

CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

A. Data

This study was analyzed the language styles of Fabrizio Romano Instagram Account. The data were taken from Fabrizio's languages in his Instagram caption. Those were taken from fifty screenshot and the data has been classified into the types of language styles based on the theory of Joos (1976).

B. Data Analysis

After identifying the data, the researcher analyzed the Fabrizio Romano languages on his Instagram Caption using the theory of Joos. The researcher found that there were four from five types of language styles used by Fabrizio Romano. They were formal style, casual style, frozen style, and intimate style.

1. Types of Language Style used in Fabrizio Romano's Instagram Account

Language style is refers to a way of doing something, or style is rather than different is associated with one place, which was the basic assumption in the analysis of rural dialect. In this research, the researcher classifies that into five types of language style used the theory of Joos (1976). This finding was tabulated in this following table 4.1:

No	Types of Language Styles	Frequency	Percentages
1	Frozen Style	0	0
2	Formal Style	13	26%
3	Casual Style	20	40%
4	Consultative Style	7	14%
5	Intimate Style	10	20%
	TOTAL	50	100%

Table 4.1 The percentages of the types of Language Styles used in Fabrizio

Romano's Instagram Account

The table showed that there were four different sorts of language styles used by Fabrizio Romano in his Instagram Caption. They were formal style thirteen languages (26%), casual style twenty languages (40%), consultative style seven language (14%), and intimate style ten languages (20%). The total numbers of Fabrizio Romano language were 50 languages. From the data above it can be seen that Fabrizio Romano more often uses casual styles in his captions, and from the data also that there are no frozen styles in his captions.

2. The Language Style used in Fabrizio Romano's Instagram Account.

a. Formal Styles

The Formal style is more professional and follows conventional language norms. It is often used in informative or promotional posts on Instagram, such as brand announcements, product descriptions, or

educational content. The following were the formal styles detected in Fabrizio Romano languages.

Datum 1:

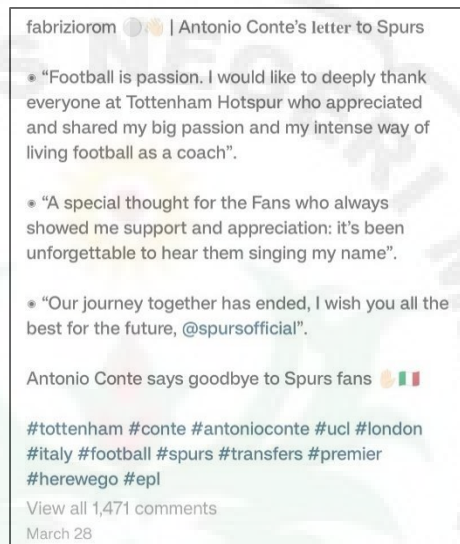


Figure 4.1 Screenshot Caption on @fabriziorom's post

"Antonio Conte's letter to Spurs", the caption can be categorized as a formal language style, because it indicates a formal tone and style of communication, discussing a specific event in a professional manner. This caption is addressed to followers about Antonio Conte's letter to Spurs. This caption is in the form of written text with formal tone.

Datum 2:

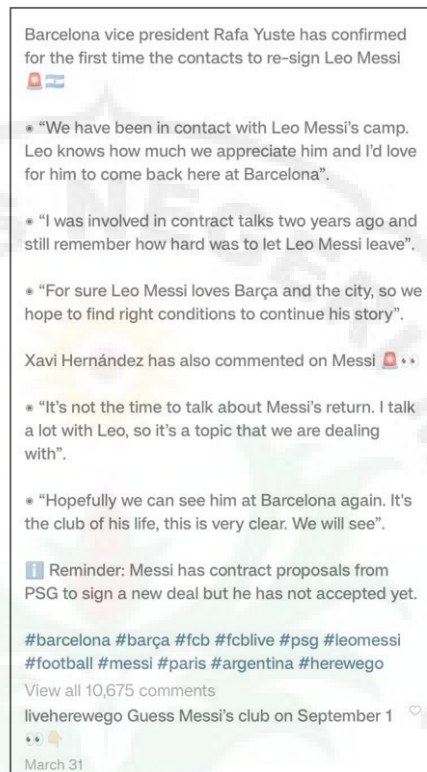


Figure 4.2 Screenshot Caption on @fabriziorom's post

“Barcelona vice president Rafa Yuste has confirmed for the first time the contacts to re-sign Leo Messi”, the caption can be categorized as a formal language style, because it indicates a formal tone and style of communication, providing factual information about an official statement made by Barcelona's vice president. This caption is addressed to followers about Barcelona statement with Leo Messi. This caption is in the form of written text with formal tone.

Datum 3:

Figure 4.3 Screenshot Caption on @fabriziorom’s post

“Official and exclusive news”, the caption can be categorized as a formal language style, because it uses formal language, mentions "official and exclusive news," and provides a factual statement. This caption is addressed to followers about about a significant event, the appointment of Thomas Tuchel as the new coach of Bayern, replacing Nagelsmann. This caption is in the form of written text with formal tone.

Datum 4:**Figure 4.4 Screenshot Caption on @fabriziorom's post**

“The Best FIFA Award”, the caption can be categorized as a Formal language style, because it using proper nouns, formal language, and emphasis on the prestigious award highlights the formal context. This caption is addressed to followers about FIFA Award. This caption is in the form of written text with formal tone.

Datum 5:

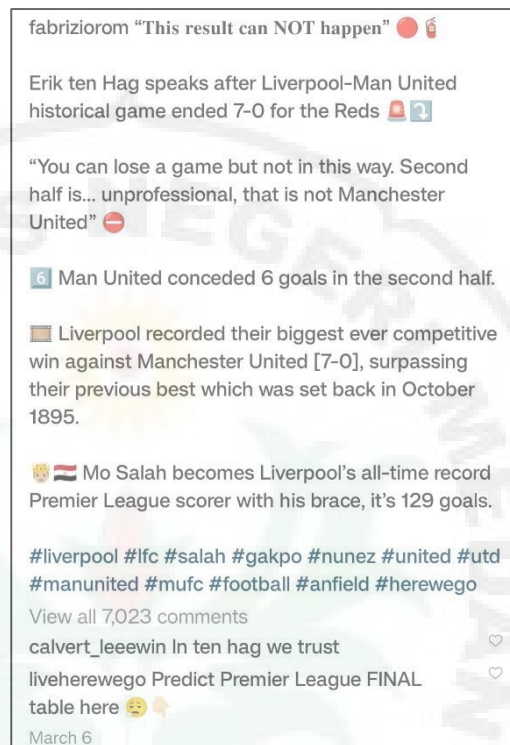


Figure 4.5 Screenshot Caption on @fabriziorom's post

“Eric ten Hag speaks after Liverpool-Man United historical game ended 7-0 for the Reds”, the caption can be categorized as a Formal language style, because it using formal language, proper nouns, and provides objective information about the result of the game and the number of goals conceded. This caption is addressed to followers about the results of Liverpool-Man United game. This caption is in the form of written text with formal tone.

From the data above, the captions in this text are classified as formal language styles, indicating a formal tone and style of communication. The captions use formal language, proper nouns, and

highlighting the formal context. They are addressed to followers based on the events. They are in the form of written text with formal tone.

b. Casual Styles

The Casual style is relaxed, informal, and resembles everyday conversation. It is commonly used on Instagram for personal accounts, lifestyle blogs, or content that aims to connect with followers on a friendly level. The following were the casual styles detected in Fabrizio Romano languages:

Datum 1:

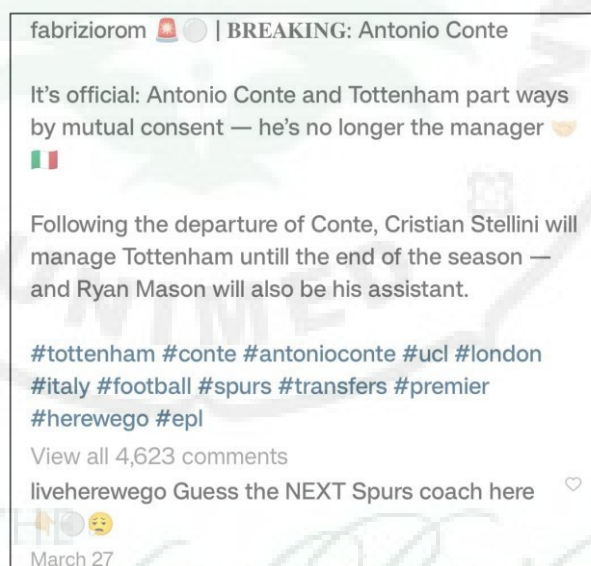


Figure 4.6 Screenshot Caption on @fabriziorom’s post

It"s and he"s", the caption can be categorized as a Casual language style, because it using conversational language and contractions like "It's" and "he's." This caption is addressed to followers about Antonio Conte and Tottenham part ways. This caption is in the form of written text with informal tone.

Datum 2:**Figure 4.7 Screenshot Caption on @fabriziorom's post**

“Kante”, the caption can be categorized as a Casual language style because it uses informal and conversational language, mentions specific players by their first names. This caption is addressed to followers about N'Golo Kante return to the pitch. This caption is in the form of written text with informal tone.

Datum 3:**Figure 4.8 Screenshot Caption on @fabriziorom's post**

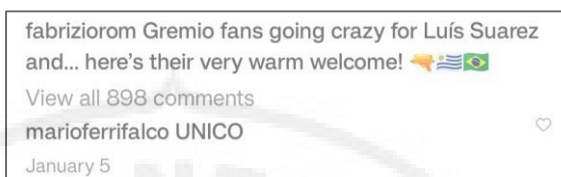
“It’s”, the caption can be categorized as a casual style, because because it using conversational language and contractions —it’s. This caption is addressed to followers about Man United win the trophy. This caption is in the form of written text with informal tone.

Datum 4:



Figure 4.9 Screenshot Caption on @fabriziorom’s post

“here we go!”, the caption can be categorized as a Casual language style, because it using conversational expressions —here we gol. This caption is addressed to followers about Julián Araujo's transfer to Barcelona. This caption is in the form written text with informal tone.

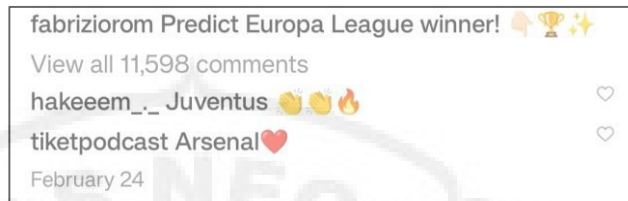
Datum 5:**Figure 4.10 Screenshot Caption on @fabriziorom's post**

“crazy” and “here’s”, the caption can be categorized as a Casual language style, because it using informal language, includes descriptive, exaggerated terms like "crazy," and and contraction like —here’s. This caption addressed to followers about Luis Suarez transfer to Gremio. This caption is in the form of written text with informal tone.

From the data above, the captions in this text are classified as casual language styles. The captions use conversational expression, contractions or shortening and mention someone using their first name. They are addressed to followers based on the events. They are in the form of written text with informal tone.

C. Consultative Style

The Consultative style involves a more interactive and conversational approach. It is suitable for engaging with followers, encouraging feedback, or seeking opinions. The following were the consultative styles detected in Fabrizio Romano languages:

Datum 1:**Figure 4.11 Screenshot Caption on @fabriziorom's post**

“Predict Europa League Winner!”, the caption can be categorized as a consultative style, because it implies a request or seeking advice, as it is asking for a prediction or opinion about the outcome of the Europa League. This caption is addressed to followers. This caption is in the form of written text with direct and imperative.

Datum 2:**Figure 4.12 Screenshot Caption on @fabriziorom's post**

“Do you feel they can win the Champions League?”, the caption can be categorized as a consultative language style,

because it implies a request or seeking advice, as it is asking for a prediction or opinion. This caption is addressed to followers about FC Bayern. This caption is in the form of written text with direct and imperative.

Datum 3:

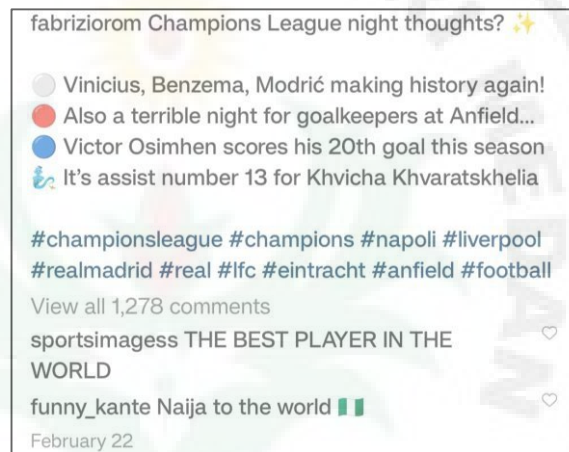


Figure 4.13 Screenshot Caption on @fabriziorom's post

“Champions League night thoughts?”, the caption can be categorized as a Consultative style, because it implies a request or seeking advice, as it is asking for a prediction or opinion. This caption is addressed to followers about Champions League. This caption is in the form of written text with direct and imperative.

Datum 4:

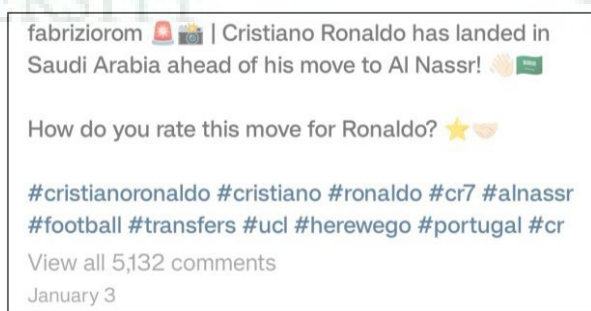


Figure 4.14 Screenshot Caption on @fabriziorom's post

“How do you rate this move for Ronaldo?”, the caption can be categorized as a consultative language style, because it implies a request or seeking advice, as it is asking for a prediction or opinion. This caption is addressed to followers about Cristiano Ronaldo transfer. This caption is in the form of written text with direct and imperative.

Datum 5:



Figure 4.15 Screenshot Caption on @fabriziorom's post

“How do you rate Portugal head coach decision?”, the caption can be categorized as a consultative language style, because it implies a request or seeking advice, as it is asking for a prediction or opinion. This caption is addressed to followers about Cristiano Ronaldo not in the starting line-up. This caption is in the form of written text with direct and imperative.

From the data above, the captions in this text are classified as consultative language styles. The captions implies a request or seeking advice, as it is asking for a prediction or opinion. They are addressed to

followers based on the events. They are in the form of written text with direct and imperative.

d. Intimate Styles

The intimate style involves a highly personal and emotional tone, expressing deep connections or sharing personal experiences. This style is often found in captions that reflect vulnerability, gratitude, or introspection. It can be used on Instagram for sharing personal stories, milestones, or heartfelt messages. The following were the intimate styles detected in Fabrizio Romano languages:

Datum 1:

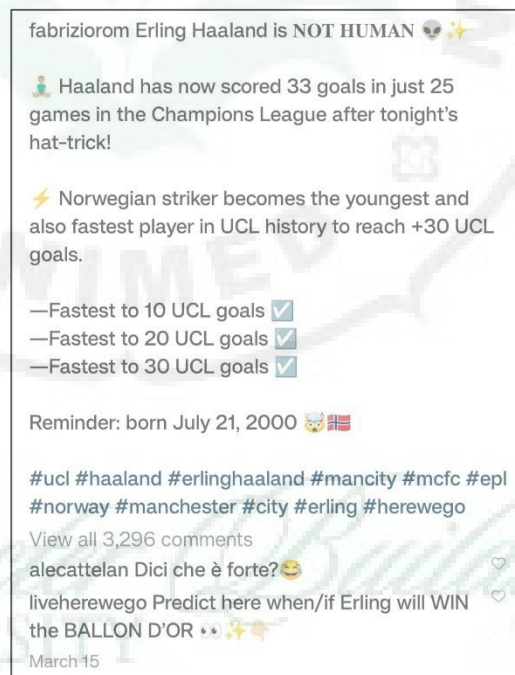


Figure 4.16 Screenshot Caption on @fabriziorom's post

“NOT HUMAN”, the caption can be categorized as a intimate style, because the use of capitalization and the word "NOT HUMAN" with emphasis conveys a strong sense of enthusiasm

and admiration for Erling Haaland's performance. This caption is addressed to followers about Erling Haaland records. This caption is in the form of written text with informal and expressive.

