Utilizing Instagram Social Media on Language Style: An Analysis to Teenagers as Millennial Generations in Their Captions

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Abstract
This research was conducted in the aim to analyze the language style used by millennial generations in social media, instagram, in their daily captions. With Martin Joos' theory, five different language styles were examined. Frozen style is one of them, as are formal style, consulting style, casual and intimate style. The researchers applied qualitative research design to answer the research question and choose content analysis because the result of the data analyzed is the caption the teenager wrote on his Instagram account. The researchers used documentation as the research instrument. The researchers took 30 data from caption posted in January until July 2021. Data from the teen's Instagram caption was used in this study. There are thirty (30) pieces of data total. After conducting this research, it was found that the dominant style type on Instagram is casual style, which accounts for 17 cases (56.7%), formal style accounts for 10%, consultative style accounts for 2 cases (6.7%), intimate style accounts for 3 cases (23.3%), and frozen style accounts for one case (3,3). Participant, setting, and topic all have an impact on the language style you use. Because of the participant, setting, and topic, it may be determined that the teenagers primarily utilized a casual style

INTRODUCTION

Language is one aspect that is very important for all living things. With language, people can communicate and interact with each other in both spoken and written ways. Language is commonly used as a tool to convey information, thoughts, ideas, and feelings and language can also be used to get information from other people (Hutabarat et al, 2020). Language is a communication system not only through language which is expressed in words but can be with gestures. Language can be described as a tool for expressing one's thoughts and feelings to others. Using language as a tool for communication, we can share our thoughts and feelings with others. Language serves as a window into the mind, allowing us to see what's going on inside someone's head (Herman, 2017; Butarbutar et al, 2020; Li, Y., & Xie, 2020).

For Wibowo (2001), language is an arbitrary and conventional system of symbols and articulate sound (generated by the said tool) used as a means of communication by a group of men to give birth to feeling or thought. People can communicate with one another by using a common linguistic medium. Language plays a critical role in human communication. It is through our mothers that we learn our first language, which is

referred to as our mother tongue. It's easier for us to remember things in our mother tongue because people who live in a society where the language is widely used are more likely to be accepting, learn, and acquire it. Indonesian is the official language of the Republic of Indonesia and the language of the unity of the Indonesian nation. English is studied in Indonesia as a foreign language and an international language. Jain & Patel (2008) stated that "the students study in English so that they can to interact with the different language because English is the international language". An international language is a concept that English is a language that is spoken all over the world. Speaking, listening, writing, and reading are all part of the English language learning process. When it comes to learning a foreign language, it's difficult because English is still an unfamiliar source of information for a student. Because the process of teaching and learning English should begin with the teaching of new vocabulary in the second language. Learning English as a second or foreign language will be made simpler for students thanks to this.

Sociolinguistics is the study of socially relevant language variations. "Who speaks (or writes) what language (or what language variety) to whom and when and to what end," says Fishman in Wardhaugh (2010), says sociolinguistics should include everything. It has been suggested by Thao and Herman (2020) that language serves as a vital communication tool. It simply means that language is the most important medium for interacting with others in society. Depending on the society, there are various societal languages. It is known as sociolinguistics because it examines the relationship between language and the social environment.

Individual and social variation in language is studied by sociolinguistics, which, according to Situmorang, Herman (2021) & Husseni, S., & Hartono, R. (2018), is a growing branch of linguist-sociologist science. A speaker's social role is revealed through variation in their speech, much like regional variations in language can tell us where they are from. It is a subfield of sociology known as sociolinguistics, which studies the connection between language use and its social context (Purba et al, 2021). However, sociolinguistics is distinct from the sociology of language in that sociolinguistics examines how society affects language rather than how language affects society as a whole. Sociolinguistics is a field of study that examines how language is used by native speakers and non-native speakers alike in order to develop theories about how languages change over time. There are two types of writing in this language: spoken and written. The language style can be summed up as the words used, with slang and neologisms dominating the vocabulary. Using a particular language style allows you to express your thoughts in a unique way while also revealing the writer's innermost thoughts, feelings, and concerns (the use of vocabulary) (Bazarova, N. N., et al., 2013; Rydenvald, M. 2015). Language style can be summed up as the words one uses when speaking. To put it another way, it means people will use language differently depending on the situation and context they find themselves in.

According to Moore (2004), the way speakers negotiate their positions and goals within a system of distinction and possibilities depends on their style of speaking. Style is influenced by a variety of social factors, including educational attainment, social class, age, and gender. Language style refers to how a speaker communicates with others depending on the situation and context. The words, grammar, and sentence structure used by a speaker will be noted based on the context and the audience. When it comes to language style, there are a lot of options and variations from one speaker to the next. Style selection is influenced by a variety of factors, including the event's social context, the participant's relationship, social class, gender, and age. There are many different ways to express one's feelings and actions in communication, and people use social media platforms like Instagram to do so. People use language styles to express themselves and to share information with other people, and their language styles can change based on the situation, context, and personal goals.

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Instagram is a popular social media platform among young people. When uploading photos or videos to Instagram, you can use one of the many filters available. When it comes to using the Instagram caption feature, most users are addicted to posting about their current situation, health, and emotions. As is customary, Instagram users post a caption in the hopes of achieving a variety of objectives. Using all the features available on Instagram, one has to create an account by entering an email, password, and some basic info. After creating an account, Instagram users must follow other users to be their friends and others must follow back to become friends on Instagram. According to Wallsbeck and Johansson (2013), explain that Instagram connects the world with a photo in a fun and unique way to share life with friends through a series of images, through photo portraits and filter options to beautify images and make them a memory. There are differences in the way photos are taken, the features they use, and where users share information with one another, according to Atmoko (2012), who describes Instagram as a smartphone app designed specifically for social media and as one of the digital media with functions similar to Twitter. As a social media platform, Instagram enables its users to post images, videos, and messages. Currently, Instagram has new features such as sharing stories called snap grams. When sharing a story, users can use emoticons on the face, share the location, add songs to the story and add the temperature of the location where the user is. Another feature that Instagram has is being the ability to make video calls and make live broadcasts on the accounts they have.

Social and situational factors, in addition to linguistic variables, have an impact on language use. Variables such as social standing, education level, age and gender influence language use while situational factors include things like who is speaking and what language he or she uses, for example. Holmes (2013) states that different styles are possible to be used according to the addressee, which includes age and social background, and context. According to Eckert (2001), language style is a pivotal construct in the study of linguistic variation. The use of language styles on social media such as Instagram as a way of daily communication, including commenting and sending messages (D'Onofrio, 2020). Over time, as is the case with communication technology which causes language development to be rapid. Because they don't know, understand, or use modern language, teenagers frequently use a style of language that's motivated by prestige and avoids sounding dated. Teenagers also use language styles so that the captions written on their posts are interesting and many like their posts. Various languages are used in communication, including Indonesian, regional languages, various languages, and foreign languages.

Turnip et al (2021) suggests that changes and development of language in a person can be influenced by several things, including the environment here, namely the technology that develops in society. The development of language in this virtual world can bring up a variety of new language styles in the lives of teenagers. Instagram users can create captions and comments using a variety of styles such as formal and informal language. In this way, Instagram users can express their feelings, thoughts, massages, and other personal information. We must consider point of view, formal or informal manner, language organization/structure, degree of complexity, and overall tone when analyzing style, according to Keraf (2010) in Situmorang & Herman (2021:9). Teenagers as Instagram users use captions with several types of language styles such as frozen style, formal style, consultative style, casual style, and intimate style. For Example

Picture1. "Gapapa no love asal jangan no money aja.xixi,".

The example is Casual style because it's used non-formal. The status shows that the teenagers as Instagram users use the casual style because of not bound grammatical rules and the vocabulary used is incomplete (unofficial pronouns) such as *Tidak apa-apa* change to *Gapapa* and *Saja* change to *Aja.* it shows that he wears a casual style that is aimed at the closest people such as family or friends. So the researchers want to find out and analyze the frozen style, casual style, intimidate style, consultative style, and formal style on making caption of teenagers as Instagram users. The purpose of this researchers is to determine the language styles of teenagers as Instagram users on post captions. The researchers found that some are the previous study that focuses on language style." Dinda Dwi Maharani (2019) from Muhamadiyah University of Mataram's faculty of teacher training and education conducted a sociolinguistics analysis of the movie's language style. She's in the middle of an analysis of a movie line when she hears it.

The theory that will be used is the same as Dinda Dwi Maharani's research, which is the theory of Martin Joos (1967). The only thing that separates the two theories is the title. They are primarily concerned with interpreting the film's use of language style. According to Joos (1967) theory, the researchers analyzed the level of formality as follows: frozen style, formal-style consultative style, casual-style informal and intimate style. The main distinction in research is the subject matter under consideration in terms of linguistic style. The researchers are analyzing the Instagram posts made by teenagers. A study was done to see if language styles and factors associated with teenage Instagram users could be found in the post caption. The researchers were interested in this research because social media and Instagram are in agreement with the description of sociolinguistics research.

METHODS

Descriptive qualitative design was used by the researchers when analyzing the subject. An investigation method known as qualitative descriptive uses observation and description in the form of words or sentences to investigate an object that cannot be measured using numbers or another inexact measurement method. Qualitative is a general term, according to Suwasono in Purba and Herman (2020). An investigator gathers information from people by using his or her eyes or ears as filters, then organizes and interprets that information. Interviews and observations of people in natural, online, or social settings were frequently used (Nainggolan et al, 2021). qualitative research,

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according to Ary et al (2018) in Thao, Sinaga and Herman (2021), aimed to understand a phenomenon by looking at the big picture rather than dissecting it into variables. Instead of just looking at numbers, the objective is to get a holistic picture and a deeper understanding of the situation. This qualitative method seeks to understand and interpret a teenager's behavior interaction events in using the internet, especially real needs teenagers get when using Instagram. The reason researchers use a qualitative method that is because of the desire to understand in-depth side the need for social media use Instagram in-depth, from cognitive, affective, integration needs personal, social integration, and needs fantasize.

This research's data comes from a study of Instagram captions posted by teenagers. For this research, books, journals, and other written sources are used in the library, as well. Because teenagers use Instagram to express their sense of self and existence in language, the researchers decided to look at the captions of Instagram posts. The research was familiar with the various frozen, formal, consultative, casual, and intimate status update styles used by teenagers. From January until July 2021, the researchers collected 30 pieces of data. The research needed that much time to stay on top of the latest developments.

Research's instrument for data collection is an instrument that helps them collect data in a systematic and easy way. Instruments are tools required to get information, according to Arikunto (2000 in Herman et al. (2019)). According to Hancock (1998), an instrument is a tool used to collect data. In this way, the researcher required additional resources like cell phones and the internet (Leeming, 2018).

Quantitative data and qualitative data were the two types of data used in this study. Data gathered through qualitative means is used by the investigator. Using Joos (1976) and his language style classification, the researchers analyzed the data and came up with a classification system for it. Finally, the procedures used to analyze the data are as follows:

1. Browsing the social media, Instagram.
2. Choosing the teenagers as Instagram users.
3. Finding the post caption as Instagram users.
4. Selecting the post caption as Instagram users.
5. Screen shooting captions on teenagers' posts as Instagram users.
6. Giving the code to all of the data found.

In collecting data, the researchers will do some steps, such as reading the wall teenagers as Instagram users. Because Instagram users do not see the grammatical rules of the status update. So the researchers focus on analysis in captions on teenagers' posts as Instagram users.

The next step is to analyze the data that has been collected. Data analysis is the process of searching and arranging data taken from Instagram posts by teenagers. Qualitative data analysis entails selecting, classifying, categorizing, looking for specific patterns, and drawing conclusions from the information. This research examines language styles according to Martin Joos' theory to find a solution to the issue at hand.

It is said that data analysis refers to the process of organizing and arranging data into patterns, categories, and basic classifications to find the theme and formulate researchers hyporesearch based on the data's advice, as per Moelong (2001:103). There are several stages in the data processing. A researcher can more easily analyze the results because each stage is designed to help with that.

RESULT AND DISCUSSION

After analyzing the data from status Instagram of teenagers found, the teenagers' dominant the language style in variety casual style. From the data above the status of teenagers have 17 data causal style. The casual style often use the teenagers on the uploads Caption on Instagram. The teenager chooses the word is free to upload Caption and reflecting of mind. The researchers want to answer the problem of researchers which as following question, "what type language style of the teenagers as Instagram users and the factors influence of teenagers as Instagram users?".

1. Types of Language Style

Thirty pieces of information were gleaned from the findings in order to answer this research question. There are three types of styles represented by this number: formal (3 styles), consultative (2 styles), and intimate (3 styles). Teenagers use a casual language style called Post Caption.

