



DECODING LANGUAGE STYLE UTILIZED BY MEN AND WOMEN ON INSTAGRAM

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ABSTRACT

This research aimed to find out the language style used by men and woman influencers on Instagram. The method that was used in this research was the descriptive qualitative method. The researcher collected the data from the captions on six (3 women and 3 men) selected Instagram accounts; some of the influencers are from the same backgrounds. The data were analyzed based on the theory proposed by Leech who stated that there are four general headings of language style: lexical categories, grammatical categories, figures of speech, and context and cohesion. The result of this study showed that, in the lexical categories, men and women use all kinds of nouns, verbs, adjectives, and adverbs based on the objective of the captions. The researcher discovered a wide variety of sentence patterns in the grammatical categories through the captions, including declarative, command, exclamation, question, and minor sentences. The researcher discovered three different types of phrases namely: noun phrases, verb phrases, and adjective phrases. Both men and women use the figure of speech features in their Instagram captions. Related to context and cohesion, interpersonal and situational information is employed in their captions. Additionally, the researcher primarily discovered reference kinds despite the fact that both men and women employed all forms of cohesiveness.

Keywords: Instagram; Language style, Men and Women

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pola bahasa yang digunakan oleh influencer pria dan wanita di Instagram. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif. Peneliti mengumpulkan data dari caption pada enam (3 wanita dan 3 pria) akun Instagram terpilih; beberapa influencer berasal dari latar belakang yang sama. Data dianalisis berdasarkan teori yang dikemukakan oleh Leech yang menyatakan bahwa ada empat judul umum gaya bahasa: kategori leksikal, kategori gramatikal, kiasan, dan konteks dan kohesi. Hasil penelitian ini menunjukkan bahwa, dalam kategori leksikal, laki-laki dan perempuan menggunakan semua jenis kata benda, kata kerja, kata sifat, dan kata keterangan berdasarkan tujuan dari keterangan. Peneliti menemukan berbagai pola kalimat dalam kategori gramatikal melalui keterangan, termasuk kalimat deklaratif, perintah, seru, pertanyaan, dan minor. Peneliti menemukan tiga jenis frase yang berbeda yaitu: frase kata benda, frase verba, dan frase kata sifat. Baik pria maupun wanita menggunakan fitur majas dalam caption Instagram mereka. Terkait dengan konteks dan kohesi, informasi interpersonal dan situasional digunakan dalam keterangan mereka. Selain itu, peneliti terutama menemukan jenis referensi meskipun faktanya baik pria maupun wanita menggunakan semua bentuk keterpaduan.

Kata kunci: Instagram ;Laki – Laki dan Perempuan; Gaya Bahasa

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INTRODUCTION

Language style uses spoken and written words to convey human emotions. According to Mistrik (Missikova, 2003), language style is a way of speaking that is formed consciously and systematically and is applied through linguistic and extra-linguistic means by paying attention to various aspects that are considered to be the content of an utterance. People have their own ways of expressing their thoughts and minds through different language styles. This is crucial because it's a big element of social life, especially for people who want to prevent misunderstandings in society due to different language usage (Febriani et.al, 2018)

Social media has evolved with the digital age to provide a means of instantaneous communication with anybody, anywhere. Social media can be used to communicate with both familiar and unfamiliar people from all around the world. Social media also serves as a platform for emotional expression. Social media can even be used for daily activity exploration. Social media are widely used in this day and age. Instagram was one of the five social media platforms named by Sensor Tower in CCN Indonesia as the most popular in the second quarter of 2020.

On October 6th, 2010, Instagram was launched. It was created by Burbn Inc., a start-up founded by Mike Krieger and Kevin Systrom. More than one billion users from a variety of racial, social, age, and educational backgrounds have downloaded the Instagram app from the Play store to their smartphones. Instagram users can share pictures and videos that depict their circumstances and conditions thanks to its features. In addition, users have the option to include a caption with their Instagram update that uses their preferred language.

It's fascinating to learn how users on Instagram express their ideas to others using their specific language style. This is so that others will want to behave in the same way, which is what language style may do. In line with the influencers on Instagram, some of them might make a significant sum of money simply by publishing something on their account. The findings of Anjani et al. (2020), as revealed in their journal that this occurs for no apparent reason since the products they use and the lifestyles they lead tend to influence other consumers to follow suit.

Numerous scholars have studied language style in social media, including Zulkifli (2018), Indra et al (2018), and Siregar (2018). The subject of the research sets it apart from earlier studies. While earlier studies have focused on Facebook and Twitter and other social media platforms, this study specifically examines language usage on Instagram. The investigation in this study also looks at how men and women utilize language to draw in other people. In essence, the language has different characteristics for men and women. In his work, Brizendine (2006) explains that women produce more words than males do in terms of total volume. The conversational subjects between men and women are also very dissimilar. Women prefer to chat about their lives with their families, food, and lifestyle, whereas men typically discuss sports, politics, and technology.

Instagram was selected as the study's focus due to the fact that, according to Kontan.co.id, it will be the second-most popular social media platform in 2021, behind WhatsApp. However, Instagram's features can also be used to keep people active on social media. The findings of Valiant's study from 2020 demonstrated that Instagram's features and the general social media functions of identification, communication, sharing, presence, relationship, reputation, and group were comparable. Additionally, Instagram is currently evolving as a promotional tool for businesses. 54 percent of businesses with well-known brands used Instagram as a promotional tool, according to a Simply Measured survey. This encourages businesses and ad networks to promote their goods on Instagram. Instagram can improve potential customers' access to the offering process. The findings of a study published by Indika et al (2017) in a publication demonstrated that Instagram, an app that lets users communicate through images, can become one of the key elements in drawing customers if it is presented in a creative way.

METHOD

a. Research Method

The researcher employed a descriptive qualitative approach in this study. A descriptive qualitative technique, according to Creswell's explanation in 2003, aims to describe everything connected to the research issue. The data for this study was gathered from the captions of six Instagram posts from men and women of the same background. They are @joshuapatterson_jp @travisburkephotography, @connercoffin, @diaryofafitmommyofficial, @ormerodkatie, and @cambriajoy. In this research, note-taking was used as the instrument of the research. According to Bogdan and Biklen (2003), note-taking is a method of collecting data that is required a note card containing the data that is found from the data source.

b. Procedure of Data Collection

In collecting data, the researcher applied several procedures as follows:

1. The researcher selected the Instagram account.
2. The researcher collected the caption/text from selected updates in all of the Instagram accounts.
3. The researcher observed the language style through the caption/text.
4. The researcher identified all utterances which can reveal the language style of men and women in Instagram.
5. The researcher identified the similarities and differences of the language style by men and women in Instagram.

c. The Technique of Analyzing Data

The data that have been collected was analyzed based on Leech (2007) theory about language style in general to further explain the first research question. Moreover, the data will also analyze the similarities and differences between men and women language style based on the same theory by Leech (2007).

FINDING AND DISCUSSION

According to Leech's definition language style refers to how language is employed in certain situations, by particular persons, for particular ends, etc. A language's style can be discerned using specific characteristics. Texts that fall under linguistic or stylistic categories are referred to as features. The study wanted to examine the language style on Instagram because it is utilized differently by males and women, for example.

Based on research findings on men's and women's Instagram captions, this study's conclusions demonstrate the language preferences of men and women as well as their contrasts and similarities (2007). **P** for Post and **U** for User are the acronyms that are utilized in this study.

Table 1 : Language Style used by Men and Woman

Language Features		Men	Women	
Lexical Categories	Noun	Abstract	17	24
		Concrete	107	121
		Common	29	11
		Proper	27	41
	Verb	Dynamic	87	94
		Stative	18	38
		Transitive	89	113
		Intransitive	17	19
	Adjective	Psychological	32	24
		Physical	13	17
		Gradable	21	12
		Non-gradable	23	26
		Attribute	16	20
		Predicative	12	14
	Adverb	Quantity	17	9
		Time	24	18
		Degree	3	5
Manner		5	7	
Place		5	6	
Grammatical Category	Sentence Types	Declarative	32	49
		Command	5	22
		Exclamation	14	16
		Question	2	7
	Sentence Complexity	Simple	5	26
		Complex	49	68
	Phrase	Noun	37	46
		Verb	19	14
Adjective		4	8	
Figure of speech	Schema	Parallelism	1	-
		Alliteration	3	2
		Anaphora	-	6
	Tropes	Simile	1	-
		Metonymy	3	2
		Synecdoche	1	-
Context & Cohesion	Context	Interpersonal	8	11
		Situational	7	4
	Cohesion	Reference	64	50
		Substitution	2	2
		Conjunction	10	10
		Ellipsis	4	7

1. The Language style used by men and women on Instagram

Leech (2007) explained that there are four general headings of language style; they are lexical categories, grammatical categories, figures of speech, and context and cohesion.

a. Lexical Categories

On lexical categories, there are four aspects that use to understand the language style of Instagram users, include:

1) Noun

Based on Leech theory, the researcher uses several indicators to indicate the language style. They are: (1) Are the nouns abstract or concrete? (2) Are the nouns common or proper? After analyzing through Instagram users' captions, the researcher discovered nouns containing a total of 367 data. All of the captions had terms that might be utilized to form noun phrases. According to the statistics, Instagram users cited various abstract nouns in addition to actual nouns in their captions. On the other hand, the statistics revealed that both common and proper nouns exist, with common nouns even being more prevalent than proper nouns.

- **Abstract nouns**, are something that cannot be perceived with the five main senses.

Excerpt 1

*"...Use my code JP20 and get 20 % off any **plan** (N)" (U1, P3)*

Plan becomes an abstract noun, because there is no any explanation about what is the plan.

Plan is something abstract which is just understood by someone who is thinking about it.

Excerpt 2

*"Would you rather go out on **the adventure** (N), or lounge by the pool?" (U2, P3)*

Adventures is a noun which is related to an unusual experience of activity. It has become an abstract noun because U2 had a lot of adventures that make it hard to recognize.

- **Concrete Nouns**, are nouns which refer to physical objects.

Excerpt 3

*"...and brought a tear to my **eye** (N)." (U3, P4)*

Eye is a part of the body. This word includes as concrete noun, because have a physical shape that can look by the other people eye

Excerpt 4

*"**Home** sweet home" (U3, P5)*

Home in that sentence is a concrete noun. Home or house is a place to live. Home is a physical object with a lot of style. **Common nouns**, is a noun that names things that may occur with a limiting modifier.

Excerpt 5

*"...before your **workout** (N) to fuel your movement. **Fruit** (N), honey (N), oatmeal (N), etc." (U6, P1)*

Workout is a word that is defined as a practice or exercise for our body. On the other hand, fruit is a product of a plant. Workout and fruit have a lot of different types, which makes this word include as a common word.

Excerpt 6

*"Remember there's something small but mighty that moves **mountains** (N)." (U6, P5)*

Mountain is a landmass that projects conspicuously above its surrounding and higher than a hill. Mountain is a common noun because there are a lot of different mountains in different locations that are placed in different countries.

- **Proper noun**, a specific name for a particular thing.

Excerpt 7

*"I've also been loving the photo quality on the new **@GoPro** (N)." (U2, P1)*

Cameras have a lot of types and a lot of brands. In this sentence, @GoPro is a specific noun as one brand of camera.

Excerpt 8

“Physical intimacy (N) at different stages of your life will look different in various ways.” (U4, P1)

The other proper noun is **Physical Intimacy (D201)**, which is a specific term that is related with the word intimacy.

2) Verb

Leech theory mentioned several indicators about verbs as a part of lexical category. In this research, the indicators that the researcher used such as: (1) Are they stative or dynamic verbs? and (2) are they transitive or intransitive verbs? In the data of this research, the researcher found a total of 263 verbs from 30 posts of 6 Instagram users. Those verbs carry an important part of the meaning of the sentence. There are dominantly more dynamic verbs than the stative verbs. Besides, in the context of transitive and intransitive verbs, the researcher found that there are more transitive than intransitive verbs. From a total data of verbs, the data just found at least 2 intransitive verbs for each post, even several captions did not have this kind of verbs.

- **Dynamic verb**, is a verb that shows an action of the subject.

Excerpt 9

“...we were a little nervous about the 11mile hike (V)” (U2, P1)

Hike means a long walk, or something people do to move, pull, or raise with a motion. Hike is a dynamic verb because people need to move from a place to somewhere.

Excerpt 10

“Intimacy might look like dancing (V) in the living room.” (U4, P1)

Dancing is moving your body in a way that goes with the rhythm and style of music. Dancing or dance needs to move to say that someone is dancing.

- **Stative verb**, is a verb used to describe a state of being or situation.

Excerpt 11

“Feel (V) free to ask any question below!” (U1, P4)

Feel means to be aware of by instinct or inference. Feel does not need a movement, then it is included as a stative verb.

Excerpt 12

“...but I’ll remember (V) today forever.” (U3, P4)

Remember means to keep in mind something. Remember just do it in our mind, so that this verb does not need a movement and that is the point of the stative verb.

- **Transitive verb**, is a verb that needs an object in the sentence.

Excerpt 13

“I made (V) this Turkey chili last night and it really hit (V) the spot!” (U4, P3)

Made is the past version of word make. Make means producing something which is put together.

Besides, it means to come into contact with something. Both of those verbs are transitive verbs because they need an object to have a function in the sentence.

Excerpt 14

“I cannot wait (V) to share (V) this journey with you...” (U1, P5)

Wait means to stay in place with expectation of something. Then, share means enjoying something with others. These words are directly connected to each other, which needs an object as a verb.

- **Intransitive verb**, is a verb that does not need an object through the sentence.

Excerpt 15

*“If you don’t maintain that part of your relationship like you’re **dating (V)**” (U4, P1)*

Dating or date is a verb which means to go out for something romantic. In this sentence, dating has a function as a verb and also an object. So, dating did not need another object.

Excerpt 16

*“You **move (V)**, **bend (V)**, and **fold (V)**.” (U4, P4)*

In that sentence, there are three verbs such as move, bend, and fold. All of them have a function as a verb and an object as well.

3) Adjective

The indicators that are used in this research such as: (1) To what kind of attribute do the adjectives refer? (2) Are the adjectives gradable or non-gradable? and (3) Are the adjectives attributive or predicative? The researcher found a total of 129 adjective data from 30 captions with 6 different objects. The adjective on the caption refers to several categories such as psychological, physical, and visual.

- **Psychological adjective**, is words that are related with someone’s psychological state. This type is found in almost all of the captions of the object.

Excerpt 17

*“So **important (Aj)** for recovery.” (U6, P1)*

Important is something which has serious meaning or worth. This adjective word relates with psychology because just the user could use it individually based on their feeling.

- **Physical adjective**, is words to describe physical appearance.

Excerpt 18

*“my two incredible business partners our **new (Aj)** company.” (U1, P5)*

New means not old, recently born, built, or created. This word could be seen as an object, and also could be touched by the people in the context.

In the context of gradable and non-gradable adjectives, the data showed that the uses of both types are balanced. The adjectives that are not used frequently in the sentence make the gradable and non-gradable adjective use through one sentence.

- **Gradable adjective**, refers to an adjective that can be divided into several grades.

Excerpt 19

*“...that the **fast (Aj)** moving clouds were going to end...” (U2, P4)*

Fast means able to move quickly. Fast may be divided into several grades such as fast, faster, and the fastest.

- **Non-gradable adjective**, refers to an adjective that cannot be divided into several grades.

Excerpt 20

*“Feel **free (Aj)** to ask any question below!” (U1, P4)*

Free means not subject to the control or domination of another. Free cannot divide into several categories such as the adjective fast on the excerpt 19.

The last indicator is the attribute and predicative adjective.

- **Attribute adjective**, refer to an adjective that is used before a noun.

Excerpt 21

*“**Physical (Aj)** intimacy (N) at different stages of your life will look different in various ways.” (U4, P1)*

- **Predicative adjective**, refers to an adjective that followed with to be.

Excerpt 22

*“...and the right mindset is **essential (Aj)**.” (U6, P1)*

4) Adverb

Based on Leech theory, there are several indicators to indicate the adverb through a lexical category. In this research, the indicator is what semantic function do the adverb perform (manner, quantity, place, etc.)? There are a total of 197 data that includes an adverb through the caption of the object. There are several semantic function that the adverb performs on the sentence, such as:

- **Adverb of quantity**, refers to an adverb that explains the quantity of the object.

Excerpt 23

*"But YOU do and there's only **one** (Ad) of you."* (U4, P4)

One means having a value of one. In that sentence, one used a single person which said 'you'.

Excerpt 24

*"...and **few** (Ad) close friends that woke up at 5..."* (U3, P4)

Few mean not many amounts of something. In that sentence, few is the explanation of close friends.

- **Adverb of time**, refers to an adverb that explains the time of the object.

Excerpt 25

*"...but I'll remember **today** (Ad) forever."* (U3, P4)

Excerpt 26

*"I made this Turkey chili **last night** (Ad)..."* (U4, P3)

- **Adverb as place**, mentioned an adverb that explains about a place through the sentence.

Excerpt 27

*"Feel free to ask any question **below** (Ad)!"* (U1, P4)

Excerpt 28

*"...to dig **around** (Ad) and find goodies!"* (U3, P2)

- **Adverb of degree**, is used to discuss the degree or intensity of something.

