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Analysis Of Language Style In NetflixId Caption As Social Gap Negotiator In Online Interaction

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Abstract

Along with the development of science and technology, people start inventing many ways to interact. Presently, there have been created various many types of media in helping their communication activity, one of them is Instagram. This paper aimed to analyze the language styles used in NetflixId Instagram posts caption to interact with their audiences. This research is qualitative research and the data were collected by time-stamp from 8th August-31st August 2021. The researcher used a theory from Martin Joos (1976) about types of language styles. The results showed that there were 4 types of language styles that used in NetflixId Instagram account, they are: formal style (9 data), consultative (20 data), casual (61 data) and intimate (2 data). The caption dominantly used casual language style in writing their Instagram captions as a tool to interact with their audiences.

Keywords: Instagram Caption; Language Style; NetflixId

INTRODUCTION

As a product of society's culture, language have its own role in creating a bond among humans and tool for their interaction activity. One of many ways of interaction is communication. In conducting communication between their community, people tend to use different types of style adjusting to the social context and audiences. Other than that, there are also some social factors that influence people's linguistic choices, such as the participants, the setting, topic, and also function (Holmes, 1994).

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Along with the development of science and technology, people start inventing many ways to interact. Presently, there have been created various type of media in helping their communication activity, one of them is social media. Many kinds of social media that starts spreading in Indonesian society, such as Instagram, Facebook, or Twitter.

Among those social media, Instagram placed in the third biggest users after WhatsApp and YouTube. According to a research conducted by Digital (2021) in 2021, there were 170.0 million social media users in Indonesia in January 2021. The amount of social media users in Indonesia was comparable to 61.8% of the total population in January 2021. This number of percentage shows that Instagram has become a prominent part of Indonesian marketing media nowadays. A study conducted by Utami & Saputri (2020) entitled *Pengaruh Sosial Media Marketing Terhadap Customer Engagement Dan Loyalitas Merek Pada Akun Instagram Tokopedia* also showed that social media marketing has a significant effect on the brand loyalty. Therefore, many commercial industries used it as a media to reach out their customers, one of them is Netflix. One of many strategies carried out by Netflix Indonesia in increasing customer engagement towards brands is through their content on Instagram (Audyta & Hidayat, 2021)

In their contents, Netflixid tried to market their movies through Instagram posts, and the significant differences that seen by the audiences from their posts is their caption. In their caption, they tend to use unusual language styles that makes the post funnier and interesting for the audiences. They tried to negotiate the participants' social distance by using lower formal language. For example:



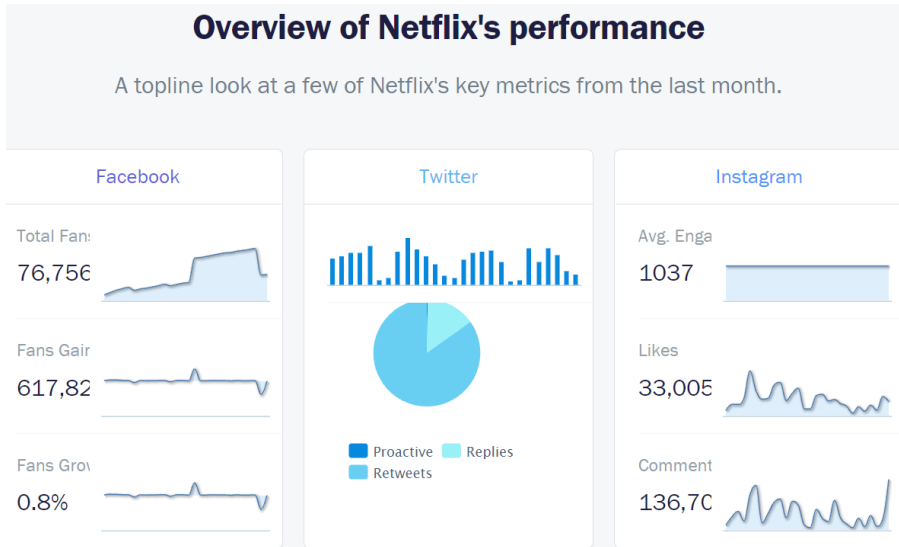
Picture 1 [Data 53]

Mas Seon-ho tolong dijaga tangannya, jangan deket-deket nunjuk ke situ ah, soalnya vibesnya kayak bisa mengayomi aku banget gitu. (53/ln/26/NetflixId)

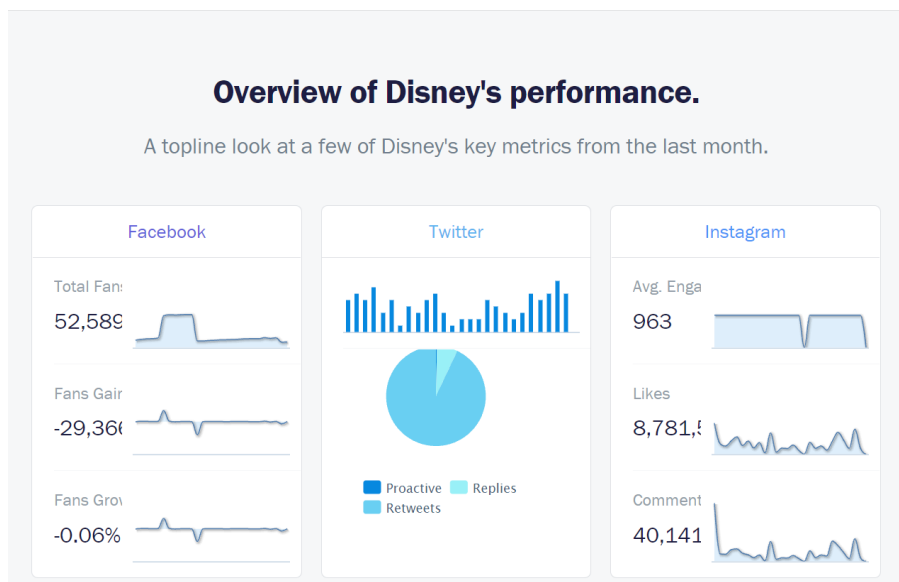
Instead of using standard Indonesian language to make them more professional, they tend to use more non-formal Indonesian language to make it more casual. This strategy also implies to the feedback earned by them from the audiences.

“Min, kenapa fotoku diganti sama tulisan Netflix?” (Retrieved from comment of @hklfivn, 2021) in 26 August 2021.

Like what the researcher have been stated before, this strategy earned good feedback from the audiences. According to the data taken from an engagement rate tracker website, (Unmetrics, 2021) it is known that Netflix Indonesia or NetflixId also has higher engagement up to 1037 with 33.005 total likes and 136.70 total comments per 2021, 8th August compared to Disney (Unmetrics, 2021).



Picture 2



Picture 3

In the picture above, it showed that Disney's average engagement is only 963 with 8.781 total likes and 40.141 total comments per 2021, 8th August (Unmetrics, 2021).

Xia, Yu, Zhang, & Zhang (2019) states that in the perspective of social exchange theory, online interaction can send a signal to consumers, which can lead to different attitudes towards the products. The same as language, different language we use indicates different purpose and responses. Holmes (1994) also states that people's styles of speech and written communication index are not only the part of their identities, but also indicate the contexts in which the language is being used. These styles are divided into four types of style. They are frozen, formal, consultative, casual, and intimate style as proposed by (Joos, 1976).

Frozen style is a style which is used in a very formal situation such as in palace, church, speech of state ceremony, and some other occasions. This style is more elaborated than the other style. The part of sentence which are complicatedly related this style requires high skill and almost used exclusively by specialist, professional orators, lawyer and preachers.

Formal or deliberative style is generally used in a formal situation where there is the least amount or shared background knowledge and where communication is largely one way with little or no feedback from audience. This style usually combines maximum explicit utterances, and complexity of sentence.

Consultative style is typically used between two persons. While one speaking at intervals the others give short responses, mostly drawn from a small inventory standard signal. There are basic parts of the system, among them are "Yes, No, Huh, Mm, That's right".

