

## **Language Style on Adele's Instagram Account from July 2020 to July 2022**

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**ABSTRACT:** This research's purposes is to analyze the language style that is used by Adele in her Instagram's captions that is based on Joos' theory of language style. The data was taken by the researcher from Adele's Instagram's captions that she had posted from July 2020-2022. This research was done qualitatively using Miles & Huberman's data analysis technique. The result of this research shows that Adele's most dominant language style is casual language style. As the researcher found that, from 50 captions that she posted along the 2 year, she was mostly using casual language style with 29 captions, followed by 12 formal language style, 8 intimate language style and 1 consultative language style, while she never used frozen language style in her captions. From those data then the researcher pulled out a conclusion that Adele's most dominant language style in her Instagram's captions is casual language style.

**Keywords:** *sociolinguistics, language style, instagram, Adele*

## **INTRODUCTION**

Language is a basic human communication tool that is easily understood by others. Without language, humans will find it difficult to interact with each other. Hornby (2000:721) states that language is a communication system in speech and writing used by people from certain countries and a way of expressing ideas and feelings using gestures, symbols, and sounds. As an important part of social life, it is important for individuals to understand the variations of language and its style to avoid misunderstanding among them in society.

In studying and understanding language, humans not only understand the form of language, but also the meaning contained in it. Language is clearly a type of human communication. It consists mostly of articulatory, systematic, symbolic, and random vowel sounds. There are many ways that people do in conveying their ideas to others so

that people can understand and grasp the meaning of these ideas. Social interactions that occur between one human and another will indirectly affect the existence of language.

Language style describes personality, mindset, human condition. The human condition can create the style of human language. For example, a very formal language will be used when a president is giving a speech in front of citizens. It happens because the context is formal, and has the specific purpose of conveying such information.

Humans have various ways to communicate, one of which is by using language. In society, humans use various languages to communicate. Every language has variations, which are commonly referred to as language variations. One type of language variation is language style. Language style is divided into frozen language style, formal style, consultative style, casual style and intimate style, but this research will only focus on three types of discussion style, namely formal style, casual style, and intimate style. The grouping of the types of language style refers to the types of language style theory proposed by Martin Joos (1976).

Instagram is a mobile application based on iOS, Android, and Windows Phone where users can take pictures, edit and upload photos or videos to the main Instagram page and other social media. The shared photo or video will later appear in the feeds of other users who are your followers. The uploaded photo or video will be given a caption that is used as a description or explanation of the photo or video that you upload. Indonesia is included in the top five most active Instagram users in the world. Most people use these social media accounts. Starting from old age, young, ordinary people, artists, to officials also use this social media account. One example of the most active social media users is an artist (public figure). People use these social media accounts,

not only as a tool to express themselves, but also as a promotional medium and indirectly greet their fans.

Instagram has various functions, ranging from mere notes, publication media in political campaigns or certain fields to corporate media programs. The diversity of these functions causes the diversity of the languages used. This depends on the communicator, the media and the communicant. The communicator's message can be understood quickly by the communicant if the language and variety of media used have meanings that are easy to digest and interesting. The occurrence of language choice cannot be separated from the social situation that surrounds it. Captions or text draw attention to something in the image that is not clear, such as its relevance to the text. According to Grayam (2010), caption is a short description that accompanies an illustration, part of a legal document that provides important details of a photo.

Through captions, Instagram users can inform all activities, news, opinions, exchange ideas, business, and so on. In addition, Instagram users can also comment or respond to the latest posts from fellow Instagram users. Captions on Instagram are short texts to explain or describe what is uploaded, almost all Instagram users use captions every time they share pictures, captions on Instagram are a transformation from spoken language to written language.

Adele is a popular singer and has many popular songs such As: *Hello, Easy on me, Someone like you, All is, And Don't you remember*. And has won many awards even Adele is someone who has a thick British accent that distinguishes her from singers in

general. Like when Adele performed a song called 'Hello' where Adele's British accent was great for getting used to new phrases. But when it comes to Instagram, Adele also has a large following, and the words Adele uses in her Instagram captions are stunning.

The researcher proceed this research to discover the language style that is used by Adele in her instagram's captions. In doing this research documentary technique was used in order to find Adele's language style. In analyzing the data, the researcher used Miles and Huberman (2007) data analysis technique, namely data reduction, data display, conclusion and verification. The significance of this research is to understand the language style that is used by Adele based on Martin Joos' language style theory.

## **THEORETICAL FRAMEWORK**

### ***Sociolinguistics***

Sociolinguistics is the study that concerns the structure of the language and how language plays its roles and functions in society by considering social aspects lying behind the communication process (Holmes, 1992:1). This means that sociolinguistics views language primarily as a social system and communication system, and is part of a particular society and culture. Joshua A. Fishman (1987:3) argues that "sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of their speakers as these three constantly interact, change and change one another within a speech community." The meaning of the quote is that sociolinguistics is the study of the characteristics of language variations, their functions, and speakers because these three elements always interact, change, and change each other in a speech community.

