

An Analysis of Language Styles Used by Burger King on Instagram Posts

Eka Desya Rahmadany

ekadesya17rahmadany@gmail.com

Universitas Islam Makassar

Nur Muthmainnah Halim

nur_muthmainnah_halim@uim-makassar.ac.id

Universitas Islam Makassar

Djaenab

djaenab@uim-makassar.ac.id

Universitas Islam Makassar

Abstract

This study aims to: 1.) find out the style of language in the post on the Burger King Instagram page. 2.) find out what style of language is the most dominant used by Burger King. The study method used in this study is descriptive qualitative method. The present study used Instagram social media of Burger King which is American in an Indonesian branch. The study found 20 captions on posts on Instagram Burger King. The study aims to analyze the data by looking for images that possessed captions, then classifying the data based on language styles such as frozen style, formal style, casual style, consultative style, and also intimate style. The results of this study varied widely. There were 13 kinds of casual style and 13 kinds of consultative style, then followed by 5 kinds of formal style and 6 kinds of intimate style. While the frozen style was not found on the American and Indonesian Burger King Instagram because the language style used was very standard. Based on the results of data analysis and discussion, it was found that the most dominant language style used was casual style and consultative style for their advertising. Casual style is a style of language that uses a mixture of language and language elements used were very relaxed in nature, while consultative style is a style of business language because it talks or relates about business. This style of language is the most dominant to increase consumer interest in buying the product.

Keywords: Language Style, Burger King, Instagram

INTRODUCTION

In this technological era, people are greatly facilitated for their daily needs, especially now that the world is plagued by calamities, namely the corona/virus disease which requires everyone to stay at home. At home, of course, all we do is play with gadgets, laptops, and other activities, such as online shopping. Many shopping needs must be fulfilled but require shopping online considering that this

pandemic is very dangerous to often leave the house. Sellers help people in situations like this to sell their various products, so that people can find and fulfill their needs. Sellers are taking advantage of Instagram as a medium to sell their products. Instagram is currently a media that has a very large number and is liked by the public.

Advertising is a mode of communication. Advertisements are delivered audibly via radio and other electronic media, and in writing via newspapers, magazines, and billboards. The advertising contains a notice that is broadcast to the public in order to pique the public's interest in the notification's contents. Advertisements, in general, contain something that is provided, offered, or for sale. To ensure that the reader's attention is drawn to the offer, the disclosure in the advertisement is written in such a way that the reader feels compelled to purchase the goods and services offered (Arifin, 1992: 3).

Social media is one of many means to inform something with the aim of attracting the attention of many people. Instagram is one of the social media that is widely used as a media for online promotion of goods or services through a short photo and video and a language style that is listed in the post or the caption. To promote a product or service, owners usually carry out promotions through advertisements on posts on their Instagram accounts to introduce the items they offer to potential consumers.

At first, Instagram application is still called Burbn which was founded by a company called BurbnInc and led in 2010 by two CEOs Mike Krieger and Kevin Systrom. BurbnInc is a start-up company engaged in mobile application development. Initially, this application could only be used by the iPhone and had too many features, but in the end, Mike Krieger and Kevin Systrom reduced their application sharing, comments, and preferences. This was the beginning of the formation of Instagram. And finally, in 2012 the Facebook company officially took over the management of Instagram. After quite a while in 2016, the official Instagram logo has been changed and presented to the public with a more stylish and elegant appearance, as we see it today (Asfihan, 2016).

Here the study discussed a company called Burge King because this company is in great demand. Burger King originated from the United States to be precise, Miami, Florida in 1954. Burger King used to be called Insta Burger King but changed to Burger King. The creators of the burger king are James Mclamore and David Edgerton. Both of whom are alumni of the Cornell University School of Hotel Administration.

Currently, Burger King has an Instagram account with a total following of 1.9 million followers with 311 posts and uses Instagram starting in 2017, there are even Instagram accounts originating from Indonesia which have a number of followers of 1.4 million with 405 posts. Burger King Indonesia has stated using instagram from 2015.

Language Style for Advertising Purposes

Keraf (2004:112) says that style, or more precisely linguistic style, is referred to as style in rhetoric. The term "style" derives from the Latin word *stylus*, which refers to a type of writing tool used on wax plates. Expertise in the use of this tool has an effect on the clarity of the text on the slab. Later, as the focus shifted to the capacity and talent to write beautifully, style became synonymous with the ability and skill to write or use words beautifully.

Style is a lovely language that is utilized to amplify an impression by presenting and contrasting a particular object or thing with more generic objects or things. In summary, the manner in which various linguistic patterns are used can alter their implications (Dale [et al], 1971: 220). Language style is a technique of expressing thoughts through language that demonstrates the writer's soul and individuality (language user). A good language style must incorporate the following three characteristics: honesty, civility, and attractiveness (Keraf, 1985: 113). Thus, language style is a branch of linguistics concerned with the specific characteristics of a language that contain elements of beauty and are unique to that language. The author presents language in an engaging and polite manner in order to achieve a good language as well.

Sipahutar (2018) argues that language style is a study that is always related to society or the social context. Now we study language style, which is very influential and difficult to separate from social society. Therefore, it can be a broad overview because this review pays more attention to the form of communication that is always undertaken by everyone.

According to Kurniawan (2020) language style is a language known as the figure of speech. This language style also has the aim of making readers feel or bring out their emotionality from what they read. The reader will feel far from being bored and can feel the flow that is being read.

According to Sitompul, et al (2020) Instagram is currently an application that is a source of advertising for products or services. Most business people use Instagram because it is cost-effective and can promote some products such as food, drinks, and so on.

Instagram is an application that is meant for sharing exciting moments such as photos or videos and using or adding filters to beautify the uploaded results. On Instagram itself users can have a personal account and by becoming a follower of other user accounts or having Instagram followers. With followers or following, users can see the posts uploaded by those we follow and vice versa. Instagram users can also give likes and also comment on photos that have been uploaded by other users and vice versa.

An Instagram post is any image or video uploaded by an Instagram user. These posts are usually about daily routines, social activities, trips to visit certain places, or just personal pictures or videos which are then given a personal caption.

Recently, Instagram posts have also been colored with posts that aim to influencer, invite, or change someone. Whether done voluntarily or paid for, personally or representing a particular community or company for advertising purposes. Additionally, Instagram posts are also used by large companies directly to promote their products. Instagram posts aim to attract the attention of Instagram users.

Andre (2020) argues that Instagram is not only for updating personal activities through photos or videos or other exciting moments, as for the functions and benefits of Instagram, namely for business, including:

- a. Can be used as a means of education
- b. Can be used as a service as well as a product
- c. As a place to promote products
- d. Create advertisements that can be understood by Instagram users.

METHODS

The present study used qualitative descriptive method to explain data on the use of language styles used by burger king on Instagram posts. This study is a qualitative descriptive study. The opinion of Later, the study would focus on Instagram post that have a language style in them. View accounts of business people or online shops that sell or promote their merchandise online with the addition of language styles, by interpreting and listening and paying attention to the use of the language of the data that has been obtained and processed.

The source of data taken by authors is Instagram, which have a stylized language, especially Instagram is currently a popular application and is widely used and utilized by business people or businesses, advertising their products by adding an attractive language style. Therefore, this is one which is the basis for studying and sorting out Instagram post that have their style. This has become an agreement starting from taking the title to reporting the results.

The data were evaluated using meaning analysis, specifically by reading the data that had been found while monitoring advertisements on instagram, then translating the advertising language seriously and classifying the data into language styles according to known theories. Data identification is done to determine the data that has been obtained and then grouped. The data are classified according to the type of drink, namely tea and coffee drinks. Then the data is selected which will be analyzed first. After picking the data, the language was analyzