COVID-19-themed brand advertisements from various countries during the early months of the pandemic. On the other hand, Casais and Proença (2021) examined both positive and negative emotional appeals in television advertisements aimed at preventing the spread of HIV/AIDS.

Among these studies, there are three studies that are relevant to the focus of this research. First, research by Dennaya and Bram (2021), which analyzes the language style in fashion advertisements in *Vogue* magazine, which has the same context in terms of promotion. Second, research by Fitri, Syukur, and Darmadali (2024), which examines the language style used in social media, is relevant to this research because this research also focuses on social media platforms. Third, research by Mensa and Vargas-Bianchi (2023), which examines emotional appeals in advertising, has the same approach in analyzing emotional appeals in advertising.

While this study has similarities with the aforementioned studies, it also has key differences. The main difference lies in the integration of language style analysis with emotional appeal, which specifically focuses on music promotion conducted by HYBE Labels on social media platform X. Therefore, this study aims to increase the understanding of how language style strategies are used in music promotion on social media, specifically in shaping audience emotional responses on X.

In-depth exploration is still needed to understand how language style selection can influence emotional appeal among K-pop fans. This is especially true in the context of music promotion on social media. Understanding more about the variety of language styles used in music promos will have important implications. For example, in this research, researchers will provide a deeper understanding of how fans interact with music agencies on social media, especially X (Putri et al., 2022). In this study, the researcher will provide a clearer picture of how certain language styles can be used to trigger the emotions of fans. The researcher will also explore the music promotion carried out by HYBE Labels to build closeness by fans through the language style used. In addition, researchers also provide involvement in sociolinguistics, especially regarding the selection of language styles in the field of promotion on social media. Previously, some studies examined the language style used in promotion, but it is still in the field of fashion, not in music.

In this research, researchers chose X accounts from several agencies under HYBE Labels as study vehicles, with several considerations. First, the X accounts

of several agencies are actively used to promote their music, using interesting and interactive language styles to attract responses from fans. Second, these X accounts have millions of followers, which can lead to various interactions. Third, these accounts also actively use the X platform to promote their artists' products other than music, which can make the relationship between artists and fans stronger. Thus, the X accounts of agencies under the auspices of HYBE Labels are the right object to analyze how language styles are used to make emotional appeals appear.

In this research, there are several assumptions. First, the music promotion by Hybe Labels on X uses a language style that can provoke emotional appeal as seen from fans' reactions. Second, that HYBE Labels actively uses X as a promotional medium to attract fans (Lova & Kistyarini, 2021). Third, the assumption is that through sociolinguistic analysis, this research can reveal how the choice of language style shapes emotional appeal from the fans' reaction.

The purpose of this study is to provide an in-depth analysis of the emotional appeal represented by the choice of language styles in music promotion by HYBE Labels on X. More specifically, this research will answer two main questions. First, identifying the most frequently used language styles in music promotion by HYBE Labels on X. Second, to analyze the emotional appeals that appears most frequently in music promotions by HYBE Labels on X.

B. Research Problem

Based on the background of the above research, this study was conducted to answer the following questions:

1. What are the language styles chosen by HYBE Labels in music promotion on X to show emotional appeal?
2. How do the language styles used by HYBE Labels represent emotional appeal in their music promotion?

C. Research Significance

This research contributes to a deeper understanding of how HYBE Labels utilizes language style variations in music promotion on X. The objects analyzed in this study are posts from official accounts under HYBE Labels, actively used to promote their artists and music. The results of this study will provide insights into how HYBE Labels selects and uses compelling language styles to create emotional appeal from fans. This research can contribute to the study of sociolinguistics, particularly in the context of music promotion on social media, by highlighting the role of language styles in shaping fans' emotional appeal. In addition, this study can be a reference for readers and researchers in future research on language use in social media.

D. Scope and Limitation

The scope of this research is sociolinguistics, focusing on the use of language styles applied by HYBE Labels in music promotion on X. As the scope of sociolinguistics studies how language interacts with various social factors. This study analyzes the various language styles used by accounts under HYBE Labels on the X platform, focusing on how these styles are employed to create emotional appeal directed at fans. This analysis will include the selection and use of

language styles in their music promotion, as well as how language styles can create emotional appeal to fans.

This research only focuses on official X accounts under HYBE Labels with more than 1000 interactions (likes, retweets, and comments) per music promotion post. The high number of interactions indicates that the posted content attracts the attention and response of many users. To overcome this limitation, the data used comes from 3 different accounts under HYBE Labels, which can then show the pattern of language style usage of various promotional accounts. This research focuses only on English-language posts from X's official account under Hybe Labels.

The data captured in this study are music promotional posts from 1 November 2024 to 30 November 2024. In addition, this study is limited to English posts, which are formulated with a promotional language style that focuses on fans' emotional appeal on X. It does not concentrate on language attitude because it concentrates on language style that represents emotional appeal.

E. Definition of Key Terms

To help the reader avoid misunderstanding, the researcher provides some terms used in this study and defined as follows:

1. Language style

A variation of language used by HYBE Labels to convey music promotions on X.

2. Emotional appeal

A communication technique created to evoke certain emotions in the audience of a music promotion on social media that can be identified through the fans' reaction.

3. Hybe labels

A South Korean entertainment company that houses several K-pop music artists.

4. Positive emotional appeal

A communication technique used to evoke positive reaction from the audience, such as happiness, excitement, and pride aims to make the audience feel good about the music promoted by HYBE Labels.

5. Negative emotional appeal

A communication technique that utilizes negative reaction from the audience such as fear, sadness, or guilt to attract audience attention and emphasize a more serious or profound message in music promotion by HYBE Labels.

CHAPTER II

REVIEW OF RELATED LITERATURE

Chapter II consists of the theories used in this study from the general to the specific theories. This chapter explains the theory of language style and emotional appeal.

A. Language Style

Language is a tool used by a person to communicate with others. Not only humans need language, but all living things in this world need language to interact with each other. Each individual or group has its own language style, the language style can be the identity of the individual or a group. Not only that, language style can also reflect the social status of a person. Why is this? Because the higher the level of knowledge and understanding of a person, the better the style of language they use. And they can use language styles according to the situation and conditions when they speak. So what exactly is language style?

According to Ducrot and Todorov (1994: 44) in (Simamora & Sherina, 2022), language style is a way used by someone to convey the same information using various expressions and using different language variations depending on the situation at hand. For example, when we want to convey something about information to our teachers and friends. When we convey the information to the teacher we use a polite language style. However, when we want to convey the information to our friends, we can use a more relaxed language style. By using these styles of language, we can still convey the same message, but the way we say it can change according to who we are talking to and where we are talking.

Meanwhile, according to Keraf (1991: 113) in (Simamora & Sherina, 2022) states that language style is a way for us to convey an idea or thought using certain words, it can show a person's personality and our enthusiasm when talking to our interlocutors. For example, when someone speaks it can sound friendly, serious, or funny, it can be seen from the choice of words when speaking. By choosing a language style, we can convey our emotions or intentions to our interlocutors more easily. In this way, we can make it easier for others to understand the purpose of our conversation and our thoughts.

From the above statement, language style can be considered as an important tool in communication, because it helps us adjust the way we speak to a particular interlocutor and context. With the right language style, the message we convey becomes more effective and can be more easily understood by others. We can judge someone by the way they speak, it can reflect their education level, economic level, background, honesty, friendliness, and many other things.

According to Martin Joos (1967), there are five types of language styles, namely frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen Style

The first type of language style is the frozen style. According to Joos (1967) frozen style is a language style that is often used in formal or official talks. The use of this language style is often found in important events, such as state ceremonies, speeches in state palaces, sermons in mosques, reading of laws, even in writing official letters. The form of this style of language is very

polite and the form of words in it cannot be changed. The characteristic of this style of language is that it is usually in the form of long sentences that are difficult to cut or abbreviate. When using this style of language, speakers and listeners must be serious and really pay attention to what is read or written. In addition, the characteristic of this language style is that there is no interaction between the speaker and the listener when the sentence is delivered (Aulina, 2022). So, this language style is very rarely used to communicate with parents, friends, or other people. The following are examples of frozen style:

The speech by Donald Trump when he declared his winning of the 2017 United States Presidential election:

“Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And, yes, together, we will make America great” (Donald Trump, 2017)

The speech can be categorized as a frozen language style because it has the characteristic of using a well-organized sentence structure. Such as the repetition of the sentence *“we will make America....again”* creates a structured and fixed impression, which also strengthens the message to be conveyed. In addition, the choice of words used in this speech tends to be formal, such as *strong, wealthy, proud, safe, and great*. The choice of words indicates the use of more standardized and serious language, in accordance with the characteristics of the frozen language style which is often used in official or ceremonial contexts.

2. Formal Style

The second language style is the formal style. Formal style is a language style used in important situations (Hayuningtias, 2022). Usually, formal style is generally used in official occasions, to discuss serious issues, such as in official speeches and formal meetings (Aulina, 2022). According to Ridianto and Efwan (2018), formal language style is usually used by someone who still has a distance between the speaker and the listener. In using formal language style, we must use the right words, organized sentences, and avoid using colloquial language. Therefore, it is advisable for someone who wants to use a formal style to compose or prepare it in advance before using it. The following are examples of formal style:

“Ladies and gentlemen, I would like to say thank you for coming to my presentation today”

The sentence above is categorized as a formal style because there is a greeting *“Ladies and gentlemen”* which is an official greeting commonly used to open a presentation or speech. In addition, the sentence *“I would like to say thank you”* shows the use of standardized and polite words, according to the context and formal situation.

3. Consultative Style

The third language style is the consultative type. Consultative is a combination of frozen style and formal style. This language style is often used in the exchange of information, so the choice of words must be careful. According to Joos (19167) consultative style is a language style used in semi-

formal situations, where there is two-way communication between two people. Usually, the interlocutor has different information or knowledge from the speaker. This style often occurs in conversations between two people, where the speaker speaks with a certain distance, and the listener gives a brief response. The use of this language style is usually found in group discussions, conversations in schools between teachers and students, companies, trade conversations, etc. Therefore, the speaker needs to speak politely and clearly to be easily understood. The following are examples of consultative style:

Jay: Excuse me, Miss. May I go to the bathroom?

Teacher: Yes, Jay. But you have to go back to class after that.

Jay: Of course, thank you Miss.

Based on the conversation above, the dialog is included in the consultative language style. This is because the dialog involves two participants, namely Jay as a student and the teacher in his class. In a consultative language style, communication takes place formally but remains relaxed and not rigid. In the conversation, Jay asks for permission using polite expressions, such as “*Excuse me*”, while the teacher responds kindly using the expression “*Of course*”. This shows the characteristics of the consultative style used in the context of the communication.

4. Casual Style

The fourth language style is casual. According to Joos (1967) casual language style is a language style used when someone is talking to peers or people who are already familiar, and in a relaxed condition. In the casual type

of language style, a person can use any language without formal rules, such as they can use slang and language that shows familiarity. The characteristics of casual style are fast pronunciation, abbreviated speech, use of slang, and sometimes local language. Therefore, this style is usually only used between people who already know each other and are familiar. The following are examples of casual language style:

Karina: Hey, have you seen that drama?

Ning Ning: Which one?

Karina: The one with the actor who looks like my K-pop star.

Ning Ning: Oh, yeah! It's good so far.

The dialogue above is categorized as a casual language style that occurs between two people, namely Karina and Ning. The conversation took place in an informal situation, which can be seen from the words spoken by Karina and Ning. For example, the sentence “*Hey have you seen that drama?*” shows a relaxed and familiar approach. There are also other sentences that show a less formal impression. This casual language style can occur between friends or people who already know each other.

5. Intimate Style

The last language style is intimate language style. Intimate language style, according to Joos (1967), is a language style commonly used when talking to people closest to you, such as friends, family, or partners. The characteristic of this style is the use of special greetings, such as *dear, darling, baby, honey,*

love, mom, dad, or certain nicknames that are familiar in the situation. In addition, this style is often accompanied by gestures, facial expressions, and the use of words or ways of speaking that are only understood by people who have a very close relationship. The following are examples of intimate language styles:

Hey babe, don't forget tomorrow, okay?

The sentence above includes a type of intimate language style because there is a very close relationship between two people which can be reflected in the word “Babe”. This language style can express feelings and attention between two people in a conversation. In addition, the sentence occurs in informal conditions.

B. Emotional Appeal

According Heningdrapraja & Rahardjo (2022), emotional appeal is an approach in advertising that utilizes the emotional side, such as humor, to attract audience attention. This approach has an important role in determining the success of a promotion, as it is able to evoke emotional engagement from the audience. When a promotion can bring about an emotional response such as a sense of pleasure, emotion, or trust, then the promotion can be considered successful in achieving its goals.

According to Kaid and Johnston (2006) emotional appeal is a Positive and Negative Emotional Appeal is part of a persuasive strategy, which has the aim of eliciting certain feelings or emotions in the audience. Such as happiness, pride, anger, hope, and even sadness. The generation of a feeling or emotion in the

audience can occur through words or images displayed. Czarnecka & Mogaji (2020) there are two type of emotional appeal, namely:

1. Positive emotional appeal

Positive emotional appeal is an approach that seeks to highlight positive emotions, such as happiness, pride, love, humor, and others (Limbong & Winarni, 2017). By displaying things that are fun and friendly, this approach can make audiences feel comfortable and can connect emotionally. In addition, positive emotional appeals can indirectly influence audiences in making decisions. According to Czarnecka and Mogaji (2020), there are fifteen categories of positive emotional appeals that can be used as strategies in marketing communications.

a. Adventure

This type of appeal focuses on courage, challenge, freedom and openness in exploring new things that have not previously been achieved (Mensa & Vargas-bianchi, 2023). For example, the statement *“It's great to be able to borrow money to enjoy a dream vacation, new car or home”* (Czarnecka and Mogaji, 2020: 767). The sentence appears in the context of promoting bank loan services. Phrases such as “dream holiday” and “new car” can reflect positive emotions of freedom and pleasure, which can persuade consumers to explore further with the help of loans.

b. Affiliation

This type of emotional appeal focuses on social relationships, friendship, cooperation and a sense of belonging to a group (Mensa & Vargas-bianchi,

2023). For example, in an advertisement for a loan service, a visual of a family in their new home is shown. The image creates an impression of warmth and familiarity, while conveying the message that the dream of owning a new home can be realized with the help of a loan.

c. Beauty

This type of appeal is a form of positive emotional appeal that focuses on visual beauty or aesthetic value (Mensa & Vargas-bianchi, 2023). The goal is to attract attention and arouse a person's emotional attraction to the product being offered. For example, in a jewelry promotion, there is the statement “*Experience timeless beauty in every detail of Gea Lifestyle*” (Gea.lifestyle, 2025). Phrases like “*beauty*” reflect positive emotions related to admiration and appreciation of the form and aesthetics of an object.

d. Excitement

This appeal focuses on feelings of pleasure, happiness that can evoke positive emotions (Mensa & Vargas-bianchi, 2023). The goal is to generate enthusiasm and positive energy from a person. An example is found in a running event promotion that reads, “*Get ready Jongja, the most exciting running event of the year is coming!*” (Artatixcoid, 2025). Phrases like “*get ready*” and “*most exciting*” describe an atmosphere of enthusiasm and excitement, which can invite someone to join in the excitement of the event.

e. Nurturance

This type of appeal focuses on positive emotions such as care, compassion, and a sense of responsibility towards others (Mensa & Vargas-bianchi, 2023). An example is in a bank loan advertisement that states, “*The advert makes you think of your child*” (Czarnecka & Mogaji, 2020: 365). The sentence can evoke feelings of parental affection for the child, which can encourage someone to consider a loan to meet the needs or welfare of the child.

f. Popular

This appeal taps into a person's desire to be accepted in a social group and their concern about not keeping up with the latest trends (Mensa & Vargas-bianchi, 2023). The product being promoted is positioned as something that is popular, talked about, or used by many people. For example, in a skincare advertisement it says, “*There is a viral ingredient, niacin amide*” This sentence shows that the ingredient is trending, thus creating an emotional urge for someone to try it so they don't miss out.

g. Relief

This appeal focuses on feelings of calmness, peace, and relief (Mensa & Vargas-bianchi, 2023). For example, in a bank loan advertisement “*For all your plans, big or small. Our loans will help you get there*”. The sentence gives the impression that the bank is ready to support various financial

needs, both for big and small goals by offering loans to help achieve these goals.

h. Security

This appeal describes a feeling of security and protection from threat or uncertainty (Mensa & Vargas-bianchi, 2023). For example, the insurance advertisement “*Protect your family's future*”. The sentence can create a sense of security by offering protection for the family's future by doing insurance. So that someone can feel calmer and more protected thanks to the insurance they have done.

i. Sex

This appeal focuses on sexual elements or sensuality to attract someone's attention (Mensa & Vargas-bianchi, 2023). For example, in the perfume advertisement “*Feel the infinite power of attraction with a seductive scent*”. The words “*Attractiveness*” and “*Seductive*” can create positive emotions that the perfume product is not only a fragrance tool but also a tool to attract someone's attention. This can influence someone to make a purchase of the product.

j. Pride

This appeal focuses on a person's achievement, honor, and dignity (Mensa & Vargas-bianchi, 2023). For example, in a luxury car ad that says, “*Because you deserve it*” it aims to evoke positive emotions, while giving

the impression that owning a luxury car is a symbol of status and recognition of one's high achievement.

k. Nostalgia

This appeal focuses on good memories or experiences in the past (Mensa & Vargas-bianchi, 2023). For example, in a snack food advertisement that says, “*Relive the pleasures of your childhood with unforgettable flavors*” this ad invites a person to recall fond memories of the past, especially the taste of food they enjoyed as a child. This can evoke a sense of nostalgia, encouraging them to buy the product because it reminds them of the pleasure they felt back then.

l. Youth

This appeal focuses on the vitality, freshness and rejuvenation often associated with youth (Mensa & Vargas-bianchi, 2023). For example, in the sports ad “*Feel the freshness and vitality in your every step*”. The ad depicts that by buying the product, one can feel like they are back in their youth with unlimited energy and vigor. So that they can face the day with enthusiasm and happiness when using the product.