### ***Language Variety***

Language variety is a term used to indicate one of the many variations that exist in the use of language. The variety of language is determined by its use which is created

because of the speaker's need to communicate according to the situation in his social context.

Martin Joos (1976) divides the variety of languages based on the level of formality on five levels or what he calls style as follows.

1) This type is usually used in written language or speech scripts. The frozen or oratorical variety is commonly used in public speaking in front of many people; The words spoken are really planned, pay attention to intonation, and a number of ways to influence the listener. Another characteristic of this form is the use of a really formal and polite to show the identity of the speaker.

2) The official style (formal) is the variety of language used in official speeches, official meetings, or official meetings of the leadership of an agency.

3) Business style (consultative) is a variety of language that is in accordance with ordinary conversations in schools, companies, and business meetings that are oriented to results or production.

4) Casual style is a variety of relaxed language between friends in talking, recreation, exercising, and so on.

5) Intimate style is the variety of language between members who are close in family or friends who do not need to speak in full with clear articulation, but enough with short utterances

### ***Instagram***

Instagram (abbreviated as IG or Insta) is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram's own. One unique feature on

Instagram is cropping photos into square shapes, so they look like the results of Kodak Instamatic and Polaroid cameras.

## **RESEARCH METHODOLOGY**

Qualitative Qualitative research is research that is descriptive and tends to use analysis. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, and action. As stated by Bogdan and Biklen (1992 : 30), Qualitative research is descriptive, the data collected are in form of word. The written result of the research contain quotation from the data to illustrate and substantiate the presentation. Descriptive qualitative method employs technique of seeking, collecting and analyzing data. The written result of this research will be presented explained descriptively and tabulated.

Documentation technique was used in completing this research. According to John Scott (2006), documentation type of research involves text and documents as materials.

In this research, the main instrument is the researcher while the secondary instruments are laptop, notepad and pen.

In analyzing the data, Miles and Huberman (2007) theory of data analysis was used. The data analysis technique consist of data reduction, data display and conclusion and verification.

## **FINDINGS**

After doing the research, in Adele's Instagram's caption the researcher found a total of 50 data based on Martin Joos' theory of language style, which is divided into 5 types; frozen style, formal style, consultative style, casual style and intimate style. From the findings of 50 data in Adele's Instagram's caption, the data are classified into 12 formal style, 1 consultative style, 25 casual style and 8 intimate style.

### **Formal style**

1. Oct 12 21. Easy On Me - October 15 - Midnight UK

In the data above, the researcher found that Adele uses a formal language style, because the data above only shares one important piece of information about her song that will be released on *October 15th midnight time on UK*. The researcher can conclude that the caption is using intimate language style.

2. Oct 13 21. 30 – November 19

In the data above, the researcher found that Adele uses a formal language style, because the data above only shares one important piece of information about the release date of her album "30" which is *November 19*. The researcher can conclude that the caption is using formal style language style.

3. Jan 12 22. Oh My God video, tomorrow 9am PST / 12pm EST / 5pm UK time.

In the data above, Adele shared one information, which is the video of her song will be released *on January 12th*. It fits the requirement of formal style by only having a single topic in it.

### **Consultative style**

Jun 30 22. Who's ready for tomorrow!?

In the data above, it fulfils the requirement which consultative style is a two-ways speaking that requires a short answer, in this case it is a question. There are parts of the system that acts as responses, some of them *are; yes, no, huh, and that's right*.

### **Casual Style**

1. May 6 22. What a difference a year makes! If time keeps healing and smoothing out all the creases in my life like it does as the years fly by, then I can't wait to be 60! I've never been happier! So many lessons, so many blessings to be grateful for. This is 34, and I love it here! Thank you for the birthday love as always x

In the caption above Adele uses a casual style because Adele uses a contraction in the caption (can't, I'm and I've). The use of contractions is considered as casual language because it matches the characterization of casual language style using simple grammar , so the researcher concludes that adele uses casual style .

2. Feb 2 22. Hiya, so I'm really happy to say that I am performing at the Brits next week!! Anddddd I'll also be popping in to see Graham for a chat on the couch while I'm in town too! I'm looking forward to it! Oh, and Rich sends his love ♥

In the data above, it is found that Adele used an interjection (*Hiya*). Furthermore she was emphasizing a long version of the word 'and' (*Anddddd*). Moreover, it can be seen that Adele was using first names in the caption; Graham and Rich. All these findings fit the requirement of being casual language style.

3. Jan 13 22. I got to work with Sam Brown again for 'Oh My God' who directed the 'Rolling In The Deep' video! So to collaborate together again a decade later was nostalgic to say the least. We filmed this one on the day Easy On Me dropped, there were a million things going on all at once. But the attention to detail from the crew was borderline hilarious - thank you so much for your patience and pulling it all together it was a lot of fun 🤖 Although right at the end a huge python was on set so I skidaddled my arse straight out of there! Big thank you to Harris Reed, Louis Vuitton and The Queens Haus - Vivienne Westwood for the most stunning clothes for me to sing my "I'm a hot mess" song in! ♥

In the data above, the researcher can conclude that the caption is using casual language style as it can be seen that Adele explained a fun and casual situation in the caption, "Although right at the end a huge python was on set so I skidaddled my arse



straight out of there!", also, she used some informal words such as "*skidaddled*" which means to run away quickly and "*arse*" which means buttocks or anus.

