CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language style is fundamental part of social aspect to manipulate and control others, it also a tool for persuading and influencing people to do something. The term 'style' is used in linguistics to describe the choices which language makes available to user, above and beyond the choice necessary for the simple expression of a meaning (Fabb, 2015). He also conveys that language style choices are designed to have effects on the reader or listener, which are generally understood as: communicating meanings which go beyond the linguistically determined meanings, communicating attitude, and expressing or communicating emotion.

Chaika (1982) states that language style refers to the selection forms to convey social or artistic effects. Style tells how, whether the interaction is formally or informally. It may also tell us how to interpret a message, tell listener how to take what is being said whether seriously, ironically, humorously, dubiously, or in some other ways. Style uses all the resources of language which includes tone of voice, different way of pronouncing sounds, even choice of words and grammar. Meanwhile, Giles and Powesland, (1975) in Wareing and Thomas (1999) state that people may use different style in the way they talk depends on the situation and context they talking in. this account is based on the premises that people are mainly seeking to show solidarity and approval there, dealing with others. Further, Thomas and Wareing (1999) state that there are some

ways of using language style in communication. People possess themselves in relation to other with the way they talk in different kinds of interaction. People do not always talk exactly in the same way all the time: they do not always use the same grammatical forms.

Widdowson (1975) viewed that the aim of styles is to characterize text as "pieces of communication". The purpose of stylistic analysis is to critically examine how the resources of a language code are used in the production of actual messages. The user of a language acquires two kinds of knowledge which relates the use of rules in the production of messages. Firstly, knowledge of the code makes sure what s/he says is grammatical. Secondly, knowledge the conventions ensures what he says is appropriate. Together they provide language with its unique feature creativity, which makes the utterance of the language user understandable. Messages are produced in accordance with system of social convention; otherwise they would not be understood nor would make sense. Therefore, the units of message types are not just tokens (grammar) but types (grammar & convention) having their own identity in social communication. And stylistics is concerned with such message types and not just tokens. Its purpose is to discover what linguistic, what units count as in communication and how the effects of different conventions reveal themselves in the way message are organized in text.

The language of advertisement is different from the language used in daily life. The difference exists because when the advertiser makes advertising, he is attempting to change the viewers' behavior. The language used in advertisement is usually clear, communicative, interesting and convicting (Umam, 2002).

O Neil (1980) states there are at least four distinct general characteristics of the language advertising that makes it different from other language. First, the language of advertising is edited and purposeful. It is finely engineered language which has specific purpose that is to sell consumers something. Second, the language of advertising is rich and arresting. It is specifically intended to attract and hold the readers or listeners attention. Third, the language of advertising involves readers or listener. In effect, readers or listeners complete the advertising message. Fourth, the language of advertising holds no secret from the readers or listeners. It is a simple language.

Moreover in fact, the varieties of language styles are also seen in social media advertisement. With the development of globalization and industrialization, advertisement plays an important role in selling products. It is an art of language by using various kinds of language style. Advertisement was not only established in print media but also in online platform which was known as social media advertisement. Social media is a group of Internet-based applications that build on the foundation of Web 2.0 technologies that allow the creation and exchange of user-generated content (Nova, 2014). Social media networks that popular in Indonesia are Blackberry Messenger, Facebook, WhatsApp, LinkedIn, but Instagram was crowned as the most effective social media platform to boost business (Dan, 2010).

Wells (2006) argues that language in advertisement has a creativity concept to present a message to the reader or the audience. In addition, an advertisement as a tool of selling a product it should offer an object to the society using many styles of language to get successful in business aspect. The style

refers to the way in which language is used in a given context, by given purpose and so on.

According to Warmouth (1981) using variation of style depends on the environment in which the message is presented; the language style used in upper class environment also refers to the stratification, such as age, gender, and other social status. To sell a product, advertisement has varieties concept or style in presenting its message. Which contributes to the successful of advertisement purpose. The creative concept of advertisement purpose. The creative concept of advertisement is to build on strategy, is important to understand how different strategy affect creative perception of the reader.

