

CHAPTER IV

CONCLUSIONS

4.1. Conclusions

The types of language styles used by Edison Tailors in the captions of its Instagram posts and the beliefs behind promoting its products can be concluded in several ways. First, based on the first objective of this research, it can be concluded that the language style used by Edison Tailors in its captions uses five types of language style based on Martin Joos' theory (1967) frozen style, formal style, consultative style, casual style, and intimate style. The consultative style is the most used because the Instagram account is a place to promote and market its products. In this study, no Frozen and intimate style were found because, in essence, in buying and selling activities, there is no very intimate closeness between sellers and buyers. Moreover, professionalism is upheld by Edison Tailors. Furthermore, linking to the second research objective, exploring the beliefs behind Edison Tailors choosing its language style. In this study, beliefs based on Wardhaugh's theory (1986) were found in the captions of these posts. The belief behind Edison Tailors in using this style of language in the caption of its posts is that Edison Tailors believes that suits are appropriate clothing for the upper middle class. The consultative style is used to signify respect, the delivery of precise information, and constructive suggestions to enable Edison Tailors to explain the details of its products. Most potential buyers with high social and economic backgrounds can be attracted to the strategy used by Edison Tailors. The relation to the dominant language style used by Edison Tailors is not necessarily intended for upper-class people with high social status. Rather,

everyone can consult about what they need, what model is suitable, and what material should be chosen for the benefit of the customer and buy a suit at Edison Tailors. Looking at the use of casual style is also found in the caption of Edison Tailors' post, indicating that there is no stiff and very formal impression.

Suggestions and Recommendations

First, to the readers, it is recommended to learn or understand more deeply about language styles, functions, and purposes in the use of language styles in conversation or writing. This is very important to know so that anyone can speak or write according to the situation and purpose. Second, future researchers are advised to be able to explore further the use of language styles in aspects that have not been widely researched. Future research can focus on phenomena that are happening and are of public concern, by using the latest language style theories and some previous research. Further suggestions for future researchers are to be able to focus their research on phenomena that occur in the real world, such as the phenomenon of language styles used in work environments, schools, universities, and many more. Given the lack of research on phenomena in society. So, this can be a future reference for future researchers.