To conclusion finding above, the teenagers often using the casual style on Instagram to post caption, because casual style have characteristic just make simple sentences, opinion about something and chat with other friends. the researchers provide the table below

Table 1 Types of Language Style of teenagers as Instagram users

No.	Types of Language Style	Data of Status Teenagers	persentase
1	Frozen style	1	3,3%
2	Formal style	3	10%
3	Consultative style	2	6,7%
4	Casual style	17	56,7%
5	Intimate style	7	23,3%
Total		30	100%

Based on the table above, the researchers found five types of language style. They are frozen style, formal style, consultative style, casual style, and intimate style. To clarify the table above, see the diagram below:
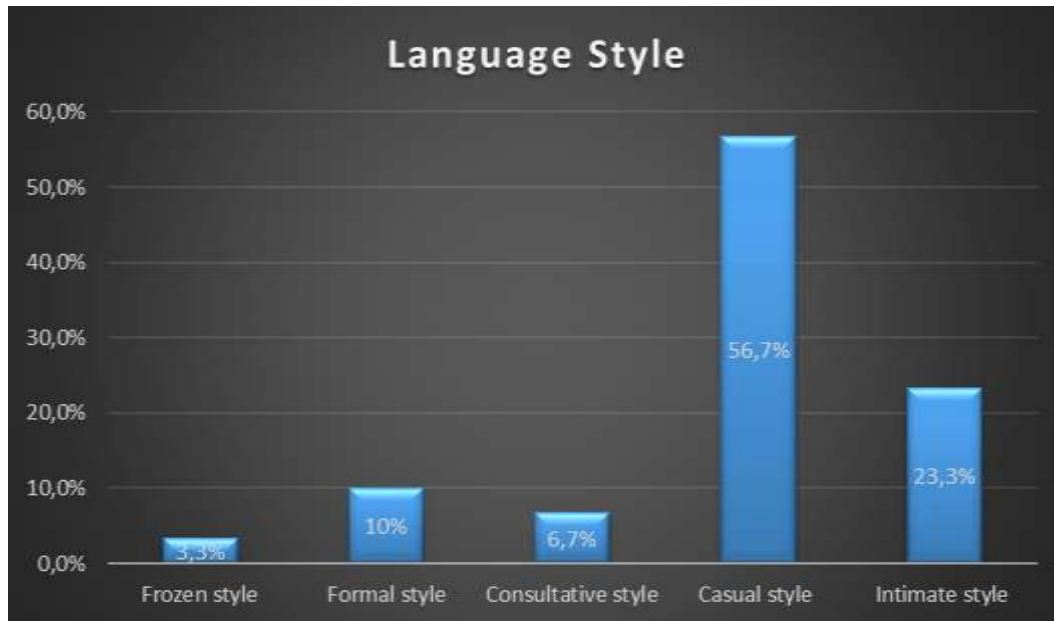
Teenagers who use Instagram, as shown in the table above, have various language styles. Twenty-nine data points were discovered by the investigators, indicating that teenagers on Instagram prefer a more casual look. in 17 cases (56.7 percent), formal style (3 cases (10 percent), consultative style (2 cases (6.7%), intimate style (3 cases (23.3 percent), and frozen style (1 case) are all represented (3,3). Teenagers' Instagram captions often feature a casual language style.

2. The factors Influence of teenagers as Instagram users

Instagram is a product of an in-depth knowledge of the app's overall capabilities. Instagram gets its name from the word "instant," as in the instant photo that was once associated with a Polaroid camera. One of the most popular photo- and video-sharing apps, Instagram (commonly abbreviated to IG or Insta) allows users to capture and upload images and video as well as apply digital filters before sharing them on various social media platforms, including Instagram's own. On October 6, 2010, Kevin Systrom and Mike Krieger launched Instagram (IG or Insta).

A smartphone app called Instagram is one of the digital media with a function similar to Twitter, but the difference is that it allows users to share photos in a form or a place other than text. Instagram's features, such as the ability to enhance the beauty and artistic quality of photos, can inspire and increase creativity in its users (Atmoko, 2012:10).

As a daily communication tool on Instagram, users can post comments and messages. Communication technology has accelerated the rate of language development, and this will continue in the future. Because they don't know, understand, or use modern language, teenagers frequently use a style of language that is fueled by prestige and avoids being out of date. Teenagers use a variety of language styles in their captions, which makes them more interesting to read and more people will like them. The choice of language style can be influenced by a variety of factors. They are the person, the place, the time, and the thing. According to the findings of this study, teens on Instagram have a diverse sense of

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style. Because of the person, place, and subject, it's safe to say he used casual style the majority of the time.