The casual conversation is the type of talk in which the speaker feels most relaxed, and its concerned is to negotiate such important dimensions of social identity as gender, generational location, sexuality, social class membership, ethnicity, and subcultural and social group affiliation. Types of casual conversation are narrative, anecdotes, recounts, exemplum, observation or comment, opinion, gossip, joke telling, and chat.

The last style is intimate style. Intimate style is a completely private language developed within families, lovers, and the closest friends. Normally the intimate group is included the intimate labels. One of the systematic features of intimate style is extraction. It is the speaker who extracts a minimum pattern

from casual style.

As a way to collect the data, the researcher will use observation as the method in the form of time sampling. Based on the data taken from (Unmetrics, 2021) that it is known Netflix Indonesia or NetflixId also has higher engagement up to 1037 with 33.005 total likes and 136.70 total comments per 2021, 8th August compared to Disney, therefore this research will use time stamp method to analyze the caption counted from 8th to 31st August 2021.

To support this study, the researcher has collected some related previous studies. In the field of advertising, a study by Dennaya & Bram (2021) entitled *Language Style in Fashion Advertisements of Online Vogue Magazine* has been conducted. This paper aimed to analyze the language styles used in online Vogue Magazine fashion advertisements. Similar study also has been conducted within an object Jakarta Post Newspaper. In that study, it has been found that the Jakarta Post Newspaper used three language styles such as hard sell style, straightforward style, and the combination of hard-sell and straightforward style. Furthermore, among those style, the most dominant data that is very often used is hard sell style (Syuhada, Samad, & Muthalib, 2020).

Another study in the field of movies entitled *Language Style in Romantic Movies* aimed to analyzed the types of language style in romantic movies and the dominant type of language style that found in romantic movies (Dewi, Ediwan, & Suastra, 2020). A similar study entitled *Language Style Used in J.K Rowling's Harry Potter and The Cursed Child* also has been conducted, and the result of the research shows that Albus used 5 language styles such as frozen style, formal style, consultative style, casual and intimate style in his utterances (Jamil & Nasrum, 2018). Another related study is conducted by Gonzales, Hancock, & Pennebaker (2010) entitled *Language Style Matching as A Predictor of Social Dynamics in Small Groups*. This study introduces the linguistic style matching (LSM) algorithm for calculating verbal mimicry based on an automated textual analysis of function words.

In addition, the usage of language style is also observed in some advertisement products. In a study entitled *Language Style Used in Women Commercial Product Advertisements: A Stylistic Analysis of Language*, it is explained

that hard cell style is mostly appears in women product's advertisements because the advertiser mostly used a rational informational message that is designed to touch the mind and to create a response based on logic (Ginting, Rangkuti, & Yusuf, 2020). Similar study was conducted by Permatasari & Yulia (2013), this study attempted to solve two research problems related to the language style of the utterances in Magnum advertisements. Besides, in the field of novel, there have been some studies that analyzes about language styles as well. A study conducted by Rahayu & Parmawati (2020) describes language style and illocutionary act that found in a teen-lit novel "*The perfect Husband*" written by Indah Riyana.

Even though there have been many studies related to language style, but there have been no studies examines the language styles used in Netflixid's Instagram caption and relate it with the function of social gap negotiator in interacting with their audiences. In urgency to acknowledge more people about the relationship between language and social gap in interaction, this study should be conducted. As a formulation, this study will bring a question about what language style used in Netflixid Instagram caption as a tool of Interaction? Therefore, the researcher proposed a study entitled "*Analysis of Language Style in Netflixid Caption As Social Gap Negotiator to Engage Online Interaction*"

METHODS

This research used qualitative method. According to Creswell (2014), qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data (Patton, 2002).

The selection of the data in this study used a purposive sampling technique. Qualitative inquiry typically focuses in depth on relatively small samples, even single cases, selected purposefully (Patton, 2002). This research

uses a time stamp from the 8th to 31st August 2021 in taking captions on NetflixId Instagram account. The underlying reason is based on the average engagement rate tracker website, Unmetrics, that Netflix Indonesia or NetflixId has higher engagement up to 1037 with 1.045.433 likes per 2021, 8th August compared to Disney. Meanwhile Disney's average engagement is only 963 with 0 like and 0 comment per 2021, 8th August.

