CHAPTER I

INTRODUCTION

A. Background of the Study

Humans, as social beings, always have a mutual relationship to meet all of their life's needs. People interact socially with one another because social interaction is a form of reciprocity and influence between individuals and one another, as well as between individuals and groups of individuals. Language, in general, is a tool for communication used by individuals or groups for social interaction in society. Language also plays an important role in shaping a group's feelings and thoughts.

The language is distinguished not only by the rich variety but also by the use of various language styles for each individual. Keraf (2010) defines language style as "a typical way of expressing thoughts through language that reveals the soul and personality of the writer" (language user). According to Joos (1976), there are five types of language styles. He distinguished five types of language styles: frozen, formal, consultative, casual, and intimate. This gives each user's language its characteristics when conveying language.

It is possible to see a person's language style not only through direct interaction but also through indirect interaction, such as social media or the internet. The use of social media or the internet is now unquestionable; almost everyone in the world uses social media to interact directly from a distance.

There are numerous types of social media, particularly applications available on electronic media, one of which is smartphones, where smartphones are a useful communication tool for connecting interactions between one person and another. WhatsApp, Telegram, Twitter, Instagram, and other applications are available on the smartphone.

Instagram is a social media application that allows you to interact with a large number of people while also displaying all of your activities in the form of videos and photos. Instagram is a mobile app that allows users to share captioned photographs and videos. In response to these posts, other users are encouraged to like, comment, and interact with one another. As previously stated, instagram is one of the most rapidly growing social networking sites (Anderson & Jiang, 2018; NORC, 2017).

Research on language style is usually carried out on a film or other literary work, this time the researcher wants to examine language style on one of the social media, namely instagram. Instagram is very popular among young people, researchers invite readers to see what style of language is used in Instagram captions. The language style for films, novels, poetry, and others, as well as in social media is the same, it's just that the data to be retrieved is different. When compared to films, the data taken is the dialogue of the film actors, while for social media (instagram) the data to be taken is the caption of each post on one of the instagram accounts.

This study examines several captions from the instagram account of a football journalist, Fabrizio Romano. The researcher choose this instagram

account as a research on language style because his account is verified. It means, he has a lot of people to follow him and then he is the one thrustworthy and fast to showed up the transfer news. Fabrizio Romano uses several social media to report football news transfers, such as Twitter, TikTok and instagram. The news Fabrizio's reports on instagram is aimed at everyone who likes football.

fabriziorom 🔴 | HERE WE GO: Sergi Roberto

Barcelona have reached full agreement with Sergi Roberto to extend his contract, here we go 🔵🔴🤝

▪ Documents are being prepared to get new deal signed — it wil be valid until June 2024 as expected.

▪ Xavi asked the club to extend Sergi's contract as he's considered an important player for his project.

▪ Next one to sign new Barça deal: Alejandro Balde.

#barcelona #fcb #barça #fcblive #sergi #spain #ucl #espana #football #transfers #roberto #herewego

fabriziorom …I can only say: thank you, really. 🤍🙏

Your incredible amount of votes, your daily support, your messages and crazy reactions to any transfer news or football story, together with the prestigious Jury's decision… made this dream come true.

Winning the 'Best Football Journalist' Award on its first edition ever means something unbelievable to me, especially because there are really so many great friends/top journalists in our beloved football world - and they absolutely deserved this Award too!

(a)   (b)

Figure 1.1 Preliminary data from one of @fabriziorom's post

In the post of above, in the figure (a) The caption can be categorized as a casual language style, because it using informal language, contraction like "he's" and mention specific player using first name. This caption is addressed to followers about Sergio Roberto sign new contract. This caption is in the form of written text with informal tone. Meanwhile, in the figure (b) can be categorized as an formal 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 Best Football Journalist. This caption is in the form of written text with formal tone.

Based on the observations, the researcher can take an example from two of a language styles on instagram accounts. How the language style is used on instagram is important and interesting to discuss.

B. Problems of the Study

1. What types of language styles are used in *Fabrizio Romano's* instagram account?

2. How are the language style used in *Fabrizio Romano's* instagram account?

3. Why are the types of language style used in *Fabrizio Romano's* instagram account as the way they are?

C. Objectives of the Study

1. To find out the types of language style used in *Fabrizio Romano's* instagram account.

2. To describe the language style used in *Fabrizio Romano's* instagram account.

3. To explain the reason why the types of language style itself used in *Fabrizio Romano's* languages as the way they are.

D. Scope of the Study

The researcher concentrate on the analysis of language styles used in *Fabrizio Romano's* instagram account. The research analyzed based on language styles by Joos (1976) in order to find out the types and describe the types of language styles in that account and the reason why they are used.

E. Significance of the Research

1. Theoretically

   Theoretically, this research is expected to provide a forum for thinking in the field of linguistics regarding the use of language style. So, with this research, it is hoped that it can make it easier for someone to know the language style.

2. Practically

   a. Students

      For students of Universitas Negeri Medan, especially students of English literature, the results of this study can be used as a reference to increase knowledge in the use of language style who wants to continue research on language style, and function of language in other social media.

   b. Future Research

      The research finding in this study can become a reference for future research if they want to analyze the language style in Instagram or another form of Social Media such as YouTube, Facebook, Twitter, TikTok, Line, Pinterest, WhatsApp, or Telegram.