

Chapter II

Language Style on Instagram Captions

2.1 The Nature of Language

Language is a communication system and to formulate ideas which could probably never arise if we had no language. We can use it to convey the message, our feelings, and to vent our emotions. Also, we can communicate with ourselves by using language which known as “thinking”. Language has many styles to convey the message for different persons, situations, and needs. William (1973:17), he said that every language existed has many styles; it suggests different ways of speaking and writing appropriate for different occasions.

2.1.1 Language Style

From different point of view: words, grammar, and pronunciation can be a way to analyze the language styles of spoken and written languages (Chaika:1982). Basically, knowing and understanding people's idea is the purpose of the presence of a language. Chaika (1982:1) states the society and language are so interrelated and it is impossible to understand one without another. People have and use their own style in describing or delivering ideas in both forms, spoken and written languages because it is related to the social aspects. While opinion from Keraf (1984:112) He states that to create a sentence in a good way, it is need an ability and potential are called style. Meanwhile

Coupland (2011:155) said that language style is closely related to the reflexivity of different cultures. Hearing someone else's voice using his language style, it is the same as expressing his purpose.

According to Ducrot and Todorov (1993:44), language style is one alternative choice in using language. It can be seen in the way of conveying the same information, but using different expressions relating to variations of language in different situations and needs. Meanwhile, according to Akamajian, et.al (2001), there is a relationship between language styles and variations in language, because both are almost the same language.

2.1.2 The Classifications of Language Style

Joos in Chaer and Agustina (1995:92) divides variety of language into five styles, they are; frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen Style

Frozen style is the most formal language style, the style also known as fixed speech and can never be changed by anyone. It is used in the special occasions or formal ceremonies only, because it uses the complex grammatical sentence structure. This style usually used in the Pledge of Allegiance, the Lord's Prayer, the Preamble of the Constitution, the Alma Mater. In the written form, it can be a historical document, a bibliographic reference, laws, etc.

2. Formal Style

According to Mandell and Kirsznar (2003:17), formal style is used at special occasions that call for prestige and seriousness. It does not use design. It should be based on infallible grammatical accuracy. Formal style is the formal language style that commonly used in formal speech, formal meeting of directors in some organization, office correspondence, lesson books for school, etc. This use of language usually follows a commonly accepted format. It is usually impersonal and formal.

3. Consultative Style

Consultative style is the moderately formal language that is usually used in school between teacher and student, doctor and patient, marketing and client, etc.

4. Casual Style

Casual Style is the informal language but still well defined and includes slang, it is a free and easy usually used between friends or even insiders that can be have the things to share in leisure time.

5. Intimate Style

According to Joos (1976), intimate style integrates two different of personalities that usually used in among intimate members of family or friends which do not need infallible language and clear articulation. It means that the

intimate style is an informal language that used in talks between two very close individuals, family or friends. This communication is private and commonly the sentences in this language is incomplete and the articulation does not emphasize.

2.1.3 The Language in Advertisement

Wells (1995:435) argues that to be successful in business aspects, it should offer objects to the public by using many styles of language. Like the language in advertisement that has a creative concept to present a message to the reader or audience.

To help the success of advertising goals, ads has a variety of styles to convey the message. Ads must have a unique concept and the right language to look attractive. The effectiveness of advertisement can be seen based on the manufacturing strategy, because it is important to understand, that different strategies can affect the readers' creative perception.

Wells (1995:435-441) states that advertisement has several formula styles in conveying messages including, hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slices of life, and spokesperson.

1. Hard Sell

Hard selling is information messages that have a rational nature, designed to touch the mind and create responses based on logic. This style approach is direct and

emphasizes real product features that equipped with facilities and benefits, the aim is to give consumers confidence to buy because the product is very good, better, or best.

2. Soft Sell

Soft selling, is the use of messages that are emotional and are designed around images with the intention to touch the heart and create responses based on feelings and attitudes. The message presented must be subtle, attractive, ambiguous, and as much as possible the advertisement can sell moods and dreams more than the product features. Hard selling style is certainly more persuasive than soft sell. However, it is not uncommon for hard and soft sell styles to come together.

3. Lecture and Drama

Lecture and drama are a combination of two basic literary techniques commonly used in most advertisements. Like structured instructions given verbally by a teacher. Drama is a story played by several characters in several situations. Lecture is a form of speak directly. In style, the speaker speaks from the television or a written page to the audience. Later, the audience receives messages from a distance and without need to hear responses from the audience directly, the speaker can immediately present evidence by speaking with confidence and using techniques such as arguments to persuade the audience.

4. Straightforward

In a straightforward factual message, as the name implies, the messages are directly conveyed in accordance with facts, are more rational than emotional without adding any gimmicks.