Datum 2:

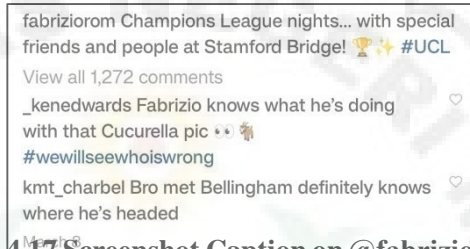


Figure 4.17 Screenshot Caption on @fabriziorom's post

“special friends”, the caption can be categorized as an Intimate language style, because it expresses a personal and emotional connection, mentioning "special friends". This caption is addressed to followers about Fabrizio's feelings. This caption is in the form of written text with informal and expressive.

Datum 3:

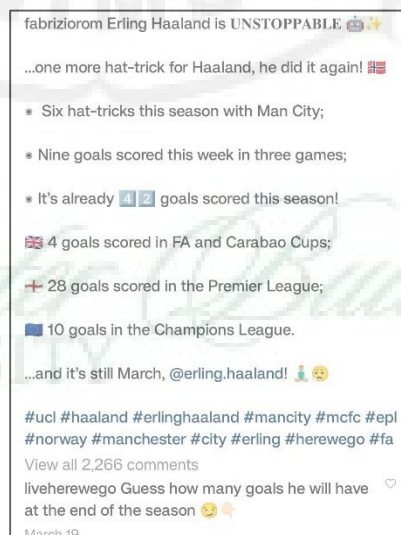


Figure 4.18 Screenshot Caption on @fabriziorom's post

“UNSTOPPABLE”, the caption can be categorized as a intimate style, because the use of capitalization and the word "UNSTOPPABLE" with emphasis conveys a strong sense of enthusiasm and admiration for Erling Haaland's performance. This caption is addressed to followers about Erling Haaland records. This caption is in the form of written text with informal and expressive.

Datum 4:



Figure 4.19 Screenshot Caption on @fabriziorom’s post

“How beautiful is to see Sebastian Haller”, the caption can be categorized as an intimate language style because, it expresses a personal sentiment and emotion, highlighting the joy and admiration. This caption is addressed to followers about Sébastien Haller's comeback and resilience after battling testicular cancer. This caption is in the form of written text with informal and expressive.

Datum 5:**Figure 4.20 Screenshot Caption on @fabriziorom's post**

“Football means friendship”, this caption can be categorized as an intimate language style, because it expresses a personal sentiment and an emotional connection to the theme of football and friendship. This caption is addressed to followers about the exceptional skills and abilities of Kylian Mbappé and Achraf Hakimi. This caption is in the form of written text with informal and expressive.

From the data above, the captions in this text are classified as intimate language styles. The captions implies a personal sentiment and emotion, highlighting the joy conveys a strong sense of enthusiasm and admiration. They are addressed to followers based on the events. This caption is in the form of written text with informal and expressive.

3. The Reason why the Types of Language Style itself Used in *Fabrizio Romano's* Languages as They are.

Fabrizio Romano's Instagram account showcases a variety of language styles that align with his goals, target audience, and the nature of

his content. Several factors contribute to the choice of language styles observed in his account.

a. Formal Style

The use of a Formal language style is evident in his captions, where he employs proper grammar, precise terminology, and formal language to deliver the news. This choice helps maintain credibility and ensures that his audience perceives him as a reliable source of information.

b. Casual Style

To engage with this diverse audience, he incorporates a Casual language style in his interactions. He employs conversational language, includes emojis, and uses friendly expressions in comments and responses. This approach creates a welcoming and approachable atmosphere, fostering a sense of community among his followers.

c. Consultative Styles

The consultative style is found in Fabrizio Romano's Instagram account to encourage engagement and interaction with his followers. By adopting a consultative language style, he seeks to involve his audience in discussions, solicit opinions, and prompt conversations related to the world of football transfers and news.

d. Intimate Style

The intimate style is utilized in Fabrizio Romano's Instagram account to establish a personal connection with his followers and convey a sense of authenticity. By incorporating the intimate language style, he aims to create a closer bond with his audience and share personal experiences and emotions related to the world of football transfers.