DISCUSSION

Researchers found that by using Martin Joos theory, they discovered that teenagers used a dominant casual style to post Instagram captions in which they used a frozen style of language. They also discovered that these teenagers used a Consultative style of language and a casual style in which they used an intimate language on their social status.

Based on the findings, the researchers found similarly with the research from Muhammad Darryl Ivan (2020) in research that title "An analysis of the five language style found in the lean on me movie" used same theory by Martin Joos (1967). From the both of researchers the researchers analyzed the language style and the result are same that used casual style is dominant used Instagram users' status from teenagers and movie.

The researchers collected the 30 data contains to language style of status teenagers. Furthermore, the casual style 17 cases (56,7%), formal style is 3 cases (10%), consultative style is 2 cases (6,7%), intimate style is 3 cases (23,3), and frozen style is 1 cases (3,3). Types language style divided into five namely frozen style, formal style, consultative style, casual style and intimate style according to theory Martin Joos. The first is frozen style have characteristic use the formal sentences such as speech president, and use formal situation such as in mosque, church and ceremony. The sentences use high skill usually professional and lawyer. The second formal style uses the formal language such as frozen style. Important or serious situation such as classroom, formal speeches, sermons and in formal style which one -way communication and the sentences have structure are more complex. The third consultative styles have two ways participant to communication, not overly formal but words are chosen with clear. The fourth is casual style have characteristic conversation with friend, statement or opinion, relaxed or normal situation. The last is intimate style have characteristic complete absence social inhabitation like talk with friends, family, beloved friend, girlfriend or boyfriend and close friend. The factors Influence of teenagers as Instagram users is participant, setting, and topic. Because using casual style is simple and does not have grammatical rules, the researchers concluded from the data analysis that teenagers update their status on Instagram more frequently in a casual manner. Because they don't know, understand, or use modern language, teenagers frequently use a style of language that's motivated by prestige and avoids sounding dated.

The second researchers is Muhammad Darryl Ivan of State University of Sumatera Utara (2020). This thesis entitled "An analysis of the five language style found in the lean on me movie" contains of a study about language style. That researcher also focuses on the supporting language style but in the movie. She applied Martin Joos' theory of language style to her writing. The third is "Language styles in "Love Rosie" Movie: A Sociolinguistic analysis" contains of a study about language style. Written by Iren Yswara Sipahutar (2018). From English Department Faculty Of Cultural Studies Universitas Sumatera Utara. The analysis is based on the five language styles using Martin Joos's theory but Movie.The fourth is a study of style and variables in Shah Rukh Khan's speech, "English Language Style In Technology Entertainment Design by Shah Rukh Khan." Written by Uswatun Nisa (2018). From English Department Faculty Of Cultural Studies Universitas Sumatera Utara. This research apllied language style proposed by Martin joos theory but focuses in speech. And the last is language style Analysis of Language Style Found In Novel The Last Tycoon written by Scoot Fitzgerald by Dila Sapariyanti (2013). From English Department faculty of letters and humanities State of University of Padang. In his study uses theory by Martin Joos but in Novel.

The use of social media, especially Instagram as a means of communication, is becoming increasingly difficult to avoid, is expanding and has a major influence on

language development. Various new forms of language emerged with a very large number of variations. Even this new form is slowly displacing existing standard words and various forms of language by social media users who often do not refer to standard or standard forms and even tend to write down what is said. However, the use of social media makes it easier for someone to know the development of the existing language

CONCLUSION

This study examined the slang and idiom usage of teen Instagram users. The researchers came to the following conclusion based on his research and discussions: teenagers frequently dress in a casual manner. In response to the first research question, teenagers' captions use frozen style, formal style, consultative style, casual style, and intimate style, depending on their age and relationship status. There are 30 pieces of information that the researchers unearth in their findings. There are 17 styles of casual clothing, 3 styles of formal clothing, 2 styles of consultative clothing, 3 styles of intimate clothing, and 1 style of frozen clothing. According to the findings, teenagers on Instagram frequently use a casual language style. Because of the lack of grammatical rules in informal styles and the simplicity of the sentences. The choice of language style can be influenced by a variety of factors. They are the person, the place, the time, and the thing. According to the findings of this study, teens on Instagram have a diverse sense of style. Because of the person, place, and subject, it's safe to say he used casual style the majority of the time.

ACKNOWLEDGMENT

AUTHORS CONTRIBUTION STATEMENT

All authors had fully taken participation in the research conduction and approved the final product of the manuscript.

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