There are several related studies which concerned with language styles in printed advertisement. However, only few of them studied about online advertisements which is now popular and considered to be more effective to persuade consumers to purchase the product. In this study, the researcher will focus on Instagram endorsement of Indonesian celebrities.

According to Lestari and Aldianto (2016) celebrity endorsement significantly affect the potential consumers to purchase the products advertised in Instagram. It is found that Instagram is one of the most popular mobile social applications worldwide with the majority of user's engagements occur via mobile application. Indonesia is one of the countries with the large Instagram users, reaches 89%. The majority of Instagram users are young people: 59% are 18-24 years old, 30% are 24-34 years old, and 11% are 34-44 years old. In Indonesia, 63% of Instagram users are female and 37% are male.

According to Yang (2010) who studied gender differences in the language of advertisements, male and female use different language styles in advertisements. Her study focused on the adjectives and nouns used by man and women in male and female magazines advertisements. The results showed that texts in female ads tend to be longer than those in male ads, consequently more nouns are used. The language used in male advertisements with fewer modifier seems to be tougher and more straightforward, while the language in female magazine is more colorful. In this study, however, not enough primary materials are provided. Besides, there is restriction in the choice of magazines. Styles of magazines may affect the length of text in advertisements and advertising language. More subtle choice of advertisements and wider range in collecting advertisements are expected in the future study. Therefore, the researcher is interested to discuss the same topic but with different and more attractive corpus of study.

Marin, Pizzinato, & Giuliani (2014), investigated the rational and emotional communication in advertising in women's magazine in Brazil. The results showed that the rational message predominance focused on some product categories such as Personal Care and Cosmetic , 73.2 % , Food and Drink , 77.1 % , Health and Supplements , 83.6 % , Vehicles , 892 % , Furniture and Utensils , 88.5 % and Electronics , 94.6 % .

Hendri (2015) states that men and women used different styles of language in Instagram. His study focuses on the differences between men and women language style in writing Instagram updates. He analyzes the data from the aspects of form, topic, content and use. The results of the study show that men tend to use

hyperboles in negative aspects while women use hyperboles to praise something. Men do not use shortened words like women do. This related study still need to be deepen since the number of sample is only 7 male and 7 female users. It is suggested to use large number of sample in her research to provide more comprehensive analysis and sufficient data.

Dewi (2014) focuses on the analysis of language styles used in online games' advertisements on Facebook. She analyzed from the perspective of language features. The main data were taken from Facebook game page. The focal point of the study was to find out the prominent language style from phonological graph logical, lexical, syntactical, and grammatical point of views. The result of this study showed that from phonological point of view, alliteration gains the mostly frequent aspect by 42 %. From graph logical point of view, exclamation mark gains 58 %. From lexical point of view, the word play outnumbers other monosyllabic verbs by 20 %. From syntactical point of view, simple sentence gains the mostly frequent sentence structure by 54.66 %. From grammatical point of view, imperative sentence appears to be the mostly frequent sentence function by 69.33 % . Those language features exist in the advertisement are aim at creating emphasize effect, readability, and targeting more game players.

Kataria (2014), her study was an attempt to examine the advertisements in top social networking sites of India, she adopted content analysis method to identify the categories and manner of presentation of those advertisements in social networking site and she found that all advertisements in social networking were commercials, attractive and using interactive features.

The relevant studies above show that male and female use different language styles in conveying messages. Male and female have their own way to deliver their ideas. Male tends to use certain styles of language and either does the female. The tendencies are considered as the interesting point in this research.

The other reason which makes this research prominent is the contradictory found by the researcher in observing the Indonesian celebrities endorsement in Instagram (see appendix 1). It is seen from the two pictures above that *officialpilarez* (*RR*'s Instagram account) and *agnesmonicazone* (*AM*'s Instagram account) are endorsing products in their Instagram accounts. The elements of advertisement on Instagram consist of visual and verbal, where visual shows the picture of the product while verbally shows the advertising information about the products. From the pictures, it can be seen that male's (*RR*) text tends to be longer than female's text (*AM*). There are many examples of celebrities endorsement in Instagram that reveal interesting facts related to the use of the language styles. The researcher presumes that this study will provide new insight to the reader in general and to the advertiser in specific.

Furthermore, Dattamajumdar (2016) who studied the language of advertisement adopted by the copywriter in advertising women's and men's garment in different mass media states that women convey the advertising messages implicitly. They tend to do the message reduction technique rather than provide more description about the advertised product. In contrast, men convey the advertising messages explicitly. The use of message reduction technique is avoided in the men's magazine.

The different cases are found in Instagram endorsement of male and female Indonesian celebrities. It is seen from the pictures above that female Indonesian celebrity (see appendix 2), *AR* (*ayutingting92*), conveys the advertising message explicitly by saying *"Cari sepatu ORI Cuma d @fredy_shoop"*. She uses direct statement to persuade the reader to buy the product. The caption captures the attention of the reader by presenting the benefit of the product. It can be seen from the expression "*Dapat gratis ongkir 30 rb loh*".

Meanwhile, the male Indonesian celebrity, *VB* (*bramastavrl*), conveys the advertising message implicitly. He uses interrogative sentence "*Sudah beli sandal ANDO Couple Series?*" to persuade the reader to buy the product. The caption does not provide information about the benefit of the product. This preliminary data is a contradictory to the previous research.

Based on the explanation above, the researcher will conduct a research under the title "Language Styles Used by Male and Female Indonesian Celebrities in Instagram Endorsement". The male and female Indonesian Celebrities will be classified based on the number of Instagram followers. The more followers the celebrity has, the more effective he/she conveys the advertising message to the reader. It will provide an insight on how the celebrities use language to convey the advertising message according to their popularity in social media.

The researcher conducts an observation to identify Indonesian celebrities who have the largest number of Instagram followers to the least. There will be 5 male and 5 female Indonesian celebrities whose Instagram accounts will be analyzed in this study. They are *JN* (*jefrinichol*), *AS* (*afgansyah.reza*), *ASf*

(*aliandooo*), *VB* (*bramastavrl*), *RR* (*officialpilarez*), *AR* (*ayutingting92*), *RA* (*raisa6690*), *JM* (*jscmila*), *IS* (*isyanasarasvati*), and *AM* (*agnesmonicazone*).

1.2 The Problems of the Study

Based on the background of the study, the problems investigated are formulated as the following.

1. What are the differences between male and female Indonesian celebrities in using language styles in Instagram endorsement?

2. How are the messages of the male and female Indonesian celebrities conveyed in Instagram endorsement?

3. Why are the language styles used in the Instagram endorsement in the ways they are?

1.3 The Objective of the Study

The objectives of this study are to answer the three research questions, as formulated above. To be more specific, the objectives of the study are.

1. To analyze the differences between male and female Indonesian celebrities in using language styles in Instagram endorsement.

2. To elaborate how the messages of the male and female Indonesian celebrities are conveyed in Instagram endorsement.

3. To explain the reason why the language styles are used by male and female Indonesian celebrities in Instagram endorsement in the ways they are.

1.4 The Scope of the Study

This study is limited to the language styles used by male and female Indonesian celebrities in Instagram endorsement. The study only focuses on Instagram endorsement by male and female Indonesian celebrities who have been described above. The language observed and analyzed is the language styles used by those male and female Indonesian celebrities in Instagram endorsement.

1.5 The Significance of the Study

This research is expected to have both theoretical and practical significance for the readers.

Theoretically, the findings can enlarge linguistic theory about the language style specifically in Instagram endorsement. It can be the references for future studies about the language style in marketing field especially in online marketing promotion in social media.

Practically, the findings will be useful for:

1. The advertisers who use social media as marketing promotion to enlarge the information about the language style used and how to convey the message content of advertising effectively in online advertisement.

2. For the readers, it will be useful to add more horizons about the language style of online advertisements.

3. And for the researchers, the findings will be an idea to investigate further about the language style used in advertisement in Instagram or another social media with another scopes and perspectives.