Applied Linguistics Aspects of Using Digital Media: Analysis of Women’s Instagram Account Caption Based on Language Style

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Abstract

This study discusses the Applied Linguistics Aspects of Using Digital Media: Analysis of Women’s Instagram Account Captions Based on Language Style. The researcher used Chaika’s theory in 1982 about five styles of language in the form of formality: formal style, informal style, colloquial style, casual style, and intimate style, along with the development of the social media phenomenon which provides unlimited aspects for young people, especially women. This study aims to provide an overview of the style of language women use when making a caption on Instagram. Several women accounts have the highest number of followers, one of which the researcher chose to be used as material for analysis to create texts with different language styles. The researcher chose five women accounts: Selena Gomez, Kylie Jenner, Ariana Grande, Kim Kardashian, and Taylor Swift. In this case, the researcher only took one post and the caption from each account. This study uses descriptive qualitative research because it processes words by analysing and describing issues related to social aspects of phenomena in social media. The result is that five posts from Instagram captions were obtained according to the type and characteristics of the language style. Language experts classify language styles into several kinds, which are formal style, informal style, colloquial style, casual style, and intimate style.

Keywords

Instagram caption
Women’s account
Language style
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Introduction

The phenomenon of the development of social media is currently attracting much attention. As social beings, humans need a medium that can recognise the appreciation of their existence through communication established worldwide. Social life cannot be separated from humans because it can provide mutually beneficial social interactions. Currently, media provides an excellent opportunity for the context of human life. Social media is here to facilitate the relationship between humans and the world (Lisdawati, 2021). In addition to increasing the number of communication sites in friendship, it can also provide a significant aspect of the economy. One is Instagram social media, which provides various descriptions of relationship performance. Instagram is a social media with the most significant user impact, almost beating Facebook and Twitter (Klimova, 2020). Thus, using Instagram social media can provide the potential to explore its thoughts. Instagram social media provides many features to attract people's interests and ideas so they can create a beautiful picture of a story or content. One is the idea-making feature called the Instagram caption, which can provide an understanding for some people who follow Instagram (AHMAD, 2022). Most female accounts are more creative in using funny captions to show their daily lives. Not many use polite language style to attract followers and actions from the unique images in it. With that, people will be happy to follow the life of the people they follow. The emergence of terms in language style is due to social media, which continues to grow.

Many factors characterise communication, including language style in social interaction. According to (Chaika, 1982), language style is a person's way of determining communication goals in social interactions. People must feel how to enjoy the communication that suits the context of their speech. Just as explained (Parawati, 2020), someone will provide related information about themselves through spoken words and appropriate grammar. Several types of language styles are usually used when wanting to communicate (Chaika, 1982) argue about five types of language styles: formal, informal, colloquial, casual, and intimate.

The formal style is often used to explain essential information, and how to convey it must be careful. Informal style, which is more relaxed when expressing opinions or conversations (Coates, 1986). Colloquial style refers to the form of conversation that is used in a particular area or area. A casual style is a conversation done by someone who already knows each other, so it looks relaxed. Finally, the intimate style is a more closed or private style carried out by a person or group using its language code. Thus, many people will have a way to convey according to their desired style. Both listeners and speakers can convey language styles according to their wishes and the context they face. The relationship between language style and social media is very influential because it can lead to social interaction (Indra, 2018). It makes it possible for social media users to always be careful in choosing the language context used. Given that social media currently has a considerable influence on the
emotional style of the speaker's language for users, primarily through the Instagram application media.

Researchers in previous studies have studied the phenomenon of language style on social media. Some of them focus on research conducted on social media Tiktok, talk shows, interviews, and radio posts, while in this study, the researchers only focused on Instagram social media regarding the type of language style contained in the captions of women with the most followers. The researcher will explain a little about the previous research. The first article was written by (Lisdawati, 2021). In short, the article discusses the description of the language style contained in the new vocabulary in the Tiktok social media account. From the article's results, the researcher shows that the public can take some of the vocabulary from the content creator to add to the vocabulary significantly. Second, an article was written (Putra, 2019) in his research to explain the more dominant speech style used by a host and guest in the Ellen DeGeneres Talk program. From the results of his research, he found data on four speech styles, frozen, casual, consultative, and intimate, used by the presenter, Ellen DeGeneres. The third article was taken by (Ginting, 2020) in their research discussing ways to find out the types and functions of the language style used in an advertisement for women's commercial products. In the fourth article by Juliana (Dewi, 2020) in this research, the writer explains how to understand and use language style in discourse analysis. Lastly, several factors influence the characters' language style in this study's article (Mawarni, 2020). It is used as additional information to conclude the language style TikTok content creators use in interacting with their followers.

