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LANGUAGE STYLE USED BY DONALD TRUMP ON INSTAGRAM CAPTIONS BEFORE AND AFTER BEING INAUGURATED AS PRESIDENT OF UNITED STATES

Nurul Fitri¹, Helmi Syukur², Waode Surya Darmadali³
Universitas Islam Negeri Alauddin Makassar

¹nurulfitri966@gmail.com, ²helmi.syukur@uin-alauddin.ac.id,
³waode.surya@uin-alauddin.ac.id

Abstract

This study aims to analyze the style of language used by Donald Trump in writing captions on Instagram. This study focuses on the theory of Martin Joos (1976) which discusses the types of language style, and divides them into five, namely frozen, formal, casual, consultative, and intimate style. Then, this study was analyzed using a descriptive approach. In conducting this research, researcher focused on Donald Trump's Instagram account by looking for the captions that could be used as data source based on the theory. In this study, there are three types of language styles found, namely formal style, casual style, and intimate style. The style most commonly found is the formal style, while frozen and consultative styles are never found. The researcher concludes that the formal style is most widely used because it is related to work, and the situation that Donald Trump often faces. The frozen style and consultative style have never been found because these two styles are often used in speaking.

Keywords: Language Style, Caption, Instagram.

Abstrak

Penelitian ini bertujuan untuk menganalisis gaya bahasa yang digunakan Donald Trump dalam menulis caption di Instagram. Penelitian ini berfokus pada teori Martin Joos (1976) yang membahas tentang jenis-jenis gaya bahasa, dan membaginya menjadi lima yaitu gaya beku, formal, santai, konsultatif dan intim. Kemudian penelitian ini dianalisis dengan menggunakan pendekatan deskriptif. Dalam penelitian ini ditemukan tiga jenis gaya bahasa, yaitu gaya formal, gaya kasual, dan gaya intim. Gaya yang paling banyak ditemukan adalah gaya formal, sedangkan gaya beku dan konsultatif tidak ditemukan dalam caption Donald Trump. Peneliti menyimpulkan bahwa gaya formal paling banyak digunakan karena berkaitan dengan pekerjaan, dan situasi yang sering dihadapi oleh Donald Trump. Gaya beku dan gaya konsultatif tidak ditemukan karena kedua gaya ini ditemukan dalam komunikasi bentuk oral.

Kata kunci: Gaya bahasa, Keterangan, Instagram

A. INTRODUCTION

The development of technology, information and communication, human interaction as a social being is easily intertwined. In this situation, social media has facilitated people in making interactions between one community and other people from various parts of the world. Instagram is

one of the most popular social networks worldwide as of January 2024, ranked by number of monthly active users according to statista.com. The most popular social media is Instagram. This application is a social media that is included in the category of social networking that can be accessed easily, and can provide information. Through this Instagram one can communicate

directly with their relatives or friends either from photos, videos or live. However, in carrying out activities in social media, language is very important.

Language is a communication tool used by humans to convey ideas, feelings and information. In addition, language is also used to avoid misunderstandings in communication. Language itself consists of three, namely spoken language, written language and sign language. However, regardless of the form of the language, whether it is spoken, written or sign language everyone has their own style. In surah ar-rum verse 22 it has been explained that this universe is plural, diverse, and different, this is the natural law or sunnatullah (Muhammad 2020:28). Such as language, Allah SWT created language differences among his people. This means that languages are diverse and have different style. In a group there may be differences in language and style. One of the features in social media that uses written language is captions. A caption define as a brief explanation or description that espouses an illustration or photograph. Being an interesting topic, captions are easily found nowadays making it easier to choose the desired data source . The researcher took data sources from the instagram account of the 45th president of the United States, namely Donald Trump. This research will be very significant in understanding how the position will be impact on the language

style used by someone especially Donald Trump. Besides, there is no previous researchers studied deeply about how language style used by Donald Trump. Therefore, the researchers interest to explore deeply about language style used by Donald Trump before and after being president of United States.