To analyze the data, the researcher employs a theory from Spradley about ethnographic research. According to Spradley, there are four kinds of ethnographic analysis such as domain analysis, taxonomy analysis, component analysis and cultural theme (Spradley, 1988). In the domain analysis, the researcher collects the data from NetflixId Instagram caption to find the social background of the Instagram account in order to get the general idea that will be analyzed based on problem statements.

Taxonomy Analysis is the continuation of domain analysis (Spradley, 1988). taxonomic analysis involves a search for the internal structure of domains and leads to identifying contrast sets. The researcher only analyzed the type of language styles that are seen in the NetflixId Instagram caption.

Component analysis involves a search for the attributes that signal differences among symbols in a domain. These data are searched through observing and capturing the source of the data, then the researcher will classify the data (Spradley, 1988).

Cultural theme analysis is the fourth stage. It is aimed to find the "line" or "red thread" that integrate cross an existing domain. In this cultural theme analysis, the researcher will find the majority or the main types of NetflixId's language style that has been found after the researcher collects all the data in the domain analysis. Then, the researcher will describe and interprets the data in order to have the conclusion of the majority of language style in NetflixId Instagram account.

To validate the data, the researcher uses triangulation method by Cohen, Manion, & Morrison (2007) about Triangulation method. According to this theory, triangulation method may be defined as the use of two or more methods of data collection in the study of some aspect of human behaviors. The use of multiple methods, or the multi-method approach is used in this

theory. There are four types of triangulation that proposed by Cohen et al. (2007). They are combined levels of triangulation, theoretical triangulation, investigator triangulation, and methodological triangulation. In this study, the researcher used methodological triangulation to validate the data. Methodological triangulation according to (Cohen et al., 2007) is defined as a type of triangulation that use the same method on the different occasions, or different methodson the same object of study. For this study, the researcher chooses to use observation, documentation and transcription to earn the data.

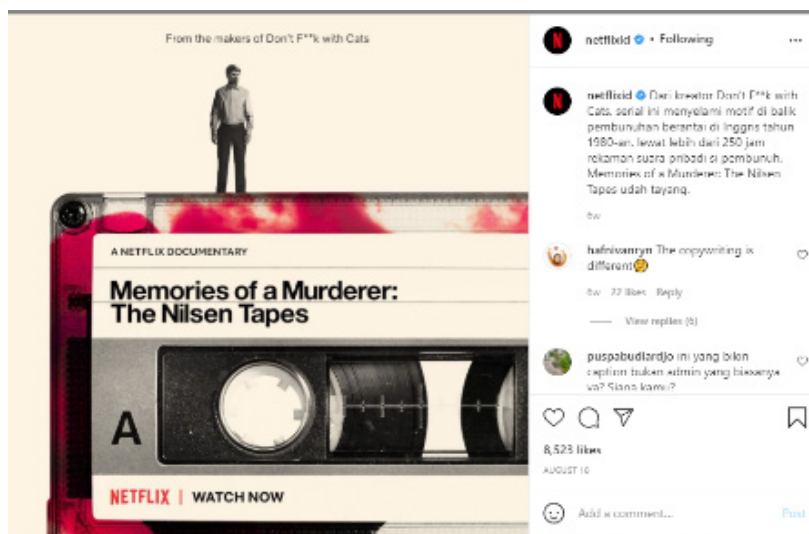
RESEARCH RESULT AND DISCUSSION

Based on the analysis, it is found that there are some types of style that occurred in the NetflixId Instagram posts caption.

Table 1. Componential Table

Source of Data	Types of Language Style				
	Frozen	Formal	Casual	Consultative	Intimate
Netflix Instagram Caption from 8 th August – 31 st August 2021	-	7	61	20	2

Formal Style



Picture 4. Data 6

*Dari kreator Don't F**k with Cats, serial ini menyelami motif di balik pembunuhan berantai di Inggris tahun 1980-an, lewat lebih dari 250 jam rekaman suara pribadi si pembunuh. Memories of a murderer: The Nilsen Tapes udah tayang. (6/Fo/18/NetflixId)*

Based on the caption above, the writer wants to inform that *Memories of a murderer: The Nilsen Tapes* has already premiered. Formal style is usually a single topic oriented and it is related to the fact, that the writing is technically formal. This caption indicates formal style because this caption is technically written in a formal writing and talks about the fact. In the comment section, it impacts to the audience responses that the audiences tend to give comments in serious tone, such as:

“Selalu keren True Crime nya” (Retrieved from comment @ayudit, 2021) in 18 August 2021

“Don't f**k with cats” highly recommended” (Retrieved from comment fandiniryash, 2021) in 18 August 2021



Picture 5. Data 10

Sepuluh hari lagi menuju tenggelam di lesungan dengann kedalaman 100 meter. Hometown Cha-Cha-Cha, tayang 28 Agustus. (10/Fo/19/NetflixId)

In the caption above, we can see that the writer wants to inform that the Korean drama entitled *Hometown Cha-Cha-Cha* is about to premiered in August 28th. This caption indicates formal style from the standard-Indonesian

words that used by the writer and also the information that delivered based on the fact.

Casual Style



Picture 6. Data 1

Ini ngapa vibenya senyam-senyum sambil bergumam “nungguin ya???” gitu sih? (1/Ca/18/NetflixId)

According to (Joos, 1976), casual style is usually used when the speakers or writers talking with their insiders such as friends or acquaintances. In the datum above, this caption is included into casual style because the writer picked the words “*ngapa*” instead of “*kenapa*”, and “*gitu sih*” instead of “*begitu*”. Through this caption, the writer intended to carry a funny message to the audiences. It impacts 466 comments and 38524 loves towards the post. In that post, most of them also used the same style in replying the post. It is related to a theory by (Holmes, 1994) that stated that people tend to use more standard forms to those they do not know well, and more vernacular forms to their friends. Using this style, the writer tried to create closer bond between them and the audiences. It can be seen from some responses in the post’s comment section.

“kenapa si mulainya pas bgt gw mulai kelas kuliah pertama? Hiks.” (Retrieved from comment @princesspoetry24, 2021) in 18 August 2021

“woi percepat lah tayangnya □” (Retrieved from comment @aaaannn10_, 2021) in 18 August 2021

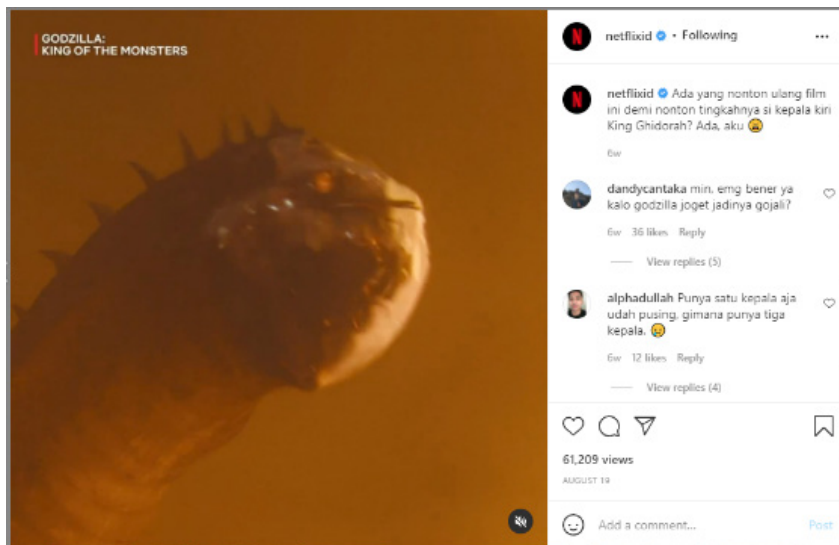
The data above are two of many comments that showed up in the previous post above. It can be seen that the audiences also responded using casual style in writing their comments. Some vernacular words are used such as “bgt”, “gw” and “woi”.