The results of his research show a concept of four styles, namely demonstration style, hardstyle, slice style, and soft cell style, to create a response that touches an open mind. Those are a few previous articles that discuss language styles in various and different contexts. It can be a gap for researchers to be ready to discuss types of language styles with different contexts, namely Instagram media contained in the captions of women with the most followers. Based on all the search results of previous studies to support this research, the researcher concluded that there needs to be more social media context of Instagram for the opportunity to get a place of language style through a caption. Therefore, the researcher aims to discuss and interpret through writing about Applied Linguistics Aspects of Using Digital Media: Analysis of Women's Instagram Account Captions Based on Language Style. Going through is a descriptive qualitative approach to make research easier to get more specific and clear results. From this, the Instagram social media application is a style with a modern level of language that can be used to attract the attention of readers and followers. In addition to being able to draw the function of language obtained from social media sites, it can also produce the way or behaviour of a person's speech style for his or her social life. All of this was the beginning of the focus on Instagram media as a tool to help socially and to prove that the style of language obtained from Instagram is none other than some female users.

Specifically, this study aims to look at the types of language styles used by women's with the most followers in making captions on Instagram.

Method
The researcher employed a descriptive qualitative approach in this research. The reason researchers use a descriptive qualitative technique, according to the explanation in the method, is because this research method describes and analyzes data or objects as a whole. The technique method is not only limited to defining data but is also used to understand and interpret data in depth to obtain good-quality research results. In this case, the researcher tries to find a specific problem that can be analyzed. Therefore, researchers argue that descriptive qualitative research is a method for better understanding the research problem and data validation. The source of the data collection is primary data taken from the Instagram captions of five women who had the most followers. Next, the researcher selects and processes the data to be selected and analyzed using (Chaika, 1982) style theory, which focuses on the types of language styles contained in the Instagram caption.

The source of data was taken from May by looking for the five captions on Instagram posts for women who have the most followers. Then, the researcher uses a personal account to analyse the vital part regarding the language style in the post's caption. After finding a caption matching the data type, the researcher writes and analyses the caption section by combining the types of language styles. Previously, Instagram had many features that could be used, such as instant stories, direct messages, and IGTV, a media that displays memorable video moments.

In data collection, the researcher focused on the initial aim of the study, namely to find the type of language style, which was the main point in the research, following (Chaika, 1982) theory from a sociolinguistics perspective on language style. Researchers try to explain and identify data on Instagram captions made by women with the most followers. It was found that the five accounts belonging to women with the most followers had more captions that matched the style of language data. It makes it easy for researchers to be more careful in explaining the data that has been obtained. Things that must be used in identifying data according to researchers

a. First, the researcher will start by logging in using a personal account and looking for several accounts of women with the most followers. Then, the researcher selects and defines these women whose criteria match the concept of this study.

b. Second, the data that has been collected will be grouped based on the classification of the various types of language styles contained in the Instagram caption.

c. Third, researchers will combine and collaborate on data and then describe in theory the type of language style used by female accounts with the most followers.

d. Fourth, the researcher can finally conclude that using data on the type of language style appropriate to the context can produce satisfaction in research.

e. Fifth, the final step of the researcher is to explain the results of the types of language styles used by female Instagram accounts, and all of them are by the theory of the approach used. Finally, the researcher was able to answer the questions from the research.

Results
In this chapter, the researcher describes the result and discussion regarding the types of language styles found in the research. This research aims to examine several women accounts with the most followers worldwide on Instagram social media accounts. The five women accounts are Selena Gomez, Ariana Grande, Kim Kardashian, Taylor Swift and Kylie Jenner. Researchers chose these five accounts because they fit the research concept to be carried out. The researcher focused on analyzing one of the captions in the woman's Instagram post. Then, the researcher tried to classify the language style types used through a theory. It was found that there were many types of language in the women's Instagram media accounts, but here, the researcher will only take one post and caption on each account. In this case, theorists divide types of language styles into five parts: formal, informal, colloquial, casual, and intimate. Following is the distribution

1. **Formal Style**

In the first finding, the researcher discussed the formal language style contained in Selena Gomez's Instagram media account. The formal style contained in Selena Gomez's posts is official to be understood by readers. Apart from that, the note captions contain formal situations in language to provide information to her followers.