B. LITERATURE REVIEW

1. Sociolinguistics

Sociolinguistics is a derivative of linguistics and sociology. Wardhaugh (2006:13) argued that sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of structure of language and how languages function in communication; the equivalent goal in sociology of language is trying to discover how social structure can be better understood through the study of language. Sociolinguistics is also defined as a study related to language and the context of its use. In sociolinguistics, using language does not only focus on the speaker's point of view but also from the point of view of the listener. In essence, language is used to interact in the social sphere. In the process of interaction, both speakers and listeners must consider who they are talking to, where, when, and so on.

2. Language Style

In communicating, everyone has their own way of using language, this is what is called language style. Chaika in Mutmainnah (2016:8) argues that the way people use language in communicating, whether it be spoken or written, is what is called language style. In addition, language style is also referred to as a teaching group. With the style of language a person can manipulate others even consciously or unconsciously can manipulate themselves. In communicating, people use language styles depending on the situation they are communicating in, whether formal or informal. In addition, language style is also used to tell the listener to accept what the speaker is saying.

3. Types of Language style

Martin Joos in Rajend Mesthrie (2000:93) divides language styles into five, namely:

a. Frozen Style

Frozen style is usually used in formal and structured situations. In speaking, the characteristic of this language style is its monotonous pronunciation and this style is commonly found in activities such as ceremonies, courts, prayers and others. This force is called the freezing force because it has a fixed pattern or structure that cannot be changed.

b. Formal Style

The formal style is similar to the frozen style, which is usually used in serious situations. However, the formal

style is usually used in greeting listeners or used in the teaching and learning process in class. This style is indeed conveyed in serious situations, but the words or sentences to be conveyed are not arranged as neatly as the frozen style. The formal style is grammatically well formed and easy to understand. Formal style is usually a single topic oriented and it is related to the fact, that formal writing is technical.

c. Consultative Style

The consultative style is characterized by careful word choice, explicit pronunciation, complete sentence structure, and sentences tend to be shorter and less planned. Consultative style is typically dialogue and consultative style speech is used between two person. While one speaking at intervals the others give short responses, mostly drawn from a small inventory standars signals. In this style, slang and ellipsis might not be used to the extent that they are used in casual speech. This style is usually used in business conversations, school meetings, conversations between patients and doctors, or meetings that are taking place for the first time. In using this style, the speaker usually does not plan what to say in advance and explain it clearly.

d. Casual Style

The characteristics of this language style are unstructured sentences and grammar or sentences

that are sometimes shortened. Casual language style can be identified by the appearance of informal words such as slang, and others. This style usually used when talking to friends, acquaintances, insiders and is used in talking to strangers which serves to make him or her an insider.

e. Intimate Style

This style has characteristics such as the use of private codes, the use of words that indicate intimate relationships, using fast pronunciation, and the use of non-verbal communication. In using this language style, usually the words used are shorter and sometimes with unclear articulations. This is because the participants already understand each other. Joos stated that a group usually has a personal vocabulary that describes its closeness. The reason for using this style is to express feelings among speakers, and to express intimacy in a group.

4. Language and Social Media

In the development of technology, information and communication as it is today, communication can be done through social media. Puntodi in Ahmad Setiadi (2016:2) argued that sharing, collaborating, and connecting are the three things that social media started. This means that social media can be carried out in various two-way activities in various exchanges, collaborations

and getting to know each other in written, visual and audiovisual forms. Lisa Nielsen in Sherly (2017:2) social media is a communication tool that allows people to interact and consume information. While Wardhaugh in Hariratul (2016:65) argues that to communicate and build relationships with other people, people use language as their communication tool. This means that language and social media are related to one another. In carrying out activities in social media, the language becomes a liaison so that the information to be conveyed is conveyed well and other activities run smoothly.

5. Instagram

Instagram is an image-based social media that provides photo and video sharing services online. This application is one of the most popular social media in the world. Instagram was first launched in 2010 by Kevin Systrom and Mike. Dinda Marta (2017:5) stated instagram is one of those apps which useful for sharing photos that allows users take photos, apply digital filters, and share them on various social networking service. By using Instagram, apart from being able to communicate and post photos or videos, users can also edit emails, try out many filters that are updated all the time, become content creators, do business, and many other activities. This application tries to cover several functions of other applications, packing

them into something new, simple and accessible.