2. Negative emotional appeal

Negative emotional appeal is an approach that seeks to accentuate negative emotions, fear, guilt, shame, tension, sadness, anxiety, and others (Limbong & Winarni, 2017). Negative emotional appeals are a type of emotional appeal used to create a sense of urgency or concern in the audience. By utilizing negative emotional appeals in advertisements or promotions, it can encourage

audiences to rethink, act quickly, or avoid unwanted consequences. However, the use of negative emotional appeals needs to be done carefully so as not to cause excessive impact or harm the audience. According to Czarnecka and Mogaji (2020), there are three categories of negative emotional appeals that can be used as strategies in marketing communications.

a. Fear

This appeal focuses on feelings of anxiety, tension, fear, sadness (Mensa & Vargas-bianchi, 2023). As in the insurance ad “*Don't let your home become the next target*”. The ad raises fear and threat to someone against home security that can encourage them to use the insurance service.

b. Guilt

This appeal focuses on the feelings of guilt that arise when one feels they have neglected their responsibilities towards others (Mensa & Vargas-bianchi, 2023). For example, in a loan service advertisement there is the sentence, “*Are you going to let them starve?*” The sentence evokes guilt in a person, as if they are at fault if they don't act immediately. The ad encourages one to take out a loan as a form of responsibility and concern for the welfare of those closest to them.

c. Sorrow

This appeal focuses on feelings of grief, sadness, loss, and separation (Mensa & Vargas-bianchi, 2023). For example in a life insurance ad “*They no longer have a place to return to. Help them find new hope*” This ad

evokes feelings of sadness and empathy towards those who have experienced loss, encouraging one to act out of concern.

CHAPTER III

RESEARCH METHOD

Chapter III of this study covers research design, data and data sources, data collection, triangulation, and data analysis.

A. Research Design

According to Dornyei (2007), qualitative methods were an approach centered on collecting non-numerical data, such as interviews, observations, and documentation. Meanwhile, Abdussamad (2021) stated that the qualitative method was a research approach that produced descriptive data in the form of words, written and oral, sourced from individuals or observable behavior. This approach required researchers to understand the research context as a whole, including the research background and the individuals or groups who were the subjects of the research.

The qualitative descriptive method was chosen because it was considered appropriate to understand and describe how emotional appeal is represented through the language style used by HYBE Labels in promoting its music on X. This approach allowed researcher to explore more deeply the strategy of using language styles that aimed to attract the attention of the audience, thus giving rise to emotional appeal. In addition, in this study, the data and results of the analysis were not presented in the form of statistics, but in the form of narrative descriptions in the form of groups of words that are deep and rich in meaning.

B. Data and Data Source

In this study, researcher used two types of data, namely primary data and secondary data. Primary data comes from the official X account captions under HYBE Labels, namely BTS, SEVENTEEN, and TXT, which are used to promote music. The captions were chosen because they show the language style used as a promotional strategy, where the selection of this language style plays an important role in creating emotional appeal aimed at influencing fans. Meanwhile, secondary data came from fans' reactions in the comment section, which helped identify the form of emotional appeal generated by the promotional captions.

This study only used English captions related to music promotion. The posts selected were those with at least 1,000 interactions, including likes, retweets and comments, as an indicator of audience engagement. Data was collected from posts published between November 1, 2024 and November 30, 2024. In addition, the data analyzed only focused on music promotion captions, excluding other posts such as non-music promotion activities.

C. Data Collection

In collecting data, researcher collected data from several official X accounts under HYBE Labels. The data collection was carried out through the following steps: 1) Accessed the official X accounts under HYBE Labels (BTS, ENHYPEN, and SEVENTEEN) using a smartphone and internet data. 2) Searched for English-language posts whose captions focused on music promotion and contained language style and emotional appeal. 3) Observed fan reactions in the comments

section of the selected posts. 4) Took screenshots of posts or data that fit the research needs. 5) Collected screenshots of the posts and comments for analysis.

D. Triangulation

In this study, the researcher used data triangulation in the data analysis process. According to Rahardjo (2010), data triangulation was a method used to ensure that the data or information obtained by researcher was accurate. The way to ensure the truth of the data was by examining it from various different perspectives. Through data triangulation, the researcher was able to reduce errors or biases that might not have appeared during data collection and analysis.

In this study, the data triangulation method involved more than one person in the process of collecting and analyzing data to ensure its truth and accuracy. The researcher involved a reviewer who was an expert in the field of language style based on the theory developed by Martin Joos (1967) and emotional appeal based on the theory of Czernecka and Mogaji (2020). In addition, a linguistics lecturer was involved as a validator to validate the data obtained. This was done to increase the credibility of the research results.

E. Data Analysis

Data analysis was conducted after data collection. Data analysis, according to Abdussamad (2021), was a process of processing information that had been collected from interviews, field observations, and documentation. In this approach, data were organized into various classifications, then broken down into smaller parts, and rearranged to develop the required patterns. Finally, the results

were organized to form logical conclusions that provided explanations easily understood by oneself and others.

This research conducted several steps to analyze the data using the theory of language style developed by Joos (1967) and emotional appeal developed by Czarnecka and Mogaji (2020). First, the researcher analyzed English captions related to music promotion from official X account under Hybe Labels to identify the language styles. Second, the researcher analyzed how these captions represented emotional appeal through the chosen language styles. Third, the researcher identified from the fans' reaction in the comment sections to observe how the emotional appeal in the captions was responded to by the audience.

CHAPTER IV

FINDING AND DISCUSSION

Chapter IV discussed the analysis of research data regarding emotional appeal that arose through language styles in music promotions conducted by Hybe Labels on X, based on Joos (1967) language style theory and Czarnecka & Mogaji (2020) emotional appeal theory. The explanation of language style analysis used Joos (1967) theory to identify the types of language styles. Meanwhile, the explanation of emotional appeal used Czarnecka & Mogaji (2020) theory to explain the types of emotional appeal. This chapter consisted of two parts, namely research findings and discussion.

A. Finding

Table 1: Type of Language Style

Language Style	Total
Formal style	11
Consultative style	4
Casual style	21
Intimate style	2
Total	38

Based on the table, it could be seen that research result showed various type of language styles used, namely: Formal (11), Consultative (4), Casual (21), and Intimate (2).

Table 2: Type of Emotional Appeal of the captions promotions music

Emotional Appeals	Appeals	Total
Positive Emotional Appeals	Excitement	9
	Affiliation	2
	Beauty	1
	Nurturance	1
	Security	2
	Pride	10
Total		25

Based on the table, the research result indicates various types of positive emotional appeals, namely: Excitement (9), Affiliation (2), Beauty (1), Nurturance (1), Security (2), and Pride (10).

Table 3: Type of Emotional Appeal of the fans' reaction in the comments

Emotional Appeals	Appeals	Total
Positive Emotional Appeals	Excitement	15
	Affiliation	1
	Beauty	1
	Nurturance	1
	Pride	5
Negative Emotional Appeals	Fear	1
	Guilt	1
Total		25

Based on the table, the research result indicates various types of positive emotional appeals, namely: Excitement (15), Affiliation (1), Beauty (1), Nurturance (1), and Pride (5). Meanwhile, the result for various type of negative emotional appeals, namely: Fear (1), and Guilt (1).

Datum 1

*“Jin” ‘Happy’ Countdown has started on Spotify! Make sure to pre-save now!
(open.spotify.com/prerelease/2Nd...)*

Analysis

The emotional appeal is identified through the fans' reactions in the comment section. For example, like the comment “Pre-saved, we are so excited”, the comment shows that fans feel enthusiastic and can't wait to wait for Jin's “Happy” album on the Spotify platform. The comment can reflect the use of positive emotional appeal, especially in the type of **excitement**.

The music promotion was posted by BTS Official account on 01 November 2024. The post informs fans that Jin's latest album “Happy” is available for countdown to its launch on the Spotify platform. Fans are invited to pre-save so that they can listen to it immediately upon release.

The language style used in this promotion is **casual style**. It can be seen from the use of casual, direct, and familiar language such as in the sentence “Make sure to pre-save now!” the sentence sounds like an invitation to a friend. This language style can create emotional closeness between artists and fans.

Through the use of a casual style, the music promotion can create positive emotional appeal, especially in the appeal of **excitement**. The sentence is able to evoke a sense of excitement and enthusiasm for the fans who have been waiting for the release of Jin's album.

Datum 2

*Join the “**Jin's**” #HappyProject*

*Share your **HAPPY** moments using pre-released 'Running Wild' and be part of the compilation video!*

1711/9 11AM ~ 11/29 3PM (KST)

Find out more: (activity-va.tiktok.com/magic/eco/runt...)

Use CapCut Template: (capcut.com/t/Zs8S5FpCt/)

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, in the “#HappyProject” comment accompanied by video evidence of their participation in the project, it shows that they have been part of the “HappyProject” organized by the agency. This reaction reflects the use of positive emotional appeals, particularly in the form of appeal of **affiliation**.

The music promotion was posted by BTS Official account on 09 November 2024. The post informs fans to participate in artist Jin's #HappyProject by sharing their happy moments using the song “Running Wild” on TikTok and using video templates on Cap Cut. The sentence contains two language styles, namely, **casual style** and **consultative style**.

The casual style is shown in the sentences “Join the Jin's #HappyProject” and “Share your **HAPPY** moment” which use casual and familiar language. As well as the use of capital letters in the word “**HAPPY**” as well as the use of exclamation marks can give an important impression but still feel relaxed.

Meanwhile, the consultative style is shown through the sentences “Find out more” and “Use Cap Cut Template” which use polite but not stiff language, although there is no direct conversation, the sentence directs fans to act by giving instructions to fans and can be followed easily.

Through the use of a casual style and consultative style, the music promotion can create positive emotional appeal, especially in the appeal of affiliation. Because the sentence invites fans to join a project with Jin that can evoke a sense of community.