Excerpt 29

*"...**Enough** said."* (U6, P1)

Enough as an adverb means a degree that satisfies. In that sentence, enough is an adverb that explains the word said.

Excerpt 30

*"Koda is **almost** (Ad) 10 yearsold..."* (U2, P1)

Almost is an adverb which is means very nearly but exactly. That sentence explains Koda (a dog) who is still 9 years old.

- **Adverb of manners**, is an adverb that explains how an object does an action.

Excerpt 31

*"...I **honestly** (Ad) think the uk is one of the best places..."* (U1, P2)

Excerpt 32

*"I **normally** (Ad) enjoy beef chili,..."* (U4, P3)

b. Grammatical Category

In the grammatical category, there are three aspects that are used in this research to understand the language style of the Instagram users, they are sentence types, sentence complexity, and phrases.

1) Sentence Types

The indicator that used to indicate the sentence types is Does the author use only declarative sentences, or also do question, commands, etc.? From a total of 154 sentences from 30 captions of 6 Instagram users, the data showed that there are several types of sentence the caption of the Instagram users, such as:

- **Declarative sentence**, is a sentence that expresses a fact, idea, or opinion.

Excerpt 33

"I have pushed myself to test my limits over the years, it's time to now create a platform to aid you in testing yours." (U1, P5)

That sentence expressed the U1 opinion about his experiences, and his idea for his platform.

So, we can conclude that that sentence is declarative.

Excerpt 34

"It was super spicy and lean." (U4, P3)

The sentence above is a declarative sentence because it declared the user 4 feeling about something spicy and lean.

- **Command sentence**, is a sentence that tells someone to do something.

Excerpt 35

"Repeat for a total of 4 rounds." (U4, P5)

Excerpt 36

"Go to cambriajoy.com/ihs to join today...see you in there" (U6, P2)

- **Exclamation sentence**, is a sentence that expresses the strong emotion of someone. An exclamation sentence always uses an exclamation mark at the last word.

Excerpt 37

"Loving the summer air time!" (U5, P3)

Excerpt 38

"I've been wanting to try this for a while, so I'm super excited!" (U5, P2)

- **Question sentence**, is a sentence that asks a question. This type of sentence always uses a question mark on the last word.

Excerpt 39

"Are you workouts depleting though??" (U6, P1)

Excerpt 40

"You ever feel like a busted can of biscuits?" (U4, P4)

- **Minor sentence**, is an incomplete sentence but still conveys meaning.

Excerpt 41

"Home sweet home" (U3, P5)

An English sentence generally needs a verb. But, the sentence above only has a noun and adjective. So that, the sentence include as a minor sentence. On several users such as U1 for example, he used one type of sentence through his caption like what he did on the caption of his P1, P2, P4, and P5, which just use declarative sentences. The other users who did the same are U3 (on the caption for P1 and P3), and U5 (on the caption for P1, P2, P3, P4, and P5), which just use exclamation sentences. Beside the user above, the other users used at least 2 or more types of sentences. Like U4, who used more than 1 type of sentence for her captions. Furthermore, U6 is a user who used at least 3 types of sentence on her caption. The researcher also found several sentences that include minor sentences, such as on U3P5, U4P3, U4P4, U6P1, and U6P5.

2) Sentence Complexity

The indicators that are used in this research are; (1) Do sentences on the whole have a simple or a complex structure? (2) What is the average sentence length (in number of words)? Based on the data that have been collected, the researcher found that from 154 sentences of 30 captions by 6 instagram users dominantly use complex sentences rather than simple sentences.

- **Complex sentence**, is a sentence that is formed by adding one or more dependent clauses to one independent clause.

Excerpt 42

"Daddy is so proud of you little one." (U1, P1)

In the sentence above, there is one independent clause and one dependent clause. The independent clause is “Daddy is so proud”, then the dependent clause is “of you little one”.

Excerpt 43

“Thank u to all my family and friends for making this weekend so special for me” (U1, P4)

In that sentence, there is one independent clause and two dependent clauses. The independent clause is “Thank u to all my family and friends”, and then the dependent clause are “friends for making this weekend” and “so special for me”.