Picture 7. Data 23

Doraemon ngewakilin isi otakku sendiri pas lagi asik-asiknya rebahan. (23/Ca/21/Netflixld)

Similarly, the datum above is included into casual style as well because it is not written in the formal form and the writer also chooses to use non-standard Indonesian language to make it more casual. If we see the data more detail, the writer tried to use some non-standard Indonesian words such as “ngewakilin” instead of “mewakili”, “pas” instead of “waktu”, and “rebahan” instead of “berbaring”.

Consultative Style

Picture 8. Data 12

*Ada yang nonton ulang film ini demi nonton tingkahnya si kepala kiri King Ghidorah?
(12/Co/19/NetflixId)*

Consultative style is typically used between two persons and in casual conversation (Joss, 1976). It is also often happened when somebody is speaking at intervals then the others give short responses such as “Yes, No, Huh, Mm, That’s right”. Not only that, this style is only could be use when the writer supplies background information, and the audiences could participate continuously (Joss, 1976) which means this style cannot be used in talking with strangers that do not share the same background information with the writer. In the datum above, the writer asked the readers’ whether they have already watched the movie. This statement indicates that the writer used this indicative style to assume that the audiences and the writers has already known which movie that the writer referred to or in the other words, the writer assumes that the audiences has already understood the context.



Picture 9. Data 13

Siapa hayoo yang kemarin sempet kegocek sama adegan ini meski mereka UUB ujung-ujungnya balikan??? (13/Co/19 Netflicld)

Another consultative style is also appeared in another datum “*Siapa hayoo yang kemarin sempet kegocek sama adegan ini meski mereka UUB ujung-ujungnya balikan???*”. It is appeared from the questioning statement that employed by the writer to create responses toward the caption. Using this style, the post successfully earned 200 comments and 11727 likes from the audiences.

Intimate Style



Picture 10. Data 53

Mas Seon-ho tolong dijaga tangannya, jangan deket-deket nunjuk ke situ ah, soalnya vibesnya kayak bisa mengayomi aku banget gitu. (53/ln/26/NetflixId)

Intimate style is an intimate utterance that exclude the public information. This is a private language developed within families, lovers and close friends (Joos, 1976). The intimate labels are dear, darling, honey and even Mom, Dad, and other nicknames might use in this situation. In the datum above, the writer inserts the word “Mas” to create closer vibes as a lover with the subject that mentioned in the caption which is “Mas Seon-ho”. The word “Mas” in Indonesian context is usually not only meant “brother”, but further than that, a lover. However, this “Mas” word does not refer to the audiences, but to the picture in the post above and used in the humor context.

From the analysis above, it has been found that there were 4 types of language style that used in NetflixId Instagram Caption, they are formal, casual, intimate and consultative. In some captions that indicates formal style, the comment section is mostly dominated by serious tone comments. Oppositely,

the casual, intimate, and consultative styles created different responses toward the posts. The comments are dominated by funny and mostly written in the casual style too. In addition, Based on the componential table above, it has been found that the dominant data is the usage of casual styles which implies that the writer delivered the caption in the casual style that typically in the form of narrative, anecdotes, recounts, and also joke telling. The usage of this style impacts to the more humorous and casual responses by the audiences.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the analysis and discussion, the researcher found 90 data that divided into 4 types of styles. There are 9 data for formal style, 20 data for consultative style, 2 data for intimate style, and 61 data for casual style. The data showed that NetflixId dominantly used casual language style in writing their Instagram captions. The dominant usage of casual styles that usually used to make a conversation between insiders such as family and friend implies that the writer tried to make closer bond by eliminating some surface social gap between them and their audiences in order to easily engage more audiences and enlarge their market.

Suggestion

In this study some factors behind the non-occur language styles were uncovered. As a suggestion, other researcher in the future studies on language styles should discover some underlying reasons and function within the usage of language styles and involve a larger size of data to draw a solid conclusion.

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