Datum 3

D-DAY

*Join “**Jin's**” "Running Wild" MV premiere at the link below. Don't miss the special countdown with Jin!*

(https://youtu.be/uoHol5Dr_go)

Special Countdown begins:

11/15, 1:59PM (KST) | 11/14. 11:59PM (ET)

Analysis

The emotional appeal is identified through fans’ reactions in the comment section. For example, like the comment “ARMYY be sure to join the premiere” the reaction shows that the fans were excited and enthusiastic to participate in the event. The comment shows the use of positive emotional appeal, especially the **excitement**, because it creates a sense of enthusiasm and excitement among fans.

The music promotion was posted by BTS Official account on 15 November 2024. The upload informs fans to watch the premiere of the Music Video of Jin's song “Running Wild” on the YouTube platform. The music

promotion sentence above contains a **casual style**. This can be seen in the sentences “Don't miss the special countdown with Jin” and “Join Jin's ‘Running Wild’ MV premiere at the link below”. These sentences use a relaxed and familiar language style, and are arranged simply, directly, and use words that are easy to understand.

Casual style in music promotion can create positive emotional appeal. Because the sentence can signify that the long-awaited moment has finally arrived, this evokes a sense of enthusiasm and excitement in fans. This is included in the positive emotional appeal type of **excitement**.

Datum 4

*Join the “**Jin**” ‘Happy’ Listening Party on @STATIONHEAD*

Schedule

Nov 15-21 (ET)

Nov 16-22 (KST)

- (Stationhead.com/btsofficial)

**Stationhead log-in & Connect to Spotify or Apple Music account required.*

Analysis

The emotional appeal is identified through fans’ reactions in the comment section. For example, like the comment “Let's goooooooooo” which reflects their enthusiasm and desire to join. This shows that the language style used successfully evokes a sense of excitement. Thus, it can strengthen the emotional appeal of the promotion.

The music promotion was posted by BTS Official account on 15 November 2024. The post invites fans to join a listening party with Jin for the album 'Happy' on the Station head platform. The language style used in this sentence combines two styles, namely, **casual style** and **formal style**. The casual style is seen in the sentence "Join the Jin 'Happy' Listening Party on @STATIONHEAD". The sentence uses casual and familiar language and uses a simple and direct sentence structure. The sentence gives the impression of being delivered to a friend.

Meanwhile, the formal style in the sentence can be seen in the sentence "Stationhead log-in & Connect to Spotify or Apple Music account required". Because the sentence provides information about the technical and very clear requirements for participating in the event, which can create a professional and structured impression.

The casual and formal language style in the music promotion can create positive emotions, especially in the appeal of **affiliation**. The sentence invites fans to join the listening party with Jin, which can build a sense of togetherness and establish a good relationship between fans.

Datum 5

*This is "**Jin**" is now available on @Spotify! You can listen to 'Happy' with a special message Jin on @spotifyKR*

([Spotify.link/2KlsDBlexOb](https://open.spotify.com/link/2KlsDBlexOb))

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, like the comment "Finally!!!Yay" which reflects their enthusiasm and happiness that the playlist is finally available. This shows that the language style used can evoke a sense of **excitement**.

The music promotion was posted by BTS Official account on 16 November 2024. The post informs fans that the "This is Jin" playlist is now available on the Spotify platform, and fans can listen to special messages on SpotifyKR. The language style used in this sentence includes **casual style** as seen in the sentences "is now available" and "You can listen to Jin's 'HAPPY' message on @spotifyKR". The sentence uses language that is relaxed, familiar, and easy to understand as if spoken to a close friend.

The casual language style in music promotion can create positive emotions, especially in the appeal of **pride**. This sentence can give a sense of pride to fans for achieving their artist who already has an official playlist on a large platform, namely Spotify.

Datum 6

*Don't forget to check out 'Running Wild' in #SpatialAudio on @AppleMusic
(Apple.co/KPOPWRLD)*

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, like the comment "Loving it!!! Let's go, SeokJin!!!" can reflect their enthusiasm and satisfaction with the promoted song. This shows that

the language style in the promotion is able to generate a sense of **excitement** among fans.

The music promotion was posted by BTS Official account on 16 November 2024. The post invites fans to listen to Jin's song "Running Wild" in the Spatial Audio version officially on the Apple Music platform. The language style used in the sentence is **casual style**. As seen in the sentence "Don't forget to check out". Because the sentence uses casual, simple language and is delivered directly as if addressed to a close friend. This language style can create a familiar, non-rigid impression and can be understood by fans.

The casual language style in music promotion can create positive emotions, especially in the appeal of **security**. Because the sentence gives fans a sense of security so that they don't miss out on enjoying the song "Running Wild" in the Spatial Audio version on the Apple Music platform.

Datum 7

"Jin's" "Happy" is now available on New K-Pop Playlist @pandoramusic (<https://pandora.com/genre/k-pop/GE:808>)

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, "'Happy' is pure magic. Jin, your talent, voice, and artistry touch hearts like no other. Thank you for creating songs that stay with us forever, you're truly one of a kind". This reaction shows that fans feel proud of Jin's ability to create music that can touch their hearts with his talent and voice. Expressions of

admiration and deep gratitude reflect positive emotional appeals, specifically **pride**, as fans feel proud.

The music promotion was posted by BTS Official account on 16 November 2024. The post informs fans that Jin's "Happy" album is now available on the new K-Pop playlist on the Pandora Music platform. The language style used in the sentence is **casual style**. Because the sentence uses relaxed, familiar language and a simple and direct sentence structure. It can make the message feel closer and easier for fans to understand.

The casual language style in the music promotion can create positive emotions, especially in the appeal of **pride**. Because the sentence can evoke a sense of pride because fans feel proud of their artist's achievement because it is now available on the K-Pop fi playlist of the big platform, Pandora Music

Datum 8

Listen to "Jin's" new song 'Running Wild' on K-Pop ON!@ Spotify (<https://open.spotify.com/playlist/37i9dQZF1DX9tPFwDMOaN1/>)

Analysis

Emotional appeal can be identified through fan reactions in the comments section. For example, on the comment: "Running Wild is my go to song now." The reaction in the comment shows that fans feel proud of the song "Running Wild" because of its excellent quality, so they make it their go-to song. This reflects the use of positive emotional appeals, especially in the appeal type **pride**.

The music promotion was posted by BTS Official account on 16 November 2024. The post invites fans to listen to Jin's latest song "Running Wild"

which is now available on the K-Pop On! Playlist on the Spotify platform. The language style used in the promotion is **casual style**. Because the sentence contains a direct and simple invitation such as “Listen to Jin's new song”. And the use of sentence structures that are easy to understand and without the impression of formality can make this message conveyed feel more familiar. So that the message can reach fans more widely and closely.

The casual language style in music promotion can create positive emotions, especially in the appeal of **pride**. Because the sentence contains a sense of pride because their artist, Jin, has a song that is now on Spotify's official playlist, the K-Pop ON!

Datum 9

*“**Jin**” is on NY Times Square! Thank you so much @Spotify for your support!
(open.spotify.com/album/0fKlaQB...)*

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, “Saw him yesterday” which was accompanied by a video in NY Times Square. The reaction shows that fans are proud to see their artist, Jin appearing on a large billboard in Times Square. This can show the use of positive emotional appeal, especially in the type of **pride**.

The music promotion was posted by BTS Official account on 17 November 2024. The post expresses gratitude to Spotify for now having Jin perform in New York Times Square. The language style used in the sentence is **casual style**. Because the sentence uses expressions that are spontaneous, relaxed,

and full of enthusiasm as in the phrases “Jin is NY Times Square!” and “Thank you so much”. The sentence feels very personal and intimate, as if the fans are invited to share the moment.

The casual language style in music promotion can create positive emotions, especially in the appeal of **pride**. Because, the sentence shows a sense of pride because their artist Jin is now on the Billboard in New York Times Square. It is a very big achievement in the entertainment world.

Datum 10

*Thank you @amazonmusic! “**Jin’s**” 1st Solo Album ‘Happy’ is now available. Listen now!*

(music.amazon.com/album/B0DLJ83...)

Analysis

The emotional appeal is identified through fans’ reactions in the comment section. For example, “This is amazing!!!!Love it” the reaction to the comment shows enthusiasm and excitement to enjoy Jin's first solo album on the Amazon Music platform. This shows the use of positive emotional appeal, especially in the appeal **excitement**.

The music promotion was posted by BTS Official account on 17 November 2024. The post thanked Amazon Music for making Jin's first solo album available on their platform. The language style used in the promotion is **casual style**. Because the sentence uses a short, direct, and informal sentence structure. The thank you to @amazonmusic is delivered in a familiar and casual way. In addition, the invitation “Listen now!” shows a form of direct communication to fans.

The casual language style in music promotion can create positive emotions, especially in the types of **pride**. Because, the sentence made an announcement on the achievement of Jin's first solo album which is now available on the Amazon Music platform. Amazon music is a big music platform in the music world.

Datum 11

Guess who is on the cover of K-Pop Now playlist! Hope you enjoy 'Running Wild' @amazonmusic!

(music.amazon.com/playlist/B07S...)

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, "Yesss!!! We know" the reaction to the comment shows that fans are proud to know who will be the cover of the K-Pop Now playlist on the Amazon music platform. This shows the use of positive emotional appeal, especially in the appeal of **pride**.