### **Intimate Style**

1. Oct 18 21. My big, always and forever love, my creative soul mate @xavierdolan ♥

In the data above the researcher found that adele uses an intimate style The caption can be seen as an intimate style language as Adele addressed her friend specifically, furthermore she mentioned the word '*my big 'love' and the love emoticon*

2. Oct 29 20. Had the best time on SNL! Thank you to the most wonderful cast, crew, writers and producers. What a sublime bunch of people you are. Lorne thank you for believing in me! Lindsay my sister for life, Maya my comedy and Mama hero! Plus the so up for it audiences at both the dress rehearsal and live show! I did it for the joy of it and I hope you got some from it too! Good luck with the election America I love you so much. Look after each other and go easy on yourselves. Happy Halloween! I'm going back to my cave now to be the (single) cat lady that I am! Peace out til next year ♥

In the data above, it can be seen that Adele specifically mentioned people that can be said close to her while also '*Lorne ,my sister for life, Maya my comedy and Mama hero!*' In the data above, the researcher can conclude that the caption is using intimate language style.

3. Sep 27 20. Happy belated birthday to my daily dose of grace @nicolerichie I admire you and love you so much. You are the epitome of self preservation, self love and absolute savagery! You are so so cherished by so many angel girl! Keep making us laugh babes, we adore you to the moon and back ♥ "I'm actually furious that now she knows that"

In the data above the researcher found that Adele uses an intimate style Adele specifically mentioned '*Nicole*', furthermore she also mentioned that

*'I admire you and love you so much'* which indicates that this is an intimate language style.

## **DISCUSSIONS**

In this case, the writer analyzes the data based on the theory of Joos (1998).

The analysis is focused on the types of language styles in Adele's Instagram captions and the most the style that Adele often uses in her Instagram captions. The author collects a total of 50 data from Adele's Instagram captions.

### **Frozen Style**

There is no data belonging to this style in Adele's Instagram caption. Frozen style is the most formal style. He usually used in very formal situations and has symbolic value.

### **Formal Style**

There is data that can be classified into the formal style used by Adele in her Instagram caption. the author only found 12 data that were classified as formal style. Formal style is used in formal situations. The formal style is one that uses language with care about pronunciation, word choice, and sentence structure.

### **Consultative Style**

Researchers found 1 data that can be classified into consultative use from the caption Adele The author found 1 data belonging to the consultative style.

### **Casual Style**

There are some data that can be classified into the casual style that the writer found. The writer found 25 data belonging to the casual style.

Casual style is the style most commonly found on Adele's Instagram captions.

### **Intimate Style**

There is some data that can be classified into the intimate style used by Adele in her Instagram caption. The author found 8 data that are classified as intimate styles.

Above it can be seen that the Casual Style is the first style that is often used by Adele in her Instagram caption (26) data. Casual style is widely used in Adele's Instagram captions, because in the findings, Adele uses informal words several times. All data is in accordance with the requirements of casual language style. And in the second place Adele uses Formal language style (12) data which can be concluded from the finding that Adele uses Formal style several times, which in this case is used to explain serious situations. In addition, each of his descriptions is oriented towards one serious and important topic for him and his fans. All data conforms to the formal stylistic requirements. Then the third is the Intimate style, which is as much as (8) data Intimate language style is the style of language used for close people and family. From these findings, Adele is known to greet her interlocutor with the word 'love'. And finally, the consultative language style (1) data from Adele's findings uses a two-way speech question sentence that requires a short answer.

Angelia J Rantung, Sanerita T Olii, Tirza Kumayas (2022) "Analyzed The Language Style That Use In "The Great Gatsby" movie was the purpose in this research. The theory of Martin Joos (1967) with the five differentiate styles namely frozen style, formal style, casual style, consultative style and intimate style were used to analyzed the language style in this research.

This research focuses on the style of language used in the film "The Great Gatsby".

Hajam, Hafif Helmi (2014) *The Style of Language Used by Mario Teguh in Motivational Images About Love*. Thesis, Brawijaya University. The writer has research objectives, including: (1) to find out the type of language style used by Mario Teguh in motivational pictures about love based on the diction used, and (2) to find out the type of language style used by Mario Teguh in motivational pictures about love based on structure sentences used.

Even though the researchers above paid attention to the analysis However, the style of language is different from what is described in this study. The object of the study is also different from the study above because it will take the object of On Adele's Instagram Account From July 2020 to July 2022. This means that when compared to related research that has been done before, future research will be different, original and have uniqueness.

## **CONCLUSION**

After analyzing the style of language in the status captions that Adele uses on her Instagram, the researcher found a total of 50 data based on the limitation of the study. The data are classified into 12 formal style, 1 consultative style, 25 casual style and 8 intimate style. The result of the research shows that the language style that is mostly used by Adele in her posts is casual language style.

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