By sharing personal stories and emotions, Fabrizio Romano humanizes himself as a journalist and establishes a relatable connection with his followers. This intimate approach helps foster trust, as his audience feels a sense of transparency and honesty in his interactions. It also adds a unique touch to his content, differentiating his account from more traditional news sources.

C. Research Findings

Based on the data analysis, the finding of this study can be presented as follows:

1. There were four from five types of language styles that Fabrizio Romano used in his Instagram caption. Those were taken from 50 caption screenshots in his Instagram account. They were formal style thirteen languages (26%), casual style twenty languages (40%), consulative style seven language (14%), and intimate style ten languages (20%).

2. The use of language style is different for each type, in formal language styles indicate a formal tone and communication style, using proper nouns and highlighting context. This caption is in the form of written text with formal tone. Casual language styles use conversational expressions, contractions or shortening and mention someone using their first name. This caption is in the form of written text with informal tone. Consultative language styles ask for advice or predictions. They are in the form of written text with direct and imperative. Intimate language styles convey personal sentiments and emotions, highlighting joy and enthusiasm. This caption is in the form of written text with informal and expressive manner. All of this are addressed to followers based on the events.
3. The types of language style used in Fabrizio Romano's Instagram account are a deliberate choice based on multiple factors. The use of Formal language maintains professionalism and credibility, while the Casual and Consultative styles foster engagement and inclusiveness among a diverse audience. Additionally, the infusion of Intimate language style allows to establish a personal connection with his followers and convey a sense of authenticity. Overall, these language styles work together to enhance the overall experience and success of Fabrizio Romano's Instagram account.

D. Discussion

The purpose of this section was to provide clarification on the research questions after the data has been analyzed. There are three research questions that should be addressed in this discussion. First, to find out the kinds or types of language style used in Fabrizio Romano's Instagram account. Second, to describe the language style used in Fabrizio Romano's Instagram account. And the third, to explain the reason why the types of language style itself used in Fabrizio Romano's languages as they are. This discussion was based on Joos (1976).

Joos (1976) stated that there are five types of language styles, and researcher found four types of the language style that used in Fabrizio Romano Instagram Account. From fifty screenshots, they were formal style nineteen languages (19%), casual style twenty one languages (42%), consultative style one language (2%), and intimate style nine languages (18%).

The use of language style is different for each type, in formal language styles indicate a formal tone and communication style, using proper nouns and highlighting context. This caption is in the form of written text with formal tone. Casual language styles use conversational expressions, contractions or shortening and mention someone using their first name. This caption is in the form of written text with informal tone. Consultative language styles ask for advice or predictions. They are in the form of written text with direct and imperative. Intimate language styles convey personal sentiments and emotions, highlighting joy and enthusiasm. This caption is in the form of written text with informal and expressive manner. All of this are addressed to followers based on the events.

The researcher found several reasons why Fabrizio Romano used those types of language style in his Instagram caption. The styles are used to maintain professionalism, foster engagement, align with platform norms, convey authenticity, and establish a strong connection with the audience. These factors contribute to the overall success and impact of his Instagram account.

In contrast to previous research by Indra and Hamzah (2018), the theory used is the same, namely the language styles theory from Martin Joos. The research by Indra and Hamzah (2018) focused on the language style used by Facebook users in Indonesia. According to the analysis, there are four language styles: formal, consultative, casual, and intimate. With a percentage of around 70%, casual style is the most commonly used. The difference between Indra and Hamzah's research (2018) and this study is that the data collected is on Instagram, while Indra and Hamzah's is on Facebook. Then, this research explains in more detail how to use language styles and why they are used.