- **Simple sentence**, is a sentence that containing one independent clause, such as:

Excerpt 45

“Wow, what a day and a year!” (U3, P4)

Excerpt 46

“Stay connected.” (U4, P1)

The researcher did not find any simple sentence through the captions of U1. Besides that, the other users used simple and complex sentences in 1 caption. The shortest sentence just consist of two words (**Hey Girl** (U4, P4), and the longest sentence consist of 49 words (**Coaching you, cracking my dumb jokes that *hopefully* you laugh at, and reminding you that you really can do anything you put your mind to, that you’re so strong, and that you are so much more than a physical body...you are a soul** (U6, P2).

3) Phrases

Based on Leech, there are several indicators to indicate the use of phrases through the caption of the users in instagram. The indicators that are used in this research are: (1) Are phrases used frequently through a sentence? and (2) what types of phrases are used the most in the sentence? The researcher found that there are a total of 129 phrases from 30 captions which consist of three types of phrases, such as noun phrase, verb phrase, and adjective phrase.

- **Noun phrase**, is a phrase that has a noun as its head or performs the same grammatical function as a noun.

Excerpt 47

“Loving this evening sun!” (U5, P5)

Sun as the head of that noun phrase has a period of time in a day. In the phrase above, evening has a function as an adverb, so that it is called a noun phrase.

Excerpt 48

“Home sweet home” (U3, P5)

Home is the noun that has a function as the head of the phrase, and sweet is the adjective that performs as the modifier. So, that phrase is called a noun phrase.

- **Verb phrase**, is a phrase that consists of two verbs. One verb as the main verb, and the other verb as the auxiliary verb.

Excerpt 49

“The core of our galaxy is **getting** lower on the horizon...” (U2, P2)

The word getting performed as the main verb. Then, to be “is” also performs as the auxiliary verb in that sentence. So, it is called a verb phrase.

Excerpt 50

“...your life **will look** different in various ways.” (U4, P1)

Look at that sentence as the main verb. Besides, will which used to express the future perform as the auxiliary verb. So, the phrase is called a verb phrase.

- **Adjective phrase**, is a phrase that is headed by an adjective, and has a function as the explainer of the noun through the sentence.

Excerpt 51

“**So happy** to have learn a Crippler out here...” (U5, P2)

Happy as an adjective is determined by the adverb So in the sentence. It has become an adjective phrase because it explains the activity of the object.

Excerpt 52

“*Saas Fee has been **very good** so far!!*” (U5, P4)

Good is an adjective that is determined by the adverb Very, which has become the explainer of the noun Saas Fee. The caption of the Instagram users, at least contain 1 phrase. It shows that phrase used frequently through the sentence on the Instagram caption. On the other hand, not all of the phrases found on the caption by the researcher. The phrase that dominantly use is noun phrase with 97 data through the entire data. Besides, the researcher only found 23 data of verb phrase, 12 data of adjective phrase, and 0 data of adverb phrase.

c. Figure of Speech

On figure of speech, there are two points that can be used to understand about the language style of a sentence, such as schema and tropes.

1) Schema

There are two indicators that are used in this research to indicate schema. They are: (1) Is the schema used frequently? and (2) what type of schema is used throughout the sentence?

The researcher found that there are only 12 data schema figures of speech, which means that is not frequently used through the Instagram users in this research. The data showed that figure of speech for grammatical and lexical purposes used dominantly then the phonological schema.

- **Anaphora**, is a figure of speech in which words repeat at the beginning of phrases, clauses, or sentences, such as:

Excerpt 53

“*You are in a committed relationship, you better stay attracted to them. You’ve got to have physical intimacy with them*” (U4, P1)

That sentence became an anaphora because of the repetition of a word “**You**” at the beginning of the sentence.

- **Parallelism**, is a figure of speech when phrases in a sentence have similar or the same grammatical structure, such as:

Excerpt 54

“*From extreme adventure to extreme luxury!*” (U2, P3)

In the sentence above, it is included as parallelism because the first phrase “*extreme adventure*” has the same structure with the phrase “*extreme luxury*”.

- **Alliteration**, is the use of words that begin with the same sound near one another. Consist of 5 data, such as:

Excerpt 55

“**Blessed beyond belief** with my little family” (D1391).

The bold words are alliteration because the occurrence of the same letter at the beginning of the connected word.

2) Tropes

Leech already explains several indicators that may be used to indicate figure of speech on tropes context on the language style. Furthermore, this research used two indicators such as: (1) Is the trope used frequently? and (2) what type of tropes are used throughout the sentence? From 19 data of figure of speech, the researcher only found 7 data that indicate as part of tropes figure of speech. The data showed that this kind was not used frequently by Instagram users. There are only

three types of tropes that found through the entire data includes metonymy (4 data), Synecdoche (2 data), and simile (1 datum).

