CHAPTER I

INTRODUCTION

1.1. Background

In the digital era, social media platforms have become one tool that dominates business. One of the media platforms that has quite influenced the business world is Instagram. Hootsuite Social Trends 2021 states that Instagram is the most effective social media platform for promoting business (Aryani et al., 2022). Instagram is a popular image-based platform that can boost sales through writing, sound, video, and image promotion. Additionally, Instagram can offer Instagram inspire its users and has the potential to stimulate creativity. It has characteristics that can enhance the beauty, artistic quality, and more photos (Prabowo, 2015).

Edison Tailors is a men's clothing store that sells its products via Instagram. Since it began selling in 2015, Edison Tailors has used Instagram as a marketing strategy for its product. Edison Tailors sells its products using a bespoke system, and after ordering, a suit or shirt will be made according to the customer's request. Edison Tailors will make several adjustments to the size, color, shape, and, most importantly, whether or not it matches the customer's request. Edison Tailors also mentions a sentence in its brand, namely "Bespoke Suits & Shirt Maker." This sentence indicates that Edison Tailors is a shop that accepts orders according to customer requests.

What plays an important role in promoting its products is the text under its image posts as a caption making it the most important aspect of its digital marketing strategy in attracting the attention of potential customers.

The following is an example of the use of Language Style in Edison Tailors' Instagram caption:

1. *"If you like classic style. I highly recommend this material for your suit".*
2. *"Stay on the go in style. Go prep for a girl's night out in perfectly tailored outer layer".*
3. *"The eye is in detail; it was our pleasure to fulfill your needs.*

These captions can be analyzed using Joos' five communication models in his theory, The Five Clocks (1967). Caption number 1 can be categorized into Joos' Consultative style because the sentence "I highly recommend this material for your suit" conveys a recommendation or advice. Consultative style refers to a style used to recommend something to someone, such as a dress to wear, food to eat, or things to buy or to share information to help someone or people to know about something. Caption number 2 can categorized into Joos' Casual style because it uses relaxed and informal language. Phrases like "stay on the go in style" and "Go prep for a girl's night out" are more likely to be used in everyday situations or more casual conversations. Apart from that, the language style used is not too formal, in accordance with the context of preparations for an evening event with female friends. This question reflects the characteristics of the 'casual' register in Martin

Joos' theory (1967). In caption number 3 can be classified into Joss' Formal style. As seen in the photo below, it shows a caption made by Edison Tailors.
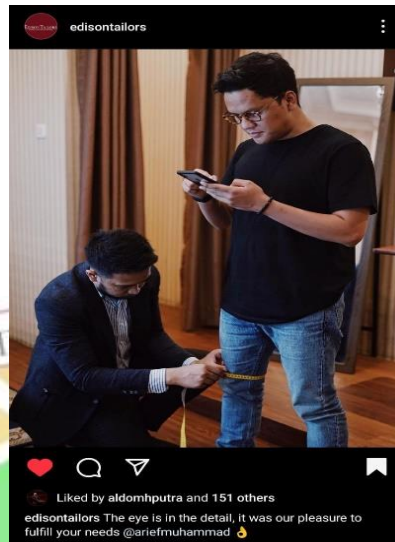
This caption belongs to Joos' formal style because the sentence "The eye is in detail, it was our pleasure to fulfill your needs" Has an indirect instruction indicating formality in giving an instruction. And the sentence "It was our pleasure to fulfill your needs" is a formal way of offering help. Refer to and mention a grammar book that describes the use of formal language for request and order.

Customers can start interacting with Edison Tailors by using the Direct Message feature or asking questions in the Comments column. This technique is possible that promotions will spread more quickly and widely without requiring excessive effort for advertising. It can be seen from Edison Tailors' own posts that several famous influencers, such as Arief Muhammad, have made suits at Edison Tailors. Here is an example of a comment in Edison Taiolrs' Post:
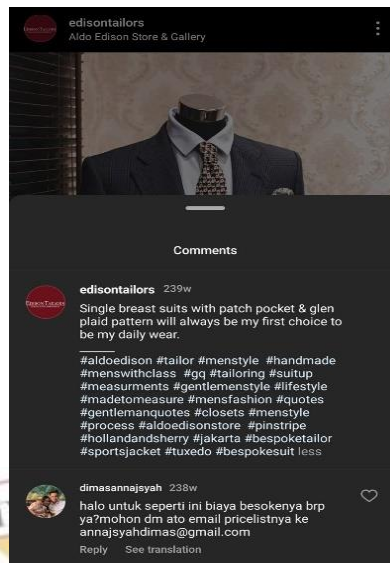
Dimasannajsyah: *halo untuk seperti ini biaya bespoke nya berapa ya? Mohon Direct Message (DM) atau email pricelist nya ke Annajsyahdimas@Gmail.com.*

This is proof that customers can start interacting with the Edison Tailors account owner through the comments column on Instagram. It's clear from Edison Tailors' use of the caption in its post that the goal behind it is to encourage interaction between customers and the company.