The music promotion was posted by BTS Official account on 17 November 2024. The post informs that Jin is now on the cover of the K-Pop Now playlist on the Amazon Music platform. The language style used in the sentence is **casual style**. Because the sentence uses a sentence structure that is relaxed, direct, and familiar. The use of interrogative sentences such as "Guess who is..." can create an informal conversational atmosphere. It is as if you are communicating directly with the fans.

The casual language style in music promotion can create positive emotions, especially in the appeal of **pride**. Because the sentence implies that

their artist Jin will be the cover of the main K-Pop Now playlist. The sentence gives a feeling of pride for Jin's album achievement.

Datum 12

*Check out “**Jin’s**” ‘Happy’ on @amazonmusic. Thank you @amazonmusicjp for your support!*

(Amzn.to/4fVjr7t)

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, on the comment "Jin: Happiness LOVE HIM SO MUCH". The reaction shows that fans associate Jin with happiness and express their deep love for the artist. This reflects the use of positive emotional appeals, particularly in the type of appeal **nurturance**.

The music promotion was posted by BTS Official account on 21 November 2024. The post invites fans to listen to Jin's “Happy” album on the Amazon Music platform and thanks Amazon Music Japan for its support on Billboard in Japan. The language style in the sentence is **casual style**. Because the sentence uses a sentence structure that is concise, direct, and does not use rigid and official language. The sentence is used in order to reach fans in a more familiar and relaxed manner.

The casual language style in this promotion creates positive emotional appeal, especially in the types of **pride**. Because the promotional sentence informs that Jin's song is now available on major platforms such as Amazon Music, as well as getting great recognition from Amazon Music Japan for making it to the

Billboard in Japan. This information creates a feeling of pride in Jin's achievements and success.

Datum 13

*REMINDER! Join the “**Jin**” ‘Happy’ Listening Party on @STATIONHEAD. And don’t miss the surprise!*

Nov 21, 5pm ET/ Nov 22, 7AM KST

(Stationhead.com/btsofficial)

**Stationhead log-in & Connect to Spotify or Apple Music account required.*

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, “I’ll be there!” the reaction to the comment shows that fans will be prepared and excited to join the listening party. This shows the use of positive emotional appeal, especially in the appeal **excitement**.

The music promotion was posted by BTS Official account on 21 November 2024. The post contains a warning to fans to join the listening party for Jin's “Happy” album at Stationhead and not miss the surprise during the event. The language style used in the promotional sentence is a combination of two types of language styles, namely, **formal style** and **casual style**.

The word “REMINDER!” and the sentence “Stationhead log-in & connect to Spotify or Apple Music account required” belong to the formal style. Because the sentence uses polite, formal language and gives clear and professional instructions. While the sentences “Join the Jin ‘Happy’ Listening Party on @STATIONHEAD” and “And don't miss the surprise!” belong to the casual style. Because these sentences use casual language, and direct invitations. It is as

if the sentence is spoken to a close friend which gives the impression of familiarity.

Formal style and casual style can present positive emotional appeal, especially in the types of **security**. Because in the sentence there is a warning to fans not to miss the listening party event held on the StationHead platform. In addition, technical information regarding the execution of the event is also included, so as to provide a sense of security and comfort for fans.

Datum 14

Listen to 'Happy' as "Jin" talks us through his album track by track, exclusive on @AppleMusic

(apple.co/Jin_TXT)

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, "Thank you so much!!!" because the sentence can reflect their excitement and enthusiasm for getting exclusive content about the stories behind the songs in Jin's album directly from him. This shows that the language style used in promotions can effectively create positive emotional appeals especially the appeal **excitement**.

The music promotion was posted by BTS Official account on 29 November 2024. The post invites fans to listen to the album "Happy" and hear Jin talk about the songs in it exclusively on Apple Music. The language style used in the promotion is **casual style** and **formal style**. The sentence "Listen to 'Happy' as Jin talks us through his album track by track" is included in the casual style. Because the sentence uses an invitation that is easy to understand. Meanwhile, the

sentence “Exclusive on @AppleMusic” uses formal style. Because the sentence provides clear and professional information.

Casual style and formal style can present positive emotional appeal especially in the appeal of **nurturance**. Because the promotional sentence informs that there will be direct interaction from Jin who exclusively tells about the album from song to song. This information shows care and concern for the fans.

Datum 15

We're so close! Ready to celebrate with us? Pre-order on iTunes and Pre-save on Spotify to be first in line

- (music.apple.com/us/album/roman...)
- (open.spotify.com/prepelease.OLT...)

Analysis

The emotional appeal is identified through fans' reactions in the comment section. For example, “READY!!!” the reaction to the comment shows that fans are ready and excited to pre-order and pre-save for the latest album from their artist, Enhypen. This reaction can show positive emotional appeal, especially in the type appeal of **excitement**.

The music promotion was posted by Enhypen Official on 4 November 2024. The promotional post invites fans to celebrate the launch of the latest music from their artist by pre-ordering on i-Tunes and pre-saving on Spotify. The language style used in the promotion is **casual style** and **formal style**.

The sentence “We're so close! Ready to celebrate with us?” belongs to the casual style. Because the sentence uses an invitation that is casual, familiar, and direct. So that it can create a closer and more familiar atmosphere. Meanwhile, in

the sentence “Pre-order on i-Tunes and Pre-save on Spotify to be first in line” uses formal style. Because the sentence provides structured and formal instructions about how fans can participate.

Casual style and formal style can present positive emotional appeal, especially in the appeal of **excitement**. Because these promotional sentences can evoke a sense of excitement and enthusiasm to welcome the release of a new album from their artist.

Datum 16

We are the cover of the KPOPWRLD Check oy tour `No Doubt` in #SpatialAudio on @AppleMusic

apple.co/KPOPWRLD

(music.apple.com/kr/album/roman...)

Analysis

Emotional appeal is identified through fans' reactions in the comment section. For example, “No doubt out now” is accompanied by an image as evidence that the song is already available on the Apple Music platform. The fans' reactions in the comment section can show a sense of excitement and enthusiasm to listen to the latest song with spatial audio technology on the Apple Music platform. This shows the use of positive emotional appeals, especially in the **excitement**.

The music promotion was posted by Enhypen Official on 11 November 2024. The promotional post informs fans that their artist is now a cover of the KPOPWRLD playlist and invites fans to listen to the song “No Doubt” in the Spatial Audio version on the Apple Music platform. The language style used in

the promotion is **casual style**. Because the sentence is delivered in a relaxed manner and does not use a formal sentence structure. The use of sentences like “Check out” as well as the use of hashtags and social media mentions can reflect a very familiar communication style.

The casual language style in the promotion can present positive emotional appeal, especially in the types of **pride**. Because the sentence can generate a sense of pride because fans feel proud that their artist is the cover of the KPOPWRLD playlist on the Apple Music platform.

Datum 17

“ENHYPEN” is on @Spotify’s “New Music K-Pop` Playlist”

Give `No Doubt` a listen and fall into the –daydream- with us

- (spoti.fi/40y5ckK)
- (open.spotify.com/album/380UbSjn...)

@SpotifyKR @SpotifyKpop

Analysis

Emotional appeal is identified through fans' reactions in the comment section. For example “You are late Belift! Please be more proactive to promote Enhypen” shows a negative emotional appeal in the appeal of **guilt**. This comment expresses fans' disappointment with the agency for being late in promoting Enhypen, thus leading to guilt on the agency's part.

The music promotion was posted by Enhypen Official on 12 November 2024. The post informs fans that Enhypen is now on the New Music K-Pop playlist on the Spotify platform. As well as to hear the song No doubt on the

playlist. The language style used in the promotion is **formal style** and **casual style**.

The sentence “ENHYPEN is on @Spotify's ‘New Music K-Pop’ Playlist” is included in the formal style. Because the sentence contains clear and official information. While the sentences “Give ‘No Doubt’ a listen” and “fall into the - daydream- with us” belongs to the casual style. Because the sentence uses casual language and contains an invitation that would be said to a close friend.

The formal and casual style of language in the promotion is able to present positive emotional appeal, especially in the appeal **pride**. Because the promotional sentence informs that Enhypen is now on the Spotify platform, especially on the New Music K-Pop playlist.

Datum 18

ENHYPEN is on the cover of @amazonmusic ‘K-Boys’ Playlist ‘No Doubt’ is here, and you’re going to fall in love with it-come check it out!

- *amzn.to/3y0qknu*
- *amzn.lnky.jp/wGKzD9k*

Analysis

Emotional appeal is identified through fans' reactions in the comment section. For example “Thanks for the update” which reflects a sense of happiness that the agency has provided the latest information about the artists they support. This shows that the language style used in promotions can effectively create a positive emotional appeal of **excitement**.

The music promotion was posted by Enhypen Official on 12 November 2024. The promotional post informs that Enhypen has become the cover for the

“K-Boys” playlist on the Amazon Music platform. In addition, the sentence invites fans to listen to the song “No Doubt” which is certain that fans will fall in love with the song. The language styles found in the promotion are **formal style** and **casual style**.

Formal style is shown in the sentence “ENHYPEN is on the cover of @amazonmusic K-Boys”. Because the sentence conveys official and formal information and uses clear and concise language. While casual style is found in the sentence “you're going to fall in love with it-come check it out!”. Because the sentence uses language that is relaxed, familiar and contains direct greetings. This can reflect a familiar atmosphere and is often used by labels to reach fans more easily and closely.