- **Metonymy**, is a figure of speech (or trope) in which one word or phrase is substituted for another with which it's closely associated.

Excerpt 56

"I've also been loving the photo quality on the new @GoPro" (U2, P1)

In that sentence, the users mentioned a brand of a camera than used the camera's term. So, it is included as metonymy.

- **Simile**, is a figure of speech that directly compares two things and uses the words "like" or "as".

Excerpt 57

"Intimacy might look like dancing in the living room." (U4, P1)

That sentence showed a simile as part of tropes figure of speech because the comparison of intimacy and dancing, that actually a different kind.

- **Synecdoche**, is a figure of speech in which a part of something is used to signify the whole, or vice-versa.

Excerpt 58

"Wow, what a day and a year!" (U3, P4)

The sentence above uses the phrase "a day" to signify the whole year. So, it is included as synecdoche.

d. Context and Cohesion

Context and cohesion is the last feature of language and style. The context itself, divided into three categories such as situational context, interpersonal context, and cultural context. Then, based on Sutherland (2016), he mentioned five majors of cohesion such as reference, substitution, ellipsis, conjunction, and lexical cohesion. There are several indicators used to indicate this feature, they are: (1) what types of context are used by Instagram users? (2) what types of cohesion do Instagram users have? From a total of 30 data, 18 of the data include interpersonal context because the users elaborate the nature on their caption, while just 12 of the total data include situational context and there is no cultural context.

- **Interpersonal context**, is a context in which the language participants talk to each other and their lives.

Excerpt 59

"Pumpkin patch kinda day. Blessed beyond belief with my little family." (U3, P2)

That caption included a situational context because the user talked about her day with her family. The other reason is the second sentence which means that she feels blessed with her family.

- **Situational context**, is a context in which the language participant talks about the physical world that surrounds them.

Excerpt 60

"Loving this evening sun! Hope you all had a wonderful Sunday!" (U5, P5)

The clause "Loving this evening sun!" is the explanation in that sentence. That clause mentioned the physical world "evening sun". So, it is included as situational context.

Furthermore, there are four kinds of cohesion that found in the research process includes reference, substitution, ellipsis, and conjunction. Almost the entire caption used at least one type of cohesion. From a total of 30 captions, reference type is the cohesion that is dominantly found. Reference consists of 112 data from a total 144 data of cohesion. It is shown that the other types are not used frequently by Instagram users.

- **Reference**, is a word that has some meaning that refers to people, things that can be found in the other part of the text.

Excerpt 61

*“I was told that India had got three gold stars at school. I was so proud of her, I went to the florist and picked three random flowers, one for each gold star that **she** had got. I surprised her at school today when I picked her up, the smile she gave **me** when she saw them. Daddy is so proud of **you** little one.” (U1, P1)*

In the caption above, the language participant uses several kinds of references such as I, she, me, and you. References *I* and *me* refer to the Instagram users itself, then references *she* and *you* refer to the user's daughter which is named India.

- **Substitution**, is a kind of cohesion that joins, linking something into a text-level linguistic unit.

Excerpt 62

*“Filming your **INNER** strength workouts has been one of the most rewarding things I’ve ever done” (U6, P2)*

In that sentence, the word “done” substituted the other filming that the Instagram user ever did. So, it is included as substitution cohesion.

- **Conjunction**, is used to reveal specific types of connection in a text.

Excerpt 63

*“...We had everything calculated out for the moonrise **but** got really nervous that the fast moving clouds were going to end up blocking our view...” (U2, P4)*

The caption above uses the conjunction *but* on the sentence. That conjunction showed the relation between the sentence before and after the word *but*.

- **Ellipsis**, is a type of cohesion that replaces something with nothing.

Excerpt 64

*“...Thank you for all of **your** love, support, and positivity every day! Cheers to many more!!!” (U3, P3)*

In the sentence “*your love, support and positivity*”, there is actually the other word “*your*” in the space of each word, but the user did not mention it. If the user did not replace it, the sentence should be like “*your love, your support, and your positivity*”

DISCUSSION

Social connection and language, two crucial aspects of human life, are mutually dependent. Language facilitates social connection, and different social interactions shape the sort of language that develops (Haas, 1979). This field of study is known as sociolinguistics. As previously stated, sociolinguistics is the study of how language and society interact, as well as how individuals utilize language in various social contexts.