The transmission of information between a source and receiver via a signaling system is referred to as communication; this idea is limited to "human communication" (Crystal, 1989).

There are several language styles on Instagram. In terms of business, relationships, and other areas. In this research can concluded that there was a range, or more accurately, multiple distinct linguistic styles, on Edison Tailors' Instagram. It can be categorized into five registers based on multiple caption posts on Edison

Tailors' Instagram account. Martin Joos' (1967) idea of "The Five Clocks" is referenced in these captions.

This research was written to determine the language styles used by Edison Tailors' Instagram post captions. On its Instagram account, Edison Tailors does not use a rigid language style but a variety of language styles. The texts contained in the post captions can influence potential customers with the choice of language, style, and tone used in digital marketing strategies.

Language style also describes the personality, mindset, and condition of humans (Meyerhoff, 2019). Based on Meyerhoff's statement, Edison Tailors tries to provide insight into its brand to all groups who see its' posts. Studying the language style that Edison Tailors uses in its Instagram post captions will provide valuable insight into the strategies it uses to connect with the audience, build brand identity, and lead to a deeper understanding of the role of language in digital marketing and its implications for fashion industry business.

This research is a linguistic study in the business world. The result of this research will not only contribute to academic discourse but also provide practical recommendations for businesses that want to increase marketing efforts by utilizing social media in the fashion industry. The findings from this research will not only contribute to academic discourse but also provide practical recommendations for businesses that want to increase marketing efforts by utilizing social media in the fashion industry.
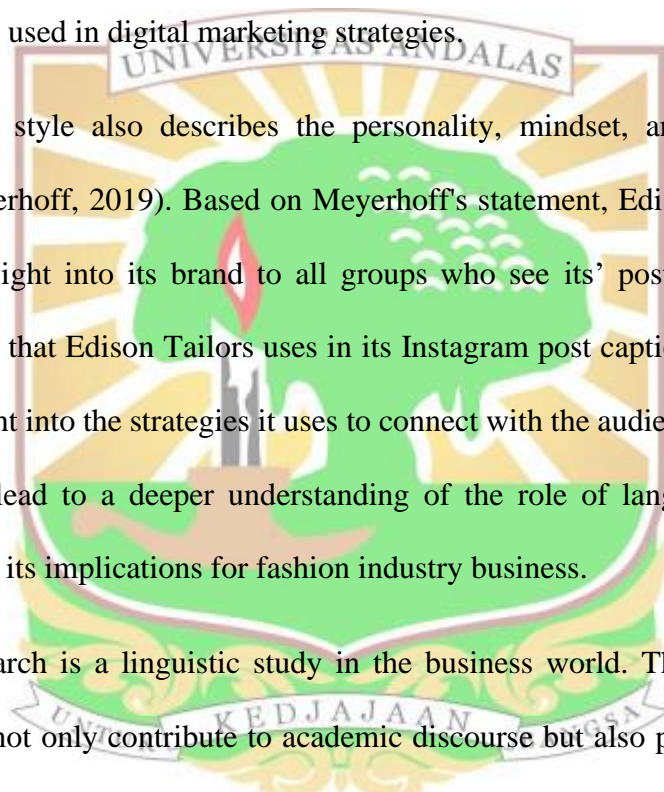
1.2. Theoretical Framework

This section discusses the theories that were applied to analyze the study's data as well as other similar investigations. To carry out this research, several theories will be used that are related to the objectives of this research. Some of these theories are (1) Sociolinguistics and Language Varieties, (2) Style and Beliefs, and (3) Language in Commerce. These three theories are very relevant to support the objectives of this research.