**Caption:**

“<Notes

Today, I am so grateful that we get to launch Mental Health 101. This campaign is so close to my heart because I struggle with mental health. I know first-hand how scary and lonely it can feel to face anxiety and depression at a young age. If I had learned about my mental health earlier on and been taught about my condition in school the way I was taught about other subjects, my journey could have looked very different.

The world needs to know that mental health matters. It is just as important as your physical health, and I wish we could all acknowledge that, not just in words but through our actions.

For anyone who is hurting right now, I hope you know that you are not alone. I am a believer in seeking help. Getting support and educating myself on mental health has changed my life, and it can change yours, too.

Mental Health 101 will be the stepping stone for others that I wish I had... to connect to the resources they need and empower young people in ways that may not have been possible.

I hope you will join me in supporting this initiative and being part of the change: rare-beauty.com/mentalhealth101

With Gratitude Selena”

Analysis

In Selena Gomez's post, researchers found that the language style used by Selena Gomez has a formal language style. The sentences expressed by Selena Gomez are a formal style of speech aimed at readers or followers. She was talking about
Selena Gomez, who is unfamiliar with that name. Selena Marie Gomez is a talented actress who started her career in the entertainment world at a young age. There are many inspirations for people from the story of his journey and career success to date; apart from that, his personal life is also exciting. Apart from being talented as a singer and actress at a young age, Selena Gomez is also very influential in the film world. She is so popular as an artist in the world that Selena Gomez is one of the owners of the Instagram account with the most followers in the world. Apart from the entertainment world, Selena Gomez also develops her talents through the business world. He launched a clothing brand with the label Dream Loud by Selena Gomez, an environmentally friendly recycled product. She received various awards, such as the Billboard Music Award, ALMA award, American Music Award, MTV Video Music Award, and many more. However, at the same time, Selena had to face the fact that she was diagnosed with lupus at a young age. In this case, Selena did not lose her enthusiasm and give up, as proven by her works, which are still an active presence for her fans, and she has become the queen of Instagram with 429 million fans.

The caption from Selena Gomez's post is very sticky and looks formal in conveying her words because it has a relatively long sentence that is incredibly structured and parallel. Selena also uses words that illustrate how important and official it is to convey the sentences she wrote to fans. Apart from that, researchers tried to find out the reason for the sentence that Selena posted. From the results obtained, Selena’s researchers created a caption sentence, which was uploaded to inform and convince the world about the importance of mental health. She tried to express the feelings he had been feeling regarding mental retardation due to an illness that caused depression in her. Apart from that, Selena tries to motivate her fans about the importance of maintaining mental health for health. She hopes it will be through words and actions to maintain physical health. She motivates someone through writing so that people who feel inadequate in facing trials do not feel alone. Selena tries to overcome mental health difficulties by getting support and education to change a person's health for the better in life in the future. Selena also invited her fans to support the initiative and be part of the change in what she expressed.

2. Informal Style

Researchers found in subsequent research that types of informal language, in this case, were found in caption posts made by Ariana Grandee. Informal language style is a style that is often used when meeting with friends or relatives at work. Usually, in this case, the tone is personal, as if you are conversing with people or fans.

Caption

“That is a wrap on week one !!!!! I hope you have enjoyed our first two episodes @NBCTheVoice. a warm warm welcome to my incredible #TeamAriana members (so far) @katie_rae333 @vaughnmugol @kkmohler @chavonrodgers and @jimandsasha. I adore these humans and cannot wait for next week @nbcthevoice. I..... love this show and these souls, and I.... just cannot wait for it all. See you Monday!

Analysis

The caption above was written by a beautiful actress named Ariana Joan Grandee, better known as Ariana Grandee, known as several people who took part in the drama of the world of Hollywood musical entertainment. Ariana Grandee is an
American singer, songwriter, and actress. She spent his childhood starting her acting career. This is what caused Ariana Grande to not be able to continue her schooling, and she chose to continue her education using a homeschooling system. Ariana began her musical career, and her debut was followed by success in touring both North America and Europe. Many albums have been launched and debuted in the music world, such as the Billboard Hot 100 No. 1, which made it the first No. 1 single in the United States. Then, her songs broke records and received certificates for the charts on Spotify. Ariana Grande's music is pop and R&B music using hip-hop elements. Ariana explained that she grew up listening to '90s music. She is also an activist in a charity organization and has a large following on Instagram social media with 379 million fans. Later, she was also included in the list of the most influential people in the world.

