

## **THE USE OF LANGUAGE ON INSTAGRAM AMONG ENGLISH LANGUAGE STUDENTS**

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### **ABSTRACT**

The research titled “the use of language on Instagram among English language students”. The objective of this research was to focus on how the use of language and language style, on several Instagram posted by students English department semester V Suryakancana University Cianjur. In this study the author used language style theory, and also used qualitative research method for conducting the data. There are three problems that are the focus of this research, such as: 1. How the use of language. 2. What the factor that affects the use of language on Instagram. 3. What language style used. Researchers collect data by observation and perform language style analysis on Instagram posts of English students. Furthermore, after doing all steps of the research, researchers will know the reason for the use of the language and also language style on Instagram posts of English students. The last author will get information in the form of data from the series of research that has been done.

***Keywords: language style, Instagram, Language features***

### **INTRODUCTION**

Human being will mostly communicate by using a language. Hence, language is a tool to communicate. Therefore, language is the most important tool in the relationship between person to person in a social group, community and society. Beside for communication, language is also used for negotiation, introduction and socialization. In other words, communication cannot be separated from language and society. Furthermore, communication involves two or more people encoding and decoding messages to teach other through the medium of language in mass media. The developing of printing media in Indonesia greatly developed. Without communication, people in the society will not be able to understand each other since they do not have any social contact. Social contact is very essential for human being because it is the foundation to build strong connection among people in the society. According to Goodwin and Heritage (1990) in Liddicoat (2007:01), social interaction is a means to transact the business of social world which can also affirm participants’ identities and also transmit cultures to others.

People use language to reveal or conceal personal identity, character, and background without realizing that they are actually doing so. Therefore, every person has their own way to choose the language variation which can confirm ones identity. Some people may prefer to use language that has a strong impact when they are happy, sad, or angry. For instance, people sometimes use certain kind of words that are considered as bad language which is actually inappropriate to use.

In our country English is one of the foreign languages studied must be in school. Because English is one language as a means of international communication diverse aspects of life, for example in the field of education, food, defense and more. Language is closely related to how people communicate with one another. In the development of Language learned especially English we can find the use of English as a whole and there is also a mixture of English and Indonesian in communicating, one of which we can encounter when talking to someone or contained in some papers. Kramasach (1983:3) notes that language is principal means whereby people conduct their social lives. In everyday life people use language for different purposes.

## **THEORETICAL FRAMEWORKS**

Language is a major means of identifying a set of people, nation or country. According to Wardhaugh (2006) language was defined when two or more people communicate with each other in speech, we can call the system of communication that they employ a code. In most cases that code will be something we may also want to call a language.

The word language is derived from *lingua* the Latin word for tongue, which rightly emphasizes the speech aspect as basic in language. It is often called that man is a social being and what, perhaps, plays the vital role in enabling man to act as a social being is his ability to use language for communication. Language is the fundamental tool for social interaction that opens up the possibilities to convey, inform and share different ideas, thoughts, messages, feelings and viewpoints. Learning another language is also important to us as social beings.

Human beings can communicate with each other. We are able to exchange knowledge, beliefs, opinions, wishes, threats, commands, thanks, promises, declarations, Feelings – only our imagination sets limits. We can laugh to express amusement, happiness, or disrespect, we can smile to express amusement, pleasure, approval, or bitter feelings, we can shriek to express anger, excitement, or fear, we can clench our fists to express determination, anger or a threat, we can raise our eyebrows to express surprise or disapproval, and so on, but our system of communication before anything else is language. In this book we shall tell you a lot about language, but as a first step towards a definition we can say that it is a system of communication based upon words and the combination of words into sentences.

Most or all non-human species can exchange information, but none of them are known to have a system of communication with a complexity that in any way is comparable to language. Primarily, they communicate with non-linguistic means resembling our smiling, laughing, yelling, clenching of fists, and raising of eyebrows. Chimpanzees, gorillas, and orangutan can exchange different kinds of information by emitting different kinds of shrieks, composing their faces in numerous ways, and moving their hands or arms in different gestures, but they do not have words and sentences. By moving in certain patterns, bees are apparently able to tell their fellow workers where to find honey, but apparently not very much else. Birds sing different songs, whose main functions are to defend their territory or to attract a mate. Language – as defined above – is an exclusively human property.

In this study, the authors looked at some problems regarding the use of English in Instagram posts of English department students. So in this study the researcher concentrates on three problems 1. How the use of language. 2. What the factor that affects the use of language on Instagram. 3. What language style used. The question arises because researcher wants to know the background and also the reason of the perpetrator or who uses the language. The purpose of this study is to find out how English is used in Instagram captions by English students. Then to find out what factors influence or become the background of the use of the language in the caption on Instagram, and also to find out what language styles are used.

## **METHOD**

This research employed a descriptive qualitative method. According to Vanderstoep and Johnson (2009:167) this method focuses on cultural, social, personal identity and its purpose is more descriptive than predictive. In qualitative research, according to Moleong (2009:56) the researcher acts as the main instrument. The researcher is the planner, data collector, data analyzer, and data reporter. According to Creswell (2003:119) in qualitative research the hypotheses and research questions are often based on theories that the researcher seeks to test. In qualitative research, the use of theory is much more varied. And according to Narbuko & Achmadi (2004) in Mustari (2011: 51) state that qualitative data tend to be in the form of words and try to solve problem based on data, giving data, analyzes and interpret, and can be comparative and correlative also.

## **FINDINGS AND DISCUSSION**

Instagram can be said to be the best social media nowadays besides Facebook and does not close the possibility that Instagram popularity will beat Facebook at some point. This is because the majority of Instagram users are young people. Moreover Instagram is a social media based on photos and videos, this is relevant with the trend of selfie culture and video that young people always doing. Moreover, the majority of world leaders ranging from Artists and others do prefer to use social media Instagram than others so this will obviously make the majority of social media users will migrate to Instagram. In addition to being used to exist. Nowadays, there are often many people who sell on Instagram. Even now Instagram is often considered as the online store of business people. This is because Instagram is so potential to be used as a marketing medium for a product, especially fashion products. But more than the things mentioned above, there are still more important aspects when using Instagram. That is the captions, and this is a very important aspect to support and complement everything shared on Instagram.

Then what is a caption? Quoted from the American anthropological association, the caption is a brief explanation that provides further information about the image. Writing captions means adding descriptive titles or dialog words to image objects, photos, screens, and more. Furthermore what is the purpose of the caption text? And why people use captions? Caption is important, because the purpose of the captions is to help reader understand information that may not be in the text. And captions is to inform the basic information of the same object. An object or image does have its own meaning but is not very clear. Therefore, the importance of writing a caption is to explain information about the image or object and its meaning, so that there is no misinterpretation. Similarly, research conducted among English department students related to the use of captions on posts on Instagram. Each of them has different reasons when using captions on Instagram. Some use captions as an expression of their feelings at the time, some use captions as a tool to interact with other audiences on Instagram, some use captions as entertainment, some use captions to describe photos or videos posted, and others use captions as a form of self-expression and can also be a motivation when captions are read.

From the explanation above we can know that captions are really important in a post on Instagram. And also every captions written must have a reason or background why the captions were written, and what purpose, and how the form and style of the language used. And based on observations made there are several forms of language styles, such as: some use formal, semi-formal, and non-formal language or words. It happens because there is no specific provision to write a captions as long as it does not discredit a party or individual, and does not contain bad elements towards anyone outside of him. So that everyone who writes captions feel free to write in any form of language style, with a record of remaining aware of good ethics and not harming both himself and others.

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