The formal and casual language styles in the promotion created a positive emotional appeal, especially in the appeal of **pride**. The promotional sentence conveyed that Enhypen had become the cover of the "K-Boys" playlist on the Amazon Music platform. This was an outstanding achievement that could evoke a sense of pride

Datum 19

Experience the immersive sound of 'ROMANCE: UNTOLD -daydream-' in Spatial Audio @Dolby Atmos @AppleMusic

(<http://apple.co/ROMANCEUNTOLD>)

Analysis

Emotional appeal is identified through fans' reactions in the comment section. For example “Perfect way to listen to the album” which shows fan satisfaction with the new experience of enjoying the album. This indicates that the

language style used in promotions can effectively create a positive emotional appeal of **beauty**.

The music promotion was posted by Enhypen Official on 13 November 2024. The post invites fans to listen to the album “Romance:Untold -daydram-” in the Spatial Audio version on the Apple Music platform. The language style in the promotion is **formal style**. Because the sentence uses formal sentences and the selection of words tends to be official as in the phrase “Experience the immersive sound”. The phrase has a professional and informative feel regarding the promotion of audio technology with high quality.

The formal language style in the promotion can create positive emotional appeal, especially in the type of **beauty**. Because the promotional sentence informs that the latest album from their artist now uses Immersive sound technology with Spatial Audio technology which can imply high quality and beauty of sound.

Datum 20

*Attention “**ENGINEs**” in the US, Europe and Australia The wits is over!*

You can now find ‘ROMANCE: UNTOLD-daydream- at your nearest store offline.

Explore all the versions, No Doubt they look even more stunning up close

(enhypen.lnk.to/ROMANCEUNTOLD-...)

Analysis

Emotional appeal is identified through fans' reactions in the comment section. For example “Almost had a heart attack when I saw Europe I was hoping it was tour dates” which shows fans' surprise when they saw the name of the country. Initially, fans thought it was a tour schedule, but in reality it was just a

notification regarding the purchase of the album. Thus show the use of negative emotional appeal, especially in the appeal **fear**.

The music promotion was posted by Enhypen Official on 15 November 2024. The promotional post informs fans from the US, Europe, and Australia that they can now purchase the album Romance: Untold -daydream-" offline at discounted stores. The language styles present in the promotion are **casual style**, **consultative style**, and **intimate style**.

Casual style can be seen from the use of sentences such as "The wait is over!" and "No Doubt they look even more stunning up close" which create a relaxed, familiar, and enthusiastic atmosphere. The sentences use everyday language that is light and communicative, so it feels close to the fans.

Consultative style appears in use in providing information that is polite but not rigid, and directs the reader to do something. the sentence "You can now find 'ROMANCE: UNTOLD-daydream-' at your nearest store offline" and the link provided. This sentence shows that the information is given with the intention for the reader to take a certain action, which is to buy the album directly at the store.

Meanwhile, the intimate style of language is shown in the phrase "Attention ENGEnEs in the US", where the word "ENGEnEs" is a greeting to the fans of the Ehypen group. The use of this greeting can reflect the closeness between the artist and the fans, which is one of the characteristics of the intimate style.

The casual style, consultative style, and intimate style in the promotion succeeded in creating a positive emotional appeal, especially in the type of **excitement**. Because the sentence can create a sense of excitement for the long wait, now fans from the US, Europe, and Australia can buy the album directly at the nearest store.

Datum 21

Listen to 'No Doubt' and explore more of our best songs @amazonmusic [REDISCOVER ENHYPEN]

- (<http://music.amazon.co.jp/playlists/B09SL87PKL>)

(<http://amzn.lnky.jp/wGKzD9k>)

Analysis

Emotional appeal can be identified through fan reactions in the comment section. For example, in the comment “SONG OF THE YEAR”, the reaction shows a sense of pride from the fans because their artist has produced such good and interesting music that it deserves to be called the best song of the year. This reflects the use of positive emotional appeals, particularly in the appeal of **pride**.

The music promotion was posted by Enhypen Official on 16 November 2024. The post informs fans to listen to the song “No Doubt” and explore more songs from their artists on the Amazon Music platform. The language style used in the promotion is **casual style**. Because the promotion uses short sentences with relaxed language. And the use of language in the promotion is easy to understand and can create a familiar atmosphere with fans.

The casual language style in the promotion is able to create positive emotional appeal especially in the types of **excitement**. Because the promotional

sentence informs fans that they can now listen to Enhypen rediscover on the Amazon Music platform which can create a sense of excitement and enthusiasm.

Datum 22

*Tune in for a round of excitement, “**ENGINEs**” We’re going to back on @stationhead*

Lock in the dates and take a deep dive into the ‘Daydream’

Our mics will be ON!

(stationhead.com/enhypenofficial)

11.18 12:30PM KST/ 11.17 10:30PM EST

11.19 12:30PM KST/ 11.18 10:30PM EST

*(*Stationhead log-in & Connect to Spotify or Apple Music account required.)*

Analysis

Emotional appeal is identified through fans' reactions in the comment section. For example “Let's goo” show that fans are very excited to join the listening party. Thus, the language style used in the promotion is able to present positive emotional appeal **excitement**.

The music promotion was posted by Enhypen Official on 17 November 2024. The promotional upload invites fans to mark the date of the listening party event held on the Station Head platform. The language styles used in the promotion are **casual style**, **intimate style**, and **formal style**. Casual style is found in the sentences “Tune in for a round of excitement, ENGINEs We're going to back on @stationhead” “Lock in the dates and take a deep dive into the 'Daydream’” and “Our mics will be ON!”. Because it uses casual language and feels familiar. So that it can create a warm, relaxed, and informal atmosphere.

Intimate style is shown in the phrase “ENGENEs We're going to back on”, where the word “ENGENEs” is a greeting to the fans of the Enhypen group. The use of this greeting can reflect the closeness between the artist and the fans, which is one of the characteristics of the intimate style. Meanwhile, the formal style in the sentence can be seen in the sentence “Stationhead log-in & Connect to Spotify or Apple Music account required”. Because the sentence provides information about the technical and very clear requirements for participating in the event, which can create a professional and structured impression.

Casual style, intimate style and formal style promotions were able to create positive emotional appeals, particularly in the appeal of **excitement**. This is because the promotional sentence informs fans about the listening party held on the Station Head platform.

Datum 23

Welcome to our first listening party on @Spotify #SpotifyKPopONHub RSVP and can't wait to meet you!

11.27 9:30PM KST / 7:30PM WIB / 7:30AM EST

12.09 9:30PM KST / 7:30PM WIB / 7:30AM EST

(<https://party.spotify.com/event/6B0AhPgjT7DzdowTsQZ35d>)

*(*Available in Indonesia and USA with a premium account on Spotify)*

Analysis

Emotional appeal is identified through fans' reactions in the comment section. For example “I'm so excited” show that fans are very excited and enthusiastic about attending the first Listening party event. Thus, it can be

concluded that the language style used in the promotion can effectively create positive emotional appeal **excitement**.

The music promotion was posted by Enhypen Official on 27 November 2024. The upload invites fans to participate in the first listening party event held on the Spotify platform. The language style used in the promotion is **formal style** and **consultative style**. The casual style is shown through phrases such as “Welcome to our first listening party” and “can't wait to meet you” which create a warm, familiar, and relaxed impression to the fans. Meanwhile, the consultative style is seen through the clear and systematic delivery of information about the event schedule, participation links, and technical requirements, such as in the phrase “Available in Indonesia and USA with a premium account on Spotify”. The combination of these two styles reflects friendly yet structured and informative communication.

The formal and consultative style promotions were able to create positive emotional appeals, particularly in the appeal of **excitement**. This is because the promotional sentence informs fans about the first-ever listening party to be held on the Spotify platform. It can generate a sense of enthusiasm as the event is available in countries such as Indonesia and the USA for users with a premium Spotify account.

Datum 24

[NEWS] “SEVENTEEN” will perform “LOVE, MONEY, FAME (DJ Khaled) (English Ver.) on #LateShowMeMusic. Remember to check out @StephenAtHome’s @colbertlateshow

Nov 1, 6PM (ET) Nov 2, 7AM (KST)

Anlysis

Emotional appeal is identified through fans' reactions in the comment section. For example “WOW!!!! LET'S GOOO!” which reflected fans' enthusiasm and excitement to watch the show. This shows that the language style used in the promotion was able to effectively create a positive emotional appeal of **excitement**.

The music promotion was posted by Seventeen Official on 01 November 2024. The post informs fans that Seventeen will be performing the English version of the song “Love, Money, Fame (Dj Khaled) on the Colbert Late Show. The language styles used in the promotion are **formal style** and **consultative style**. Formal style is found in the sentence “Remember to check out” because the sentence uses good, polite and informative language. Also, the sentence can provide clear directions to the audience. In addition, the correct use of time and date also reflects the characteristics of the formal style. The consultative style is seen in the sentence “Remember to check out” because the sentence contains a polite invitation to take an action.

The formal style and consultative style in the promotion is able to create a positive emotional appeal of the **excitement**. Because the event informs that Seventeen will perform at an international event, namely the Colbert Late Show. So, fans will be very enthusiastic and excited to watch their artist perform the latest song on the show.

Datum 25

[NEWS] “**SEVENTEEN**” `LOVE, MONEY, FAME (feat. DJ Khaled) (Kenia OS Remix)` available on

(Seventeen, lnk.to/12thMiniAlbum)

Analysis

Emotional appeal is identified through fans' reactions in the comment section. For example “The remix is here! Definitely adding this to my playlist!” which reflects fans' excitement that the remix is available and will be included in their personal playlists. This shows that the language style used in promotions can effectively create a positive emotional appeal of **excitement**.