The conclusion in the caption by Ariana Grande has an informal language style because the sentence conveys a slight message to her relatives or office friends. Another proof of why her language style is called informal is because there is a caption saying, "Cannot wait for it all. See you Monday!". This sentence is often heard when we make promises to colleagues or friends. Thus, from the researcher's point of view, Ariana Grande wrote the caption in an informal situation because she wanted to communicate with her followers on Instagram and her colleagues about where and when she wanted to appear.

3. **Colloquial Style**

The third study found a colloquial language style in Kim Kardashian's posting account. Analyzing types of colloquial language is relatively easy because it is done according to informal expressions. The nature of this type of colloquial language style is relaxed when expressed. We use this language more often in conversation, so it is easier to approach. Usually, this type of colloquial language style is used in or is characteristic of intimate conversations between people. Apart from that, it can also express a person's everyday attitude. Researchers found these sentences in Kim Kardashian's account posts in colloquial style.

**Caption**

"So I took this pic last week when I was alone, and now, going through my phone, I am freaking out noticing a woman in the window."

**Analysis**

Completely Kimberly Noel Kardashian, better known by her stage name Kim Kardashian. An American television personality, model, socialite, actress, and entrepreneur who gained international fame for her personal life, chronicled in part in the series The Kardashian Family. As an international model and actress, Kim has many activities that support her career. As a model herself, Kim has decorated many world magazines such as magazine life&style, famous, and many more. Kim also attracted much media attention as a friend and stylist to Paris Hilton. In recent years, Kim has built an influential online social media presence, including tens of millions of followers on Instagram. Now, Kim has 364 million followers in the world of Instagram accounts. Several magazines have listed Kim Kardashian as one of the most influential people. Some actresses and critics also argue that Kim is described as a pioneer in the modelling world. Then Kim occupied as a reality TV personality with the highest fees.
Researchers observed the results of writing on Kim Kardashian's posts using everyday sentences. Kim's sentences are more of a relaxed language style and look very informal. Kim's post gives a message to her fans as if she were having a conversation. This is what makes Kim's sentences like daily language style. Kim also stated that he did daily activities by taking a mirror selfie. He wrote the sentence to let his fans know that he took the photo at home alone. Kim also said that she felt worried at home alone, so she deliberately took photos and told her fans stories so they would respond to the post. Then Kim felt panic after seeing a woman from afar from the window in her sight. Kim Kardashian uses colloquial language to tell and show readers about herself. Finally, Kim uses colloquial language so that his fans and followers pay attention to him.

4. Casual style

The fourth finding of casual style is in a post belonging to Taylor Swift's account. Simple style is often defined as a style often used in relaxed and informal situations. For example, in conversations with friends, close friends, and closest family members, a casual style is used to integrate readers or viewers into a social group. Simple language style is usually not found in sentences with good word structure but refers to things being experienced. For example, no formal words are conveyed in the writing, and this language style does not use articles in a sentence.

Caption

"Don't say it, don't say it, OKAY, I'm saying it: I'M FEELING 32. And Alana is feeling 30. Don't worry we tested everyone! Thank you so much for the birthday wishes. I love you all so much

Analysis

The casual language style is found in Taylor Swift's Instagram account caption posts. This sentence appeared in a conversation shared by her best friend with Taylor. The real name, Taylor Alison Swift, is a multi-talented woman in the international music industry—a beautiful female singer and songwriter from America who has many prestigious awards worldwide. Many observers say that Taylor Swift is the music industry itself. Taylor Swift's love for the world of music has grown since she was young, and she began to be diligent in writing songs or at other music festivals. During her career, Taylor Swift received an offer to work as a teenager with Big Machine Records and has signed a contract with Sony/ATV Music. Taylor Swift's various album releases made her a country music star, and she received various Best New Artist nominations at the Grammy Awards. Since then, his career has continued to rise, and she has received many awards from various music award shows, including the AMA, BMI Music Awards, Association Music Awards, and many more. That is why she is the highest-paid woman in music and the most influential person globally. With 272 million followers on Instagram, she is also in the top ten category with the most followers on Instagram and is ranked number one on the list of the youngest, most influential women.