5. The Demonstration

Demonstration style is an attempt to convey a message that contains how to use the product being advertised. The main concern is the strength of the product itself. In delivering a message, the speaker must be enthusiastic and confident as if what is being said is fact and true, because of that, demonstration should be a very persuasive technique

6. The Problem-Solution

The problem-solution also called as the product-as-hero technique, the message was created with some problem, then the product is expressed as solution to the problem. The advertiser often used this technique, because it can make their product interested.

7. The Slice of Life

Similar with problems-solution, but for this a little drama just added. The target is for people who has some problem in their life, so this product come and bring the audience in the position of overhearing where the problems is stated and resolved.

8. The Spokesperson

The Spokesperson is another popular to convey the message, with the technique that helped by the person who speak about the product itself. Spokesperson same as endorsement are believed to increase the prospect of selling the product. They are can be from celebrities who loved by people, expert who respected by everyone, or someone just like us who might be has an advice to promoting the product.

9. Comparison

Comparing of one product to other product to deliver message is the way of this advertisement run for. The technique is contrast two or more products then, finds the advertisers brand to be superior. It can be direct with the competitor mentioned or indirect way, which just for reference to other leading brands.

2.2 The Role of Language Style & it's Function

Language has many roles of every human needs. Language has relation with the business world, both for conveying the product in directly or by advertising. With language, it can make easier when introducing the product. According to Gaw (1961:9) says that advertisement is a tool and advertising is an effort, both related to sales that use paid space to sell goods, ideas, or services to the general public.

Furthermore Weilbacher (1984:16) says that for institutions or businesses who wants to improve their prospects of product sales, the use of advertisements consisting

of persuasive messages paid and signed by them is the most appropriate. The aim is to advertise its products, readers or listeners will believe the message in the ad, after that they are sure and interested in buying.

From statement above, the writer conclude that the advertisement is a feature and advertising is an effort to show and introduce the product to everyone with promoting, selling, and marketing the product in some media that can improve sales value. But the content must be interesting and understandable.

The reasons why people should use language style in daily life, especially in making an advertisement it because, there are several functions of uses the language style. According to Chaika (1982:31), states that speakers consciously or unconsciously only with the words, grammar, and speech they choose have provided a lot of information about themselves. The information disclosed to the listener can be the speaker's social background such as educational background and regional affiliation. The style is used as a marker of certain groups or social areas that may be deliberately used for other purposes. It means that using language styles must be adapted to the purpose of communication. One of them is used to get the message, because of many different characteristics possessed by each person. So, the use of style aims to be able to understand each other.

Meanwhile, other opinions come from Trudgill (1974:14), he states from a social point of view there are two very important aspects of language behaviors. First,

language functions to build social relationships and second, language has a role to convey information about the speaker.

From the statement above, it is clearly explained that both aspects of linguistic behavior are evidence of the fact that there is a strong relationship between language and society.

Chaika (1982:29) states expressing social or artistic effect is the function of language style. It means that important factor in group identification, group solidarity and the signaling of differences is the language styles. When a group is under attack from outside, signals of difference may become more important are exaggerated.

Furthermore, Badijah (1994) defines the functions of language styles as;

1. To increase the reader's taste

Language style can enhance the reader's understanding of what is conveyed by the writer. It can bring up the reader's opinion about the message that the writer expresses in the text and also the purpose of what will be communicated by the writer. As in poetry, the writer tries to use words that are suitable to describe about love to look more beautiful and feel romantic. Thus, the listener or reader will be able to feel the language touching their senses.

2. To persuade the reader

Language style can build confidence to the reader about what is said or written by the writer. The writer or speaker used the rhetoric language to the reader or listener so,

they are interested. For example, politicians who attract large crowds by using language which make them look convincing and trustworthy.

3. To add the artistic effect of the idea being offered by the writer

Create an artistic effect is one of the functions language style contributes to. It will make the reader or listener interested and relish. Example: The language in literary works, such as poem, drama, novel, etc.

4. To make the writer's idea clearer

The writer must use language style then, sort words properly and correctly so, the idea and the message which made by the writer is clearly conveyed to the reader, because every writer definitely want the reader to understand and capture the messages and ideas which contained in the text.

5. To create certain mood

In terms of creating mood while influencing the feeling or thought of reader or listener, the writer can use language style. In other words, the mood created depends on the power of the language used by the writer.

From the statement above, the author can conclude that is to tell the listener or reader how to respond the message which given by the speaker or writer with various styles, such as serious, funny, sarcasm, happy, sad, or in several other ways. As well as to tell the author or speaker, if they want the reader or listener to understand the message, then they must be able to control in conveying the message itself.

2.3 Instagram as a Means of Advertisement & Promotion

Promotion refers to all of the activities, which communicate about products, brands, or services to users. The goal is to make people aware, attractive and encouraging to buy the products and make them more popular. Promotion related to the communication in marketing that provides information and knowledge in an informative and persuasive way for tourists.