1.2.1 Sociolinguistics and Language Varieties

Sociolinguistics, as a branch of linguistics, investigates the interactions between language and society, exploring how social factors influence language use and variation. It explores language variation, involving regional dialects, sociolects, and ethnicities. Language varieties reflect the diversity of human communication. Labov stated, "Language varieties are the result of historical and social processes, shaping our linguistic identity and reflecting the structure of society" (Labov, 1972).

Sociolinguistics study that studies how language and society interact. This illustrates how language is an important thing that people must understand to interact. This can be seen from who is saying or interacting with the other person. The use of language in a society varies. This is because language use in society is determined by various social factors such as age, gender, education of the speaker, and so on. This can also be influenced by cultural norms believed and practiced by the people of a community such as seniority, social and cultural functions, etc.
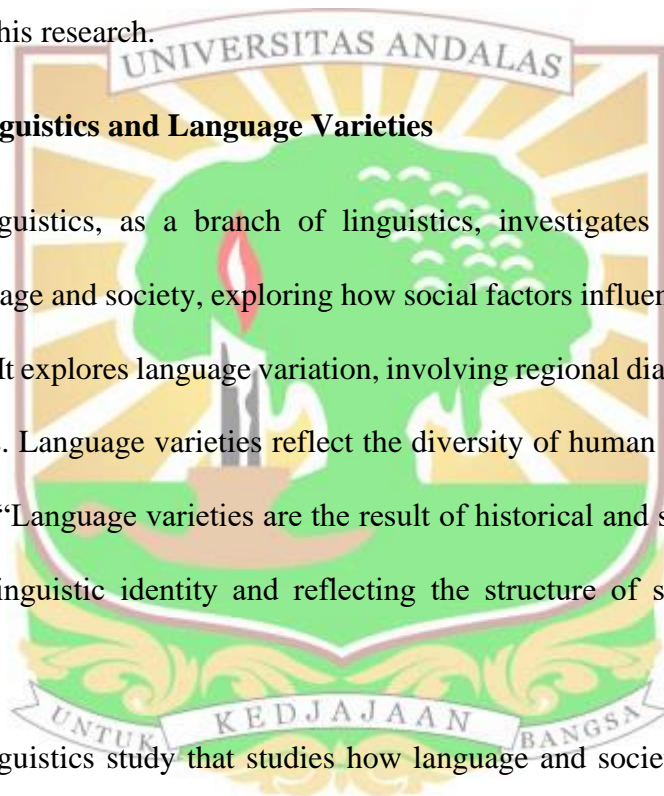
The study of sociolinguistics is essential to understanding language varieties. Sociolinguistics is crucial for comprehending language varieties as it unveils the intricate interplay between language and society. Studying language varieties opens insight into cultural nuances, social hierarchies, and group affiliations. Sociolinguistics goes beyond grammar and syntax, offering a dynamic lens for understanding the deep interrelationships between language and social dynamics. This exploration increases understanding of linguistic diversity, fostering a nuanced appreciation of the role of language as a social construct and cultural marker. Sociolinguistics is the study and discussion of the social dimensions of language. Particularly the distinctions (variations) in language resulting from societal (social) factors (Nababan, 1984).

Variations in language use may also depend on the speech situation. People speak in formal situations, such as in formal meetings, is different from how they speak in informal situations, such as in the market. Every person who speaks in communication is called a language style.

1.2.1.1 Style

Style is an essential component of language practice, and it includes elements like register, formality, and speech patterns(Eckert, 1989). Style in language style refers to the unique and expressive ways that people mould their language choices. It includes language, syntax, and tone variances that represent social dynamics and cultural subtleties. Sociolinguists use language style as a strong lens to examine how people modify their communication to fit into various social circumstances.
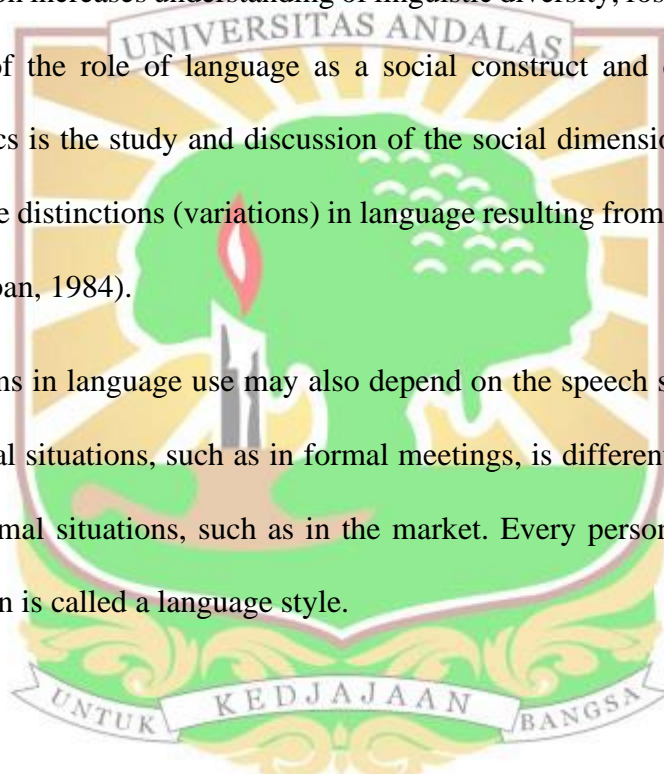
This allows them to gain important insights into the complex interplay between language and society. This study sheds light on the complex interplay between language use and social and cultural contexts.