The music promotion was posted by Seventeen Official on 08 November 2024. The post informs fans that Seventeen's song “Love, Money, Fame (feat. DJ Khaled) (Kenia Os Remix) is now available. The language style used in the promotion is **formal style**. This can be seen from the use of clear, concise, and structured sentences, such as “available on” which conveys information directly and politely. The phrase “Seventeen, lnk.to/12thMiniAlbum” provides information related to where to listen to the song without any informal conversation elements.

The formal style of language in the promotion can create positive emotional appeal especially in the type of **excitement**. Because the sentence informs that there is a Seventeen song remixed by Kenis Os who is a big and popular artist. It can create a sense of excitement and enthusiasm to listen to the new remix of the song.

B. Discussion

In the discussion section serves to answer the two problem formulations that have been presented in Chapter I. In this section, researcher will discuss the findings that have been obtained during the research process. In answering the two problem formulations, the researcher relates the findings to the existing theoretical basis explained in Chapter II. In addition, there are two theoretical foundations used to analyze the findings. First, the theory developed by Martin Joos (1967) which classifies various forms of language style. Second, the theory developed by Czanecka and Mogaji (2020) which identifies various types of emotional appeals.

In answering the two research questions, the researcher used three official X accounts under Hybe Labels. The three accounts actively promoted the music of their artists through the X platform from November 1 to 30, 2024. From the three accounts and the time span, the researcher managed to collect a total of 25 data related to music promotion. All of this data was then analyzed to identify the type of language style and type of emotional appeal used in each post.

Joos (1967) suggests that there are five types of language styles, namely frozen style, formal style, consultative style, casual style, and intimate style. Based on the data findings, researchers found 38 data that showed the use of language style. Of these, no frozen style was found. Meanwhile, there are 11 data included in formal style, 4 data including consultative style, 21 data including casual style, and 2 data including intimate style. It can be seen that the most frequently used type of language style is casual style. This shows that a music agency when promoting music from their artists tends to use casual style. Using

casual language when promoting music, they can create a closer and more expressive impression with fans.

As in datum 1, a post about music promotion carried out by BTS official, “Jin ‘Happy’ Countdown has started on Spotify! Make sure to pre-save now!open.spotify.com/prerelease/2Nd...” which shows the use of casual language style because the sentence is delivered in a relaxed, familiar tone, and contains a direct invitation to fans. The choice of words in the sentence can build closeness between the artist and his fans with a warm and informal atmosphere. Then based on datum 2, it can be seen that casual language style can also give the impression of intimacy between the artist's relationships with his fans. BTS official wrote a post about its music promotion with, “Share your HAPPY moments using pre-released ‘Running Wild’ and be part of the compilation video!” that in the sentence the account user uses casual language because using casual and direct language can attract fans' attention very easily, and can encourage fans to participate in the music promotion activities.

Based on the findings of this research, it can be concluded that casual language style is a language style that is often used in music promotion by accounts under HYBE Labels. This is because casual language style has a relaxed, familiar, and easy to understand nature, making it more effective in reaching fans. Meanwhile, intimate language style is rarely used because the context of music promotion on social media is more general than personal, although it is still found in the form of familiar greetings to certain fandoms. Meanwhile, frozen language style is not used at all because it is too formal and rigid, making it less suitable for

music promotion contexts that prioritize communicative and interactive approaches.

In answering the second problem formulation, the researcher did two ways. First, we analyzed the language style used in the music promotion, then identified the type of emotional appeal that emerged from the language style. Second, we observed fans' responses in the comments section of the post. Furthermore, the comments were analyzed based on the word choice to determine the type of emotional appeal that emerged.

According to Czarnecka and Mogaji (2020), there are two types of emotional appeal, namely positive emotional appeal and negative emotional appeal. Based on the data findings from the music promotion captions posted by accounts under HYBE Labels on platform X, a total of 25 data were found that belonged to the positive emotional appeal category. In this type of positive emotional appeal, researchers found six types of emotional appeal, namely: excitement with 9 data, affiliation with 2 data, beauty with 1 data, nurturance with 1 data, security with 2 data, and pride with 10 data.

In the music promotion captions, the most frequently used type of emotional appeal is positive emotional appeal, especially in the appeal of pride category. One example is found in datum 5, which is a music promotion uploaded by BTS' official account: “*This is ‘Jin’ is now available on @Spotify! You can listen to ‘Happy’ with a special message Jin on @spotifyKR*” This sentence evoked a sense of pride among fans as it showed their artist Jin's achievement of having an official special playlist on the Spotify platform.

Meanwhile, in the data derived from fans' reactions in the comment section, researchers found 25 data. Of these, 23 data fall into the positive emotional appeal category and 2 other data fall into negative emotional appeal. In the positive emotional appeal type, researchers found five types of emotional appeal, namely: excitement with 15 data, affiliation with 1 data, beauty with 1 data, nurturance with 1 data, and pride with 5 data. Meanwhile, for negative emotional appeal, two types were found, namely fear with 1 data and guilt with 1 data.

In the fans reaction section found in the comments column, the emotional appeal that appears most often is positive emotional appeal, especially in the excitement appeal type. One example is found in fan reaction datum 1 “*Pre-saved, we are so excited*”. The reaction shows that fans feel very enthusiastic and excited about the release of Jin's album on the Spotify platform, which is shown by their action of pre-saving first.

Thus, it can be concluded that the form of emotional appeal that appears most often in music promotion by accounts under HYBE Labels is positive emotional appeal, especially in the type of pride. This happens because the agency often emphasizes the artist's achievements and accomplishments, such as entering the international charts or being highlighted on major music platforms, which indirectly evokes a sense of pride for the fans. Meanwhile, the form of emotional appeal that appears most frequently in fan reactions in the comment section is positive emotional appeal with the type of excitement. This is because fans show

high enthusiasm for song releases, participation in projects, and opportunities to interact with their favorite artists.

Of the three accounts under HYBE Label, between Bts, Enhypen and Seventeen. The account that most often carries out music promotion activities in November from 1-30 2024, namely the BTS account. This is because in that month one of their artists, Jin, had just released his first album after he got out of military service. While the account that does the least music promotion activities is Seventeen. This is because in November, they focused more on the implementation of world tours and festivals.

From the discussion above, it can be seen that there are some differences in findings between this research and previous research. Research conducted by Aziz (2023), who examined the use of language styles on the “English with Lucy” channel on the YouTube platform, found only two types of language styles, namely consultative style and casual style. Meanwhile, this study found four types of language styles used in music promotion by HYBE Labels accounts on the X platform, namely formal style, consultative style, casual style, and intimate style. This finding show that the variety of language styles in the context of music promotion is more diverse compared to educational content as researched by Aziz.

Differences were also found in the research conducted by Ashidiq (2023), who examined the language style in Mufti Menk's sermons. In his research, the most dominant language style is frozen style, which is in accordance with the formal and rigid religious context. In contrast, in this study, the most frequently used language style is casual style, as the context of music promotion tends to be

casual, communicative, and close to young audiences. This shows that the type and frequency of the use of language style is highly dependent on the context of communication as well as the purpose of the message being conveyed.

CHAPTER V

CONSLUSION AND SUGGESTION

This chapter consists of two points, namely, conclusions and suggestions, which will relate to the findings and discussion of the analysis. The conclusion is a statement drawn from the research results. Meanwhile, suggestions are where researchers will provide recommendations for further research that is interested in discussing language style and emotional appeal.

A. Conclusion

In this research, there are several important points in it. This research was conducted to find out how emotional appeal is represented through the selection of language styles in music promotions carried out by accounts under HYBE Labels in X. The conclusion of this research is formulated based on the formulation of the problem in this research. The conclusion of this research is formulated based on the problem formulation of this research. This study found 25 selected data in the form of sentences in posts on X. In this study, the researcher used three accounts under the auspices of HYBE Labels with the period 1 November 2024 to 30 November 2024. The three accounts selected by the researcher are, BTS_official, Seventeen_official, and Enhypen_official. Researchers selected and took captions about music promotions that contained language styles and emotional appeals in them.

In this study, researchers found four type of language style, namely formal language style, consultative language style, casual language style, and intimate language style. From these findings, the researcher identified a variety of language

styles: formal language style appeared frequently, consultative style was occasionally observed, casual style was the most commonly used, and intimate style was rarely found.

Regarding the emotional appeals in the captions of music promotions, the researcher discovered six types of positive emotional appeal: pride, excitement, affiliation, beauty, nurturance, and security. Pride and excitement were the most dominant emotional appeals, occurring consistently across the data. Affiliation and security appeared occasionally, while beauty and nurturance were used only sparingly. Meanwhile, in the fans' reactions found in the comment sections, the researcher found seven types of emotional appeal, consisting of five types of positive emotional appeal and two types of negative emotional appeal. Excitement was the most frequently expressed positive emotion, followed by pride, while affiliation, beauty, and nurturance were each expressed in only a few instances. For negative emotional appeals, both fear and guilt were found, but only in rare cases.

The most frequent use of emotional appeal in the promotional captions is positive emotional appeal, especially the pride type, as it effectively conveys the achievements and recognition received by the artists. Meanwhile, in the fans' reactions found in the comment sections, the most frequent emotional appeal is also positive emotional appeal, but especially of the excitement type, as fans often expresses enthusiasm and anticipation for the music release. Negative emotional appeals are rarely found, as positive emotional appeals are generally more suitable and effective for music promotion.