In the captions of uploaded posts, researchers found that many aspects and posts contained casual language style sentences due to the nature of the more casual style between the two speakers. This casual style does not need to be well structured in speech. Sentences or words usually use repetition, unlimited expressions, slang, and shortened sentences and are more practical. A casual style is used among
friends and co-workers when an informal atmosphere is appropriate and desired. Examples in the sentence “Don't say it, don't say it, OKAY, I'm saying it: I'M FEELING 32. And Alana is feeling 30. Don't worry we tested everyone! Thank you so much for the birthday wishes. I love you all so much”. Many words are repeated to describe how happy Taylor Swift is to get lots of surprises from her friends. The expressions described in Taylor Swift's sentences are not limited to gratitude and gratitude for getting older. This is another reason why researchers think that Taylor Swift's caption post chose a casual style in her caption. Taylor Swift uses this language style among her friends and recognizes her followers as friends.

5. **Intimate style**

Further research is on the fifth account, namely Kylie Jenner's. The post caption contains elements of intimate language because this style is usually only used with family and close friends. In addition, characteristics in the intimate style indicate a very close and personal relationship, (Chaika, 1982). In this style, the speech uses short grammar or vocabulary that has a special meaning to each other. Below is an example of the intimate style used by Kylie Jenner with her children.

**Caption**

“I gave you the gift of life, and life gave me the gift of you. The most special girl. This little face. I will miss it as it keeps changing. Five years of loving you and forever more to go. I will always be there for you, storm girl.”

**Analysis**

The type of language style used in Kylie Jenner's caption is intimate. In short, the long name of Kylie Kristen Jenner is a very famous international artist with the most followers on Instagram. He was born to public figure parents on August 10, 1997, but that did not make him give up on starting a new life in the business world. Starting with the modelling world, Kylie is the youngest of 4 siblings. She is an actress, model, as well as an entrepreneur and the most influential figure in the world of entertainment. He has produced many businesses, such as cosmetics, skincare, music videos, and films. He also received and won various awards from well-known agencies. Kylie Jenner is the most influential figure in the world because of social media among teenagers. She became famous after having two children with Travis Scott, Stormy Webster and Wolf Jacques Webster. As of 2023, with over 300 million followers, he is among the ten most followed people on Instagram. Currently, his followers on Instagram have reached 399 million followers.

In Kylie Jenner's post above, taken in February, the sentence written contains intimate figurative language directed at someone. Researchers analyzed the sentence structure used in post captions according to the type of intimate sentence. The definition of intimate style is characterized by being gentle and affectionate. The sentences above should ideally end with a gentle or affectionate expression from a mother to her child. Kylie expressed her feelings through a post that was uploaded with affectionate sentences. Kyle uses affectionate sentences for his son. In the sentence, "The most special girl.” The word special girl refers to his daughter named Stormy; the following sentence is "5 years of loving you and forever more. I will always be there for you, Storm Girl." The feeling of pride of a mother who can raise her child and regrets how time flies quickly. The mother misses her child's childhood moments. These sentences were written by Kylie using a soft and intimate language.
style with her daughter. That way, followers will know the meaning of the sentence or message Kylie wants to convey.

**Discussion**

From the results of the researcher's analysis using the (Chaika, 1982) theory, the most striking and dominant thing often used by women with the most followers on Instagram in making captions is the casual writing style. Researchers also found that they use formal and intimate language based on their social status. Based on this, the researcher tried to select and adjust the data based on the appropriate classification of each type of language style. Then, researchers also found that the suitability of using Chaika theory can contribute a lot to the language style used because it is often found that using an appropriate approach can make it easier for researchers to get closer to the truth. The (Chaika, 1982) theory is very relevant to the lives of the women with the most followers on Instagram, from the way of writing using a casual and everyday language style, which is more dominant in posting on media. Apart from that, it was found that these women used formal and intimate language styles at moments of their social status, especially public figures. It was found that in several posts belonging to women with the most followers, there was no longer a standard language style because, in social life, the typical style was no longer conversational. After all, it was usually often used in the context of royalty and state servants. Several language styles presented have an essential role in an everyday context. One of them is that some teenagers or women often use informal and casual language styles because they adapt to people considered closer.