1.2.1.1.1 Register

Register in sociolinguistics refers to variations in language use influenced by social factors such as context, audience, and purpose. Joos (1967) contributed to the conceptualization of the register. In his work "The Five Clocks" (1967), Joos introduced the idea of register as a linguistic variation related to a particular social situation. Joos identifies five registers: (1) Frozen, (2) Formal, (3) Consultative, (4) Casual, and (5) intimate, each characterized by specific linguistic features and levels of formality.

In this research, Joos' theory discusses language style. Joos studied language styles in detail and introduced a communicative model that categorized styles into formal and informal categories. The five categories are:

1. Frozen Style,

2. Formal Style,

3. Consultative Style,

4. Casual Style,

5. Intimate Style.
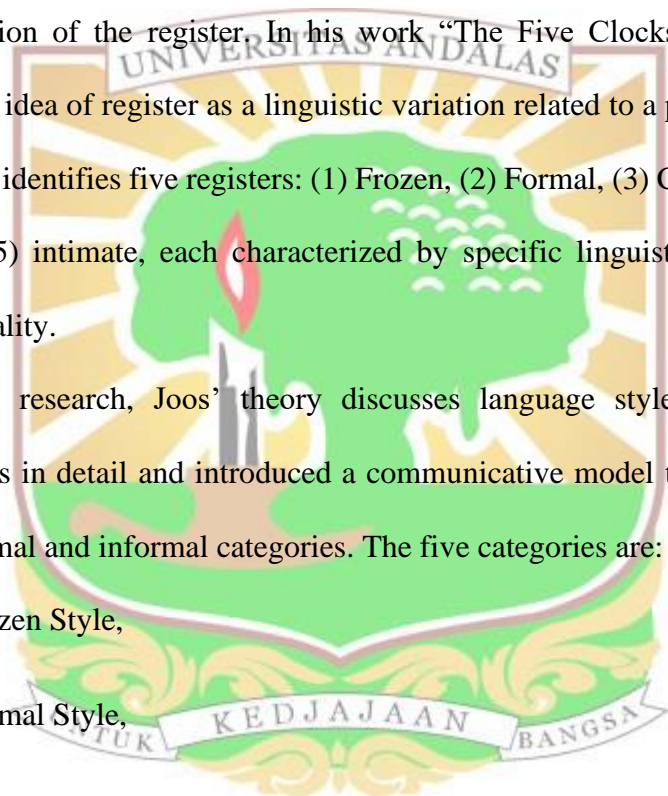
Each of them is elaborated below.

1. Frozen Style

Joss states the first type of language style is "Frozen Style." Frozen is a speech style that refers to the strictest and most formal language usage. It is distinguished by rigid and unyielding, leaving little opportunity for spontaneity or individual expression. Legal papers, religious texts, and some customary rites are texts that use a highly structured, ceremonial language frequently linked with the frozen style. This type of writing is usually employed where adhering to formal language conventions is prohibited, and accuracy and tradition are paramount. Informal, more flowing styles, such as everyday speech or casual conversation, contrast with frozen style.

2. Formal Style

Formal style means a high level of grammatical complexity, exact vocabulary, and a focus on accuracy and conformity to established language norms are characteristics of language. Formal writing is usually employed in contexts where rigid adherence to rules is necessary, like academic writing, legal documents, or speeches in formal settings. It does the job of projecting professionalism, authority, and gravity. According to Joos' framework, formal style is only one of many registers that can be used for effective communication, and the choice of style is influenced by the speaker's or writer's communicative goals and the social context.