B. Suggestion

This research is limited to analyzing music promotion contained in captions on platform X, specifically on accounts under HYBE Labels. The focus of the research only includes the language style and emotional appeal displayed in the captions, as well as the fan reactions that appear in the comment section. The results show that casual language style is the most effective style in attracting audience attention. Therefore, it is recommended for content marketing to use casual language style in composing promotional content to make it more attractive, easy to accept, and can build emotional closeness with the audience.

In addition, in the fan reaction analysis section, the use of negative emotional appeal was found. Therefore, it is recommended for future researchers to further explore the forms of negative emotional appeal that arise from fan reactions. This can enrich the understanding of how negative emotional appeals such as fear or guilt play a role in promotional strategies on social media.

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CURRICULUM VITAE



Nur Lailatul Badriyah was born in Malang on 18 November 2003. She completed her education at MA Khairuddin Gondanglegi and graduated in 2021. During her schooling, she was active in design graphic extracurricular activities. In the same year, she continued her higher education at the Department of English Literature, Faculty of Humanities, UIN Maulana Malik Ibrahim Malang, and graduated in 2025.

During her college years, she became a member of IPPNU Faculty of Humanities in 2022-2024, and was active as a member of the Media Division in 2023-2024. This involvement gave her many new insights and experiences, especially in the field of media and communication.

APPENDIX

DATA

No	Datum	Language Style	Emotional Appeal	Fans Reaction	Emotional Appeal
1.	<p>“Jin” ‘Happy’ Countdown has started on Spotify! Make sure to pre-save now! (open.spotify.com/prerelease/2Nd...)</p>	Casual style	Excitement	Pre-saved, we are so excited	Excitement
2.	<p>Join the “Jin's” #HappyProject</p> <p>Share your HAPPY moments using pre-released 'Running Wild' and be part of the compilation video!</p> <p>1711/9 11AM ~ 11/29 3PM (KST)</p> <p>Find out more: (activity-va.tiktok.com/magic/eco/runt ...)</p> <p>Use CapCut Template: (capcut.com/t/Zs8S5FpCt/)</p>	Casual style and consultative style	Affiliation	#HappyProject	Affiliation
3.	<p>D-DAY</p> <p>Join “Jin's” "Running Wild" MV premiere at the link below. Don't miss the special countdown with Jin! (https://youtu.be/uoHol5Dr_go)</p> <p>Special Countdown begins: 11/15, 1:59PM (KST) 11/14. 11:59PM (ET)</p>	Casual style	Excitement	ARMYY be sure to join the premiere	Excitement
4.	<p>Join the “Jin” ‘Happy’ Listening Party on @STATIONHEAD</p> <p>Schedule</p> <p>Nov 15-21 (ET)</p> <p>Nov 16-22 (KST)</p> <p>- (Stationhead.com/btsofficial)</p> <p>*Stationhead log-in & Connect to Spotify or Apple Music account required.</p>	Casual style and formal style	Affiliation	Let's goooooooooo	Excitement
5.	<p>This is “Jin” is now available on @Spotify! You can listen to ‘Happy’ with a special message Jin on @spotifyKR (Spotify.link/2KlsDBlexOb)</p>	Casual style	Pride	Finally!!! Yay	Excitement

6.	Don't forget to check out 'Running Wild' in #SpatialAudio on @AppleMusic (Apple.co/KPOPWRDL)	Casual style	Security	Loving it!!! Let's go, SeokJin!!	Excitement
7.	"Jin's" "Happy" is now available on New K-Pop Playlist @pandoramusic (https://pandora.com/genre/k-pop/GE:808)	Casual style	Pride	'Happy' is pure magic. Jin, your talent, voice, and artistry touch hearts like no other. Thank you for creating songs that stay with us forever, you're truly one of a kind.	Pride
8.	Listen to "Jin's" new song 'Running Wild' on K-Pop ON!@Spotify (https://open.spotify.com/playlist/37i9dQZF1DX9tPFwDMOaNI/)	Casual style	Pride	Running Wild is my go to song now	Pride
9.	"Jin" is on NY Times Square! Thank you so much @Spotify for your support! (open.spotify.com/album/0fKlaQB...)	Casual style	Pride	Saw him yesterday	Pride
10.	Thank you @amazonmusic! "Jin's" 1st Solo Album 'Happy' is now available. Listen now! (music.amazon.com/album/B0DLJ83...)	Casual style	Pride	This is amazing!!!! Love it	Excitement
11.	Guess who is on the cover of K-Pop Now playlist! Hope you enjoy 'Running Wild' @amazonmusic! (music.amazon.com/playlist/B07S...)	Casual style	Pride	Yesss! We know	Pride
12.	Check out "Jin's" 'Happy' on @amazonmusic. Thank you @amazonmusicjp for your support! (Amzn.to/4fVjr7t)	Casual style	Pride	Jin: Happiness LOVE HIM SO MUCH	Nurturance
13.	REMINDER! Join the "Jin" 'Happy' Listening Party on @STATIONHEAD. And don't miss the surprise! Nov 21, 5pm ET/ Nov 22, 7AM KST	Formal style, casual style	Security	I'll be there!	Excitement

	(Stationhead.com/btsofficial) *Stationhead log-in & Connect to Spotify or Apple Music account required.				
14.	Listen to 'Happy' as " Jin " talks us through his album track by track, exclusive on @AppleMusic (apple.co/Jin_TXT)	Casual style, formal style	Nurturance	Thank you so much	Excitement
15.	We're so close! Ready to celebrate with us? Pre-order on iTunes and Pre-save on Spotify to be first in line - (music.apple.com/us/album/roman...) - (open.spotify.com/album/roman...)	Casual style, formal style	Excitement	READY!!!	Excitement
16.	We are the cover of the KPOPWRDL Check out tour 'No Doubt' in #SpatialAudio on @AppleMusic apple.co/KPOPWRDL (music.apple.com/kr/album/roman...)	Casual style	Pride	No doubt out now	Excitement
17.	" ENHYPEN " is on @Spotify's "New Music K-Pop" Playlist Give 'No Doubt' a listen and fall into the -daydream- with us - (spoti.fi/40y5ckK) - (open.spotify.com/album/380UbSjn...) @SpotifyKR @SpotifyKpop	Formal style, casual style	Pride	You are late Belift! Please be more proactive to promote Enhypen	Guilt
18.	" ENHYPEN " is on the cover of @amazonmusic 'K-Boys' Playlist 'No Doubt' is here, and you're going to fall in love with it-come check it out! - (amzn.to/3y0qknu) - (amzn.lnky.jp/wGKzD9k)	Formal style, casual style	Pride	Thanks for the update	Excitement
19.	Experience the immersive sound of 'ROMANCE: UNTOLD -daydream-' in Spatial Audio @Dolby Atmos @AppleMusic	Formal style	Beauty	Perfect way to listen to the album	Beauty

	(http://apple.co/ROMANCE UNTOLD)				
20.	Attention “ ENGINEs ” in the US, Europe and Australia The wits is over! You can now find ‘ROMANCE: UNTOLD-daydream- at your nearest store offline. Explore all the versions, No Doubt they look even more stunning up close (enhypen.lnk.to/ROMANCE UNTOLD-...)	Casual style, consultative style, intimate style	Excitement	Almost had a heart attack I saw Europe I was hoping it was tour dates	Fear
21.	Listen to 'No Doubt' and explore more of our best songs @amazonmusic [REDISCOVER ENHYPEN] - (http://music.amazon.co.jp/playlists/B09SL87PKL) - (http://amzn.lnky.jp/wGKzD9k)	Casual style	Excitement	SONG OF THE YEAR	Pride
22.	Tune in for a round of excitement, “ ENGINEs ” We’re going to back on @stationhead Lock in the dates and take a deep dive into the ‘Daydream’ Our mics will be ON! (stationhead.com/enhypoofficial) 11.18 12:30PM KST/ 11.17 10:30PM EST 11.19 12:30PM KST/ 11.18 10:30PM EST (*Stationhead log-in & Connect to Spotify or Apple Music account required.)	Casual style, intimate style, formal style	Excitement	Let’s goo	Excitement
23.	Welcome to our first listening party on @Spotify #SpotifyKPopONHub RSVP and can't wait to meet you! 11.27 9:30PM KST / 7:30PM WIB / 7:30AM EST 12.09 9:30PM KST / 7:30PM WIB / 7:30AM EST (https://party.spotify.com/event/6B0AhPgjT7DzdowTsQZ)	Formal style, consultative style	Excitement	I’m so excited	Excitement

	35d) (*Available in Indonesia and USA with a premium account on Spotify)				
24.	[NEWS] “ SEVENTEEN ” will perform “LOVE, MONEY, FAME (DJ Khaled) (English Ver.) on #LateShowMeMusic. Remember to check out @StephenAtHome’s @colbertlateshow Nov 1, 6PM (ET) Nov 2, 7AM (KST)	Formal style, consultative style	Excitement	WOW!!!! LET’S GOOO!	Excitement
25.	[NEWS] “ SEVENTEENB ” “LOVE, MONEY, FAME (feat. DJ Khaled) (Kenia OS Remix)” available on (Seventeen,lnk.to/12thMiniAlbum)	Formal style	Excitement	The remix is here! Definitely adding this to my playlist!	Excitement