

ABSTRACT

Harahap, Lindryana Syahmita. Reg. No 8146111032. Language Styles Used by Male and Female Indonesian Celebrities in Instagram Endorsement. A Thesis. English Applied Linguistic Study Program, Post Graduate School, State University of Medan, 2019.

This study aimed to discover (1) the differences between male and female Indonesian celebrities in using language styles in Instagram endorsement (2) the way how the messages were conveyed in Instagram endorsement (3) the reason why language styles were used in the way they were. This research was conducted by applying descriptive qualitative method. The data of this study were the Instagram endorsement of male and female Indonesian celebrities. Totally, there were 40 Instagram endorsements to be analyzed from those celebrities. The data were analyzed by using the theory of Bogdan and Biklen. The results of this study were (1) Male Indonesian celebrities tended to use slice of life (30%) and hard sell style (25%), while female celebrities tended to use straightforward (25%) and soft sell style (35%) in Instagram endorsement. (2) Male and female Indonesian celebrities used rational and emotional way in conveying the advertisement messages in Instagram endorsement. (3) The reason why language styles used in Instagram endorsement can be described as (a) male celebrities mostly used slice of life and hard sell style because they would like to take the readers focus on the product by presenting the benefit, the features, the brand and the credibility in realistic and memorable manner (b) female celebrities mostly used straightforward and soft sell style because they would like to emphasize an affective reaction of the readers by providing the basic information of the product and involving emotional aspects.

Keywords : *language style, gender, instagram endorsement,*



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Penelitian ini bertujuan untuk menemukan (1) perbedaan antara selebritis pria dan wanita Indonesia dalam menggunakan gaya bahasa di iklan Instagram, (2) cara bagaimana pesan-pesan disampaikan di iklan Instagram, (3) alasan mengapa gaya bahasa digunakan pada iklan Instagram. Penelitian ini menerapkan metode deskriptif kualitatif. Data pada penelitian ini adalah iklan Instagram selebritis pria dan wanita Indonesia. Secara total, ada 40 iklan Instagram dari selebritis tersebut yang dianalisis. Data penelitian dianalisis dengan menggunakan teori Bogdan dan Biklen. Hasil penelitian menunjukkan bahwa (1) Selebritis pria Indonesia cenderung menggunakan gaya bahasa *slice of life* (30%) dan *hard sell* (25%), sementara selebritis wanita Indonesia cenderung menggunakan gaya bahasa *straightforward* (25%) dan *soft sell* (35%) dalam iklan Instagram. (2) Selebritis pria dan wanita Indonesia menyampaikan pesan pada iklan Instagram dengan menggunakan cara rational dan emotional. (3) Alasan mengapa gaya bahasa digunakan di iklan Instagram dapat dideskripsikan sebagai berikut (a) Selebritis pria kebanyakan menggunakan gaya bahasa *slice of life* dan *hard sell* karena mereka ingin mendapatkan fokus perhatian pembaca pada produk dengan menyajikan manfaat, fitur-fitur, merek, dan kredibilitas produk tersebut dengan cara nyata dan mudah diingat. (b) Selebritis wanita kebanyakan menggunakan gaya bahasa *straightforward* dan *soft sell* karena mereka ingin menekankan suatu reaksi dalam bentuk sikap dari pembaca dengan cara menyediakan informasi dasar mengenai produk dan dengan melibatkan aspek-aspek emosional.

Kata kunci : gaya bahasa, gender, instagram endorsemen