3. Consultative Style

The consultative style is situated between the formal and casual ends on the speech continuum. It is distinguished by a moderate degree of formality, where

social norms and politeness influence language use. Standard grammar and vocabulary are often consultative, but the tone is more courteous and thoughtful. This approach is frequently used in professional contexts, like business meetings or social gatherings.

4. Casual Style

Language is used in a casual, laid-back, and frequently impromptu manner. Casual language is usually used in conversations between friends and family and in casual social interactions. This style was classified to emphasize the different levels of formality and informality in language usage. This style is often used in colloquial language, contractions, and loose adherence to grammar rules, which are characteristics of casual style and convey a level of comfort and linguistic freedom in communication.

5. Intimate Style

Another style is the intimate style, which is distinguished by its use in personal and intimate relationships, such as those between close friends or family members. The language used in the intimate style is typically informal, laid back, and full of inside jokes, personal allusions, and shared experiences. Additionally, it might use specialized vocabulary and non-standard grammar related to intimate relationships. Joos' framework elucidates how language adjusts to various social contexts, with a focus on the intimate style that underscores the intimate and deeply personal relationships that influence communication styles.
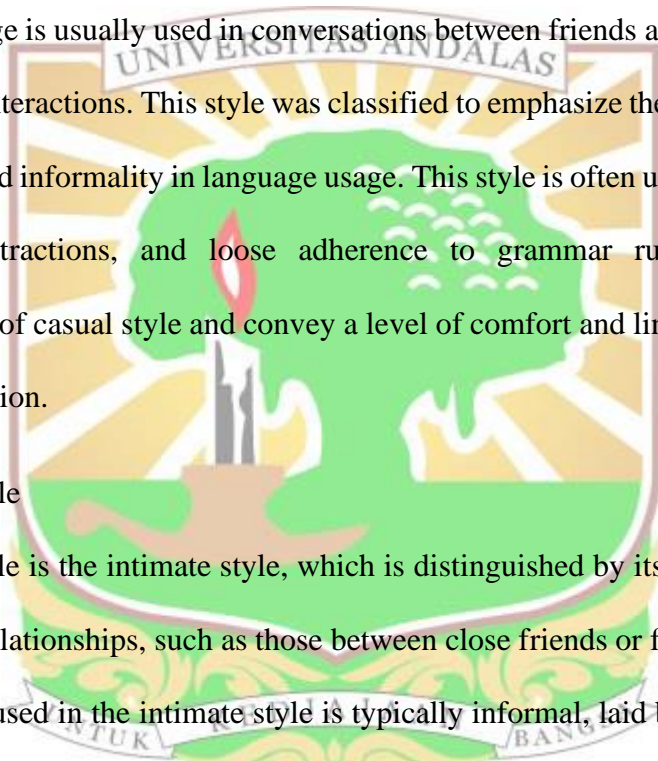
Register reflects language's dynamic nature, demonstrating how people automatically modify their words to fit the formality demanded in various social circumstances. For instance, the language used in news reports on television (formal register) is very different from that used in casual conversations between friends (intimate register).

Registers are important in sociolinguistics because they provide insight into how linguistic choices adapt to diverse social environments, contributing to effective communication (Joos, 1967). This concept would continue to influence sociolinguistics research, emphasizing the importance of situational appropriateness in language use.

1.2.1.2 Beliefs

Beliefs in sociolinguistics relate to the attitudes and views held by society that impact language use. Wardhaugh (1986) is a well-known sociolinguist whose work advances this knowledge. Beliefs influence the choice of language used by people. Such as beliefs in language variations are made to differentiate a person's social level when speaking.