The language style of the woman above displays various types of styles with each different context. This makes researchers study the topic of the kinds of language styles and analyse them based on (Chaika, 1982) theory. Then, the researchers concluded that there are types of language styles used in making a caption for women with the most significant number of followers on Instagram. This is related to why many women prefer a relaxed and everyday language style to create captions compared to a stiff style. Just as expressed by (Lisdawati, 2021) (Putra, 2019) in terms of style, people will use several ways to communicate with other people using the context of the appropriate type of language style because they can place themselves in a situation with a particular language style. It means you sometimes use different grammatical forms with the same person because language style can be identified through tone, voice, word choice, and style used in different situations. In other words, someone believes that each language style is appropriate to the communication they want to convey.

Then, researchers must carry out language style analysis at different problem levels so that they can provide conclusions that are appropriate to the type of language style, such as researching caption writers or conversations written by women with the most followers on Instagram to find out the extent of the language style used so that they can make an impact on readers. In line with (NurFawaid, 2021), analyzing types of language styles is significant because it determines the progress of media users or readers in writing a sentence using the correct language style. Studying figurative language styles provides in-depth insight into the construction process of standard words when using certain media, especially Instagram (Fitria, 2020). Instagram as a medium helps researchers understand new development methods by offering suggestions regarding the context of language styles, which are defined through casual sentences written by users. The importance of language style in
writing a sentence on social media will have the right influence and excellent and satisfying communication. So, this impacts social media users to increase flexibility at each level. That is the importance of choosing a type of language style in writing using social media, especially Instagram, appropriate to the context and circumstances. In the studies (Avivi, 2020) and (Klimova, 2020) explain that writing in a figurative language style is a systematic space for developing the concept of a writing style and can show the reader's knowledge about the idea of the type of target language style. That relationship is what provides clarity in a sentence.

As in research (Hayuningtias, 2022), language style is the most influential aspect of conveying messages. Language style in communication focuses more on the social message it wants to convey to readers than just ordinary communication messages. People can communicate with each other using standard linguistic media. Language plays an essential role in human communication so that it can provide a broad view and tend to learn and receive information. Similarly, getting (Chaika, 1982) message about the words, grammar, and pronunciation chosen subconsciously and consciously provides much information. However, (Coates, 1986) stated that speaking style is influenced by social factors. One person's speaking style differs from another partner's because they may have differences in status, gender, age, social distance, and occupation. This difference is essential in determining people's speaking style when communicating with others. For example, the higher the social status of the communication partner, the more formal the speaking style they use.

Another thing that also plays an essential role in determining the type of speaking style is the conversation's setting. In conclusion, speaking style as a way for people to manipulate other people and control people in interacting with other people carries messages conveyed through words and tone of voice. According to (Chaika, 1982) style tells how to interact formally or informally with other people. Style can also tell the listener how to receive what is said: seriously, ironically, humorously, or in another way. The research findings reveal that in more detail, there are several similarities with research conducted by (Putra and Rosa, 2019), where the dominant language style is relaxed. It is in line with other research conducted by (Ginting, 2020) and (Muthia, 2021), who have different terms, consultative style and casual style, and he uses these terms to have a communication style that can be used for relationships with another context. The researchers found that the most dominant language style often used in the context of communication relationships is the casual style. Then, the role of using social media, especially Instagram, as a means of communication is increasingly challenging to avoid because of its increasingly widespread influence on life.

**Conclusion**

Overall, Instagram is a promising and flexible tool with the potential to improve knowledge of figurative language issues, as indicated by the findings of this study. The critical point of this research is to find the language style in Instagram captions used on women's accounts with the most followers. The conclusions obtained are formulated based on research questions. Researchers have found five selected data in terms of sentences in Instagram captions. Chaika theory has been used to analyse language style types based on data from the top five Instagram accounts with the most followers worldwide (in millions). The five women's accounts are Selena Gomez, Ariana Grande, Kim Kardashian, Taylor Swift, and Kylie Jenner. Therefore, the researcher chooses and perpetuates the caption, consisting of one type of
Researchers found five Instagram posts and captions adjusted to the type and characteristics of the language style. From the data analysis, the researcher found that the dominant styles used by the top five women on Instagram are casual, formal, informal, colloquial, and intimate. Casual or informal style is often used in conversations between close people that accrue in informal or casual conditions. Women often use an informal or casual style to adjust to the caption writing style, mainly for followers. It is a women's style that mostly funnily puts everything.

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