C. METHODS

Researcher used descriptive qualitative method to collect, classify, analyze and make conclusion. The researcher applied descriptive qualitative method to explain the types of language style used in the Instagram caption by Donald Trump as president of the United States before and after being inaugurated as president and the function of language style used. The researcher get the data from the Donald Trump account with the username @realdonaldtrump. The researcher collected the data by capturing or taking screenshot to the post and caption that identified as language style.

In the process of analyzing the data, the researcher paid attention to the characteristics of the language style explained by Martin Joos (1976). And then the researcher compared the differences between the two results that had been found. The data that has been grouped into two categories and classified based on Martin Joos's theory is the summed up in percentage form to facilitate the process of comparing the use of language style by Donald Trump in writing captions on Instagram before and after being inaugurated as president.

D. RESULTS

1. Language Style of Donald Trump on Instagram Captions

Language style	Before		After	
	Count	Percentage	Count	Percentage
Frozen Style	0	0	0	0
Formal style	63	57,27 %	134	69,80%
Consultative style	0	0	0	0
Casual style	43	39,09 %	55	28,64%
Intimate style	4	3,64%	3	1,56%
Total	110	100%	192	100%

This part is explained about the language style which is used by Donald Trump on Instagram captions before and after being inaugurated as president of United States.

a. Format Style

Caption I

“Joe Biden Will Lock Down Our Entire Country. Joe Biden will lock down our entire country. Biden will make you a prisoner in your own home, and a prisoner in your own Country. Biden's plan will kill the American Dream- Get your friends, get your family, get your neighbors and GET OUT AND VOTE!”

Caption written by Donald Trump above is categorized into formal language style. The topic discussed by Donald Trump in the caption is Joe Biden, who will narrow the movement of the American people. The caption used complete sentences, namely using simple and compound sentences. And

the tenses used is simple future tense. The vocabulary used includes vocabulary that is simple to understand. It is simple to understand because the vocabulary used is basic vocabulary and in sentences the vocabulary is repeated several times in other sentences. There are also topics discussed in the caption.

b. Casual Style

Caption 2

“Don, Ivanka, Eric and i 20 years ago. #TBT”

Casual style is typical of informal speech between peers, includes ellipsis and slang between peers. The characteristics of this language style are used incomplete sentences and the sentences are sometimes shortened. In this style there are no topics for discussed. The captions above is still categorized in a casual language style. This is because it meets the characteristics of casual language style, one of which is short sentences. Another reason is that the image and caption describe a casual situation. Sentences written in captions also do not meet the rules of good and correct sentences, there are only subjects and adverbs.

c. Intimate Style

Caption 3

“Nelson Mandela and myself had a wonderful relationship, he was a special man and will be missed.”

This style has characteristics such as the use of private codes, the use

of words that indicate intimate relationships, the use of fast pronunciation, and the use of non-verbal communication. The caption written on the post is identified as part of the intimate style. The word "wonderful relationship" describes a very extraordinary relationship between the two. Meanwhile, the word "special man" describes a relationship that is so close and Donald Trump really knows him personally. "special man" is also a private code which means he is Nelson Mandela.

E. CONCLUSION

Based on the finding and discussion, the researcher concludes that there are three style of language found in Donald Trump's instagram caption. A total of 302 data were found on Donald Trump's Instagram posts. Overall, formal style data is the most frequently used language style by Donald Trump in writing captions with a percentage of 62.25%, casual style 35.76% and intimate style 1.99%. Two language styles not found in Donald Trump's caption writing are frozen style and consultative style because frozen style is usually used in official documents, such as constitutions, prayer texts and etc. While the consultative style is an oral language that is often used in everyday speech. From the results of this research, the researcher conclude that the language style used by Donald Trump can be

influenced by various factors, including the environment, habits, work and so on. Language style used by Trump more formal, casual, and intimate compare before hwas being inaugurated as President of United States. Such as in this research about Donald Trump's language style, the researcher conclude that Donald Trump's used more formal language style is form of caution in writing, expressing feelings and thoughts because he is a famous person where his life on social media is monitored by society.

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