Today, tourism entering the digital era. So, this is a chance of government to implementing e-government to publicize or marketing tourism potential in the regions. IT-based in this case means that there is a management information system based on electronic data processing. In line with the increase in people's welfare, the need for a vacation is increased. To achieve these objectives information about tourist destinations, interesting tourist attractions, available facilities such as transportation to reach tourist destinations, tourist products that are of interest and so forth. Tourism need technology, so the tourists can access all the information easily and of course it could be helped the tourism sector achieve the satisfactions of costumers.

In general, information technology will be very useful in presenting information that is fast, easy and accurate that is needed by tourists. The internet connects a number of computers into a computer network. The relationship between these computers can be through ordinary telephone networks, or special digital networks, so that with the existence of a telephone network that can connect different locations no matter how far away, then with computers connected to a computer network we can access data from distant locations.

With the existence of the internet, users can request tourism information for an area by simply typing the location name of the internet address. The advantage of using the internet is the availability for 24 hours, always on and privacy guarantees. Very fast and easy to access an information that can be done with search engine facilities, as well as an online internet directory. With so many facilities, of course information especially about tourism will be quickly accessible rather than to finding information in print or by mouth to mouth. Of course, this will be able to work if there is indeed data about tourism products that are neatly arranged and structured in it, because the internet is only a means of communication. Apart from being a media provider of internet information it can also make it easier for tourists to interact with the desired tourism operators. Among other things, for the benefit of booking hotel rooms, travel tickets, show tickets and accessing all the needs of other tourism information so that it is very easy and saves costs and saves time because there is no need to come directly to the place of sale.

Instagram is one of the most popular social media in the whole world. Safko and Brake (2009, s.6) defines social media is “activities, practices, and behaviors among communities of people who gather online to share the information, knowledge, and opinions by conversational media. While McKee (2010), said that social media helps firms to build brand loyalty through networking, conversation, and community building. It means social media is the best choice, both of sharing or promoting because of nowadays social media is really influenced.

Many people choose Instagram to share while promote their products or service that is because nowadays, we live in digital era which means every people take and give all about the information from their smartphone. Era has change so do people who live now. No wonder if people prefer for looking the destinations and accommodations by phone because it is easier and cheaper.

The reason why people or company make Instagram for their business it can be seen by people habit that always read testimony or review about the product or service in the internet. Believe it or not, if there any people who makes review it means they have promoted our products or services and it can attract new costumer. For hotel industry, Instagram is the important essential that they should have. Especially for International chains hotel, which should keep their hotel look professional and good manner and services.

2.4 Sales & Marketing Department

The Sales & Marketing Department is one of the most important departments in the hotel because they become the biggest occupant contributor. Sales & Marketing is responsible for selling and marketing of all hotel products. It could even be said that the sales and marketing is one of the important departments in the hotel.

Sales refers to all activities that lead to the selling of goods and services. The term of “sales” used to describe the activities that lead to the selling of goods or

services. Sales people are responsible for managing relationships with potential clients (prospects) and providing a solution for prospects that eventually leads to be a sale.

Marketing is the process of getting people interested in the goods and services being sold. According to Hasan (2013:4), he states that marketing is a process to identify, create and communicate value, and hold well relationships with customers to maximize company profits.

In other words, it includes all activities that triggers buyer interest. Marketers use market research and analysis to understand the interests of potential customers.

The marketing department is responsible for running campaigns to attract people to business brands, products, or services.

For the specific the writer defining sales refers to the operations and activities involved in promoting and selling the product. While the marketing refers to the process, technique and ideas of promoting, selling, and distributing of the all products or services. Without a sales and marketing team, a hotel will not run easily. Because besides the biggest guest contributor, the sales & marketing team also has an important role in making strategies in marketing of the hotel products.

The function of Sales & Marketing Department:

1. Selling the hotel product
2. Market the hotel in or out of the country
3. Make relation with the travel agent to increase marketing in the hotel

4. Make corporate rate with the government or factory to help market the hotel
5. Create ideas for the content of promoting and selling the hotel product
6. Plan the marketing and selling targets day by day
7. Conduct reporting of marketing or marketing results
8. Provide promo to attract customers

2.5 Sheraton Bandung Hotel & Towers

Hotel is a form of building or business that provides accommodation services, food and beverage and other service facilities that the all services are targeted for the general public, both those who spend the night at the hotel or those who only use certain facilities that owned by the hotel. The word hotel is derived from the French, *hôtel* which the same origin as hospital, has frequent visitors, providing place and care.

According to Sulastiyono (2011:5), he states that hotel is a company managed by the owner that provides rooms, food and beverage and other facilities for people who travel and can afford to pay a rational amount in accordance with the services received without any special agreement. Meanwhile Agus Sambodo and Bagyono (2006:3), states that hotels are places where classy travelers can rent the lodging and dining services. And the renter is in possible situation to obtain that service.