According to Wardhaugh (1986), the interaction of multiple elements determines the dynamic reflection of social complexities in language. Among these, the impact of societal beliefs on linguistic style is crucial. Many people hold strong beliefs on various issues concerning language and are quite willing to offer their judgments.
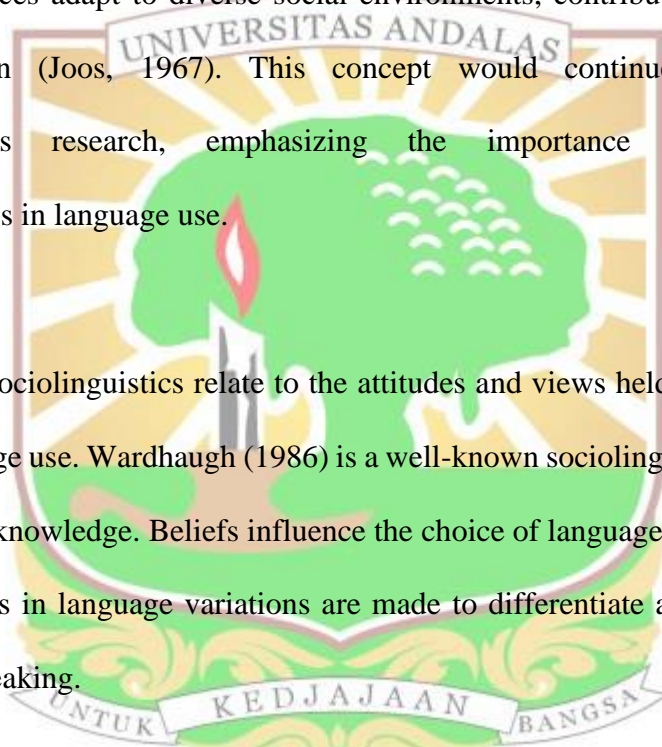
In the study of sociolinguistics, beliefs have a major role in language dynamics. The seminal work of renowned linguist William Labov highlights the important influence of cultural ideas on linguistic variety (Labov, 1972). According to Labov's research, social hierarchies are reflected in language choices and strongly correlate with New York City's cultural beliefs. Furthermore, Deborah Tannen's observations in "You Just Don't Understand" provide light on how cultural beliefs of gender roles influence communication styles (Tannen, 1990).

Language also significantly influences the business world because buying and selling activities are easier to carry out. The quality and value of the business will be seen in the language used. Confidence in the quality of marketing will have an impact on a company's income. The language a company uses can also reflect how advanced the business is and adapt to its marketing targets. Through language, people can form communication and build relationships so that trust arises in a product and convince buyers to buy that item.

The beliefs reflected by Edison Tailors can be seen in the way it promotes its products. In the post, the caption explains the details of the product featured in the photo. It is not just the quality that is the main focus, but the friendliness, consultation, and trust in the craftsmanship. It is also the reflection of customers that makes them interested in choosing suits or clothes produced by Edison Tailors. Being a customer who buys Edison Tailors products is a reflection of a customer's trust. As an example of a reflection of Edison Tailors' beliefs, it can be seen that several well-known Indonesian influencers or actors choose Edison Tailors as their
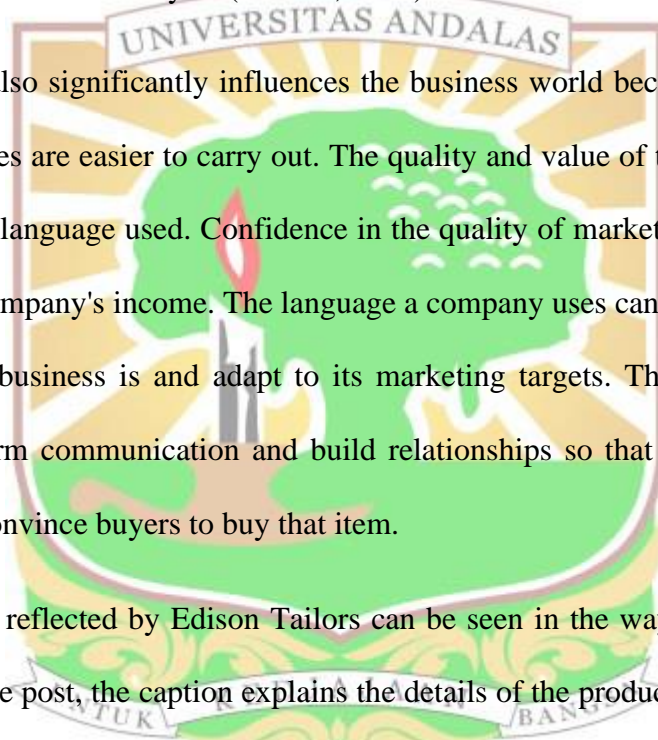
place to buy suits and clothes and attract customers' attention because Edison Tailors' Instagram posts contain their photos.

1.2.1.3 Language Use in Commerce

The rapid development of the times now allows many people to do commerce. James Stephenson (1960) defined Commerce as an activity between sellers and buyers to get money. Commerce can be direct or indirect. Direct commerce is usually done directly by the seller and the buyer. Indirect commerce is buying and selling activities carried out by intermediaries, usually through internet connections and electronic devices(S.M. et al., 2019). It is usually called ecommerce. As a result of the times, many people use online media to trade.

Online merchants very often use English in doing business, for example, the use of captions in English can add to the aesthetics of the language in the caption. The use of good English can make communication between sellers and buyers smooth because it will have an impact on company revenue (Arnold, 2000). Not only can it increase revenue, but the use of English in commerce can also improve employees' ability to master foreign languages and can benefit businesses because it is needed in global and modern marketing. Using English can increase opportunities for companies to advance and increase e-commerce to be recognized by many people even between countries (Miina, 2014). That is why many e-commerce merchants use English, which is very important in business communication.

1.3. Review of Previous Studies

Three previous studies conducted related research on language style. Some relevant studies by English department students and scholars are discussed here to find out how the present study relates to or differs from the previously conducted studies.

The first study to review is a language style in a movie entitled "An Analysis Of Language Style in 'To All The Boys I've Loved Before' Movie" (Normalita & Silalahi, 2022). This study investigates the types of language styles used in the film by using Joos' five communicative models. The design of this research is descriptive qualitative. The results of this research show that there are thirty (30) data from conversations in films to use language styles. The data collected can conclude that the dominant type of style is the intimate style. The thirty cases consist of intimate style (eleven cases), consultative style (nine cases), casual style (seven cases), and frozen style (none).

This article's strengths include its clear presentation of research findings, its analysis and classification of language styles using Joos' theory, and its suggestions for more study. The writers can classify the language styles utilized in the movie and offer a methodical examination of their frequency and context by utilizing this theory. The study gains depth and credibility from this theoretical foundation. The article's ability to present the research findings is another one of its strong points. They also indicate how frequently each style is used. The article also makes suggestions for additional research. The writers advise looking into language usage in other media, like books, articles, and movies. Nevertheless, one flaw in the paper

is that it doesn't address the study's limitations, which would have made it clearer to readers what limitations or biases the research might have had.

Another study of language style can be found in the works of Reynaldi Hidayat (2022) with the title 'Language Styles in "Snowpiercer" (2013): The Influence of Socioeconomic Status'. The researcher concludes that this journal offers a thorough analysis of the research on the connection between socioeconomic status (SES) and language style. The writers provide a precise definition of SES, emphasizing both its multifaceted character and its impact on linguistic style. A comprehensive understanding of how SES can influence language use is provided by the in-depth analysis of language style, which emphasizes the conscious and deliberate selection, patterns, and implementation of meaning.

Applying qualitative methodology and using the movie "Snowpiercer" as a case study, it is possible to examine language style in great detail and gather nuanced evidence. Nevertheless, the article does not include quantitative data to back up its assertions; instead, it focuses primarily on qualitative analysis. The analysis's depth is constrained by the lack of refutations or other viewpoints regarding the connection between language style and SES. The results of this research can conclude that the language style used by characters belonging to the low SES group ranges from casual to intimate. Meanwhile, characters with high SES backgrounds are often found to use formal language styles.

A study of language style can also be found in the works of Niswa titled "An Investigation Of Language Style Used In Indonesian Television Talk Show

Program: A Case On Sociolinguistics" (Niswa Khairun, 2021) conducted the final research. Martin Joos' theory is employed in this study. Niswa employed descriptive qualitative methods in this study. In order to represent the speech style, she used three different talk show episodes as the data source. She recorded the host and interviewee's words so they could be written down. Subsequently, she classified the host and interviewee's statements according to their speech styles, including frozen, formal, consultative, casual, and intimate.

The results of this research found that (1) there were three language styles found in this research, there are formal style, casual style, and intimate style. (2) formal style is the most dominant style used by presenters while casual style is most dominantly used by interviewees. (3) the formal style is more dominantly used by presenters because it is in the context of station news.

This research has several advantages and disadvantages. The first advantage is that the use of qualitative content analysis allows for a detailed examination of language style in the talk show program, thereby providing good insight into the topic. The second advantage is that the specific focus of this research is Indonesian television talk show programs, providing appropriate and targeted analysis of certain cultural contexts. In addition, the examples provided in this study illustrate the various language styles used.

One of the weaknesses of this study is the limited scope. This study only analyzed three specific talk shows which may limit the generalizability of the findings to a wider context. The next weakness is the limited discussion of

implications. Hopefully, this research will benefit from a broader discussion regarding the implications of the findings, such as how language style influences audience perceptions or the potential of language style for social dynamics in talk shows.

Research on beliefs can be found in the study "The relationship between consumer trust and purchasing decisions in E-Commerce customers" (Regina et al., 2023). This study investigates the relationship between consumer trust and purchasing decisions in E-Commerce customers. In the preparation of this study, the theory from McKnight (2002) was used for the trust scale. Meanwhile, for the purchasing decision scale, using the theory from Swastha (2020). The purpose of this study is to determine the relationship between consumer trust and purchasing decisions in e-commerce customers. The advantages of this research are, the use of a clear methodology using quantitative methods with Pearson correlation analysis, which is the right approach to measuring the relationship between two variables. Furthermore, the results showed significant data between consumer trust and purchase decisions. This study targeted respondents aged 18-25, a demographic group active in e-commerce. In relevance to e-commerce trends, this study is relevant to the use of e-commerce, especially in Indonesia. It contributes to the understanding of the factors that influence purchasing behavior on online platforms. The strength of this study is that it makes a meaningful contribution to understanding the dynamics of consumer trust in the context of e-commerce.

The drawback of this study is the limited number of samples, which may not represent the entire population of e-commerce users. In addition, the use of

purposive sampling techniques can cause bias because respondents are selected based on certain criteria. The weaknesses in this study and the results of the survey are very important to be considered carefully.

1.4. Research Questions

This research aims to find out what types of language styles Edison Tailors uses in the captions of its Instagram posts to promote suits and clothes and the beliefs that the company may hold regarding language use. The research questions are formulated below:

1. What are the types of language styles used by Edison Tailors in promoting its product?
2. What are the beliefs behind the use of language style in Edison Tailors' Instagram post captions in promoting its product?

1.5. Objectives

1. To identify the types of language styles Edison Tailors uses in promoting its product.
2. To explore the fundamental beliefs that Edison Tailors uses in its Instagram post captions toward potential buyers.

1.6. Scope of The Analysis

This research limits its object to the language used in several Edison Tailors Company Instagram captions. It analyses captions on Edison Tailors' Instagram posts published between 2018 to 2023. in that year range is the most posts of Edison
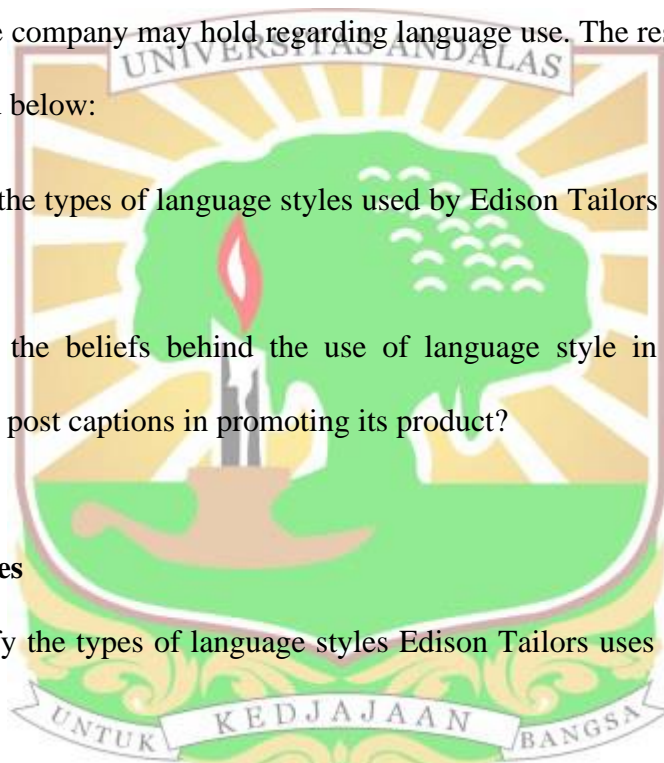
Tailors. It aims to focus on in-depth insights into the phenomenon of the use of language styles and beliefs behind the captions.