Geoffrey Leech (2013) provided additional explanations on language, particularly about language style, in his book "Style and Fiction." He clarified that the idea of style is thought of as the way language is employed in certain settings, by particular people, for particular reasons, and so forth. In addition, he added that while if each element is fundamentally connected to the others, it is possible to use specific features to identify a language's style. According to Leech, there are four main characteristics that can be used to study how language is used, including lexical categories, grammatical categories, figure of speech, and context and cohesiveness.

The language styles use of men and woman on Instagram was compared using Leech theory during the research phase. In order to compare the language usage of men and women on

Instagram, Leech provides clear explanations of language. He listed a number of indicators that may be used to identify language aspects; thus, the researcher only chose a few signs that are pertinent to the topic at hand. Throughout the research procedure, the researcher ran into a number of issues. The first is the battle over who should be the subject of this research on Instagram. Since there are a lot of Instagram users, the study employed a number of factors. Following an online observation, the researcher selects users based on influence4you.com's list of the top 10 fitness and sports influencers. The second is the difficulty in choosing the post to be examined. Sports influencers are all of the users who turned into the object. They still publish articles that are not related to sports though. Therefore, the researcher selected a number of images that symbolize the overall theme. The researcher is unable to verify if the captions on these chosen accounts were written by the users themselves or by someone else who aids the users in their role as sport influencers. the researcher is of the opinion that even users did not create their captions on their own, but rather that paragraph serves to identify the user as the account owner.

According to the data, all of the general language traits which Leech (2007) stated were present in the Instagram users' captions. All of the users employ nouns, verbs, adjectives, and adverbs from a lexical standpoint. The majority of users employ both common and proper nouns depending on the sentences required, preferring to use concrete rather than abstract nouns. However, both men and women utilize both transitive and intransitive verbs as well as dynamic verbs on Instagram. There are both gradable and non-gradable adjectives that combine an attribute and a predicative adjective. The adverb, which comes last, demonstrates how the purpose of the adverb in these sentences depends on the sentence's overall goal.

On Instagram, both men and women employed grammatical categories in their captions. On the categories for sentence types, Instagram users typically combine at least two different sentence types. Additionally, both simple and complex sentences were discovered through the captions as a feature of sentence complexity. The three different sorts of phrases—noun phrase, verb phrase, and adjective phrase—are the only ones that exist from a phrase perspective.

Only 19 times in the entire caption is figure of speech employed. The researcher t that because the background of the object is not language-focused from this vantage point, fewer figures of speech were utilised. However, only a few kinds use context and cohesion properties. Even though there is a third sort of context termed cultural context, it is only present in interpersonal and situational interactions. The caption's use of cohesiveness has many of the same characteristics. Even though the data demonstrated various sorts of cohesion, it only included references to those found most frequently in Instagram captions.

The researcher discovered various studies that examined language styles, such as the following: A scholarly publication regarding language style in novels was created by Jamil et. al. (2018), Rahayu et.al. (2020), and Ruadrew et.al. (2019) based on a Facebook post. All of the periodicals analyzed the language style of their subjects using Martin Joos' theory. According to Ruadrew et al. (2019), among the five linguistic etiquette categories, casual and intimate etiquette are most frequently utilized by Facebook users. Rahayu et al. (2020) and Jamil et al. (2018), on the other hand, found five different language style categories, including frozen style, formal style, consultative style, casual style, and intimate style. The outcome of this study, which found differences in language style based on lexical, grammatical, figure of speech, context, and cohesiveness, was in a different direction.

CONCLUSION

The researcher concludes that the respondent use all of the language features which mention by Leech (2016) on his theory. On the lexical categories, men and women use all kind of noun, verb, adjective, and adverb based on the objective of the captions. On the grammatical categories, the researcher found all kinds of sentence types (such as declarative, command, exclamation, question, and minor) and both complex and simple sentences through the captions. Then, the researcher only found three types of phrases such as noun phrase, verb phrase, and adjective phrase. Figure of speech feature also found on the caption of men and women in Instagram, but the background of the object of this research which not focus on language perspective, resulted figure of speech did not used frequently. On context and cohesion, men and women only used interpersonal and situational context on their caption. Furthermore, both men and women used all types of cohesion, but the researcher just dominantly found reference type. However, this result cannot consider as the generalization of men and women in Instagram.

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