From the definitions above, the writer can conclude that hotel is place which provides some facilities, lodging, food and beverage and other facilities that useful for

guest or travelers who spend the night at the hotel or those who only use certain facilities that owned by the hotel.

Sheraton Bandung Hotel and Towers is a five star hotel which affords the ideal location for both business and leisure was built in 1989 having its address at Jalan Ir. H. Juanda No. 390 Bandung set amid beautifully landscaped gardens and cooling mountain breezes. Sheraton Bandung Hotel and Towers is a chains hotel under the management of Starwood Hotels & Resorts Worldwide Inc, but now are transformed under the management of Marriott International. The hotel provides 156 hotel rooms & suites, meeting facilities, free Wi-Fi in all area, fitness center, spa and the most popular dining venue.

Marriot International is an American [multinational](#) diversified hospitality company that manages and franchises a broad portfolio of [hotels](#) and related [lodging facilities](#). Founded by [J. Willard Marriott](#), the company is now led by his son, executive chairman [Bill Marriott](#), and president and chief executive officer [Arne Sorenson](#). Marriott International is the third largest hotel chain in the world.

Room Type	Quantity
Deluxe Room	60
Garden Access Room	18
Pool View Room	14
Pool Access Room	7
Executive Room	6
Towers Room	28
Towers Cabana Room	12

Junior Suite	3
Executive Suite	3
Towers Suite	4
Presidential Suite	1
Total	156

2.5.1 Profile of The Hotel

Sheraton Bandung Hotel & Towers has 12 meeting rooms. Each meeting room is completed with Wi-Fi facilities, 2 microphones and LCD Signboards, flipcharts, free mineral water, notepad, internet access, pointers, and standard meetings decoration. The following table is the meeting room and meeting room area at the Sheraton Bandung Hotel and Towers.

Venue	Dim
Saragosa Ballroom	23 x 12 Sqm
Saragosa I	15 x 12 Sqm
Saragosa II	8 x 12 Sqm
Gardenia	20 x 12 Sqm
Gardenia 1	12 x Sqm
Gardenia 2	8 x Sqm
Magnolia 1	5,6 x 12 Sqm
Magnolia 2	5,6 x 12 Sqm
Magnolia 3	5,6 x 12 Sqm
Amaryllis	16 x 5 sqm
Amaryllis 1	8 x 5 Sqm
Amaryllis 2	8 x 5 sqm

Lily 1	5.6 x 5.5 sqm
Lily 2	5.6 x 5.2 sqm
Boardroom	7 x 3.5 sqm

2.5.2 Outlet and Service Facilities

The facilities at the Sheraton Bandung Hotel and Towers are as follows:

a) Toastina Cafe.

Toastina Café is located in front of and near with the meeting room. Start from 07.00 am - 23.00 pm WIB. This cafe served various kinds of coffee, cake, bread, cookies, sandwiches and many others.

b) Feast Restaurant.

Serving the food for breakfast, lunch, and dinner with traditional and western's menu. The capacity of the Feast Restaurant reaches 140 people. Feast Restaurant near with the swimming pool and open at 06.00 am - 11.00 pm.

c) Samsara Lounge.

Samsara Lounge located at the lobby of hotel which provides cocktails, alcoholic drinks, coffee and snacks. Start at 07.00 pm - 11.00 pm.

d) Towers Lounge.

Tower Lounge is special space which only can accessed by guests who staying in the Towers room and Suite rooms. There are internet access, continental breakfast, and evening cocktails which available from 06.00 pm - 10.00 pm.

e) Link@ Sheraton (Business Center).

Link @ Sheraton (Business Center) is available for 24 hours. There are wireless access, computers, printers, photocopy machines, scanners, and fax which can be used for business purposes.

f) Outdoor Swimming Pool.

Located near by Feast Restaurant. The Swimming pool area usually used for wedding or any events and for the capacity is up to 300 guests. Open at 6.00 am - 6.00 pm.

g) Sheraton Fitness.

This fitness center available for guests who coming or staying at the Sheraton Bandung Hotel and Towers. Start from 06.00 am - 10.00 pm.

h) Play@Sheraton (Playground).

A Play@Sheraton (Playground) is located in the areas of the Towers Garden. There are many activities such as coloring, playing lego, soccer, feeding rabbit,

and other games. Special for the weekend at Play@Sheraton give free horse's ridding in the Towers Garden area.

i) Shine Spa.

Shine Spa is located near the fitness center and across from the Feast Restaurant. Provide a variety of facial and body treatment that will relaxed and filled up the mood. Open at 9:00 am - 11:00 pm.

j) Towers Garden.

Towers garden is suitable for wedding events, social events, or team building. It has a capacity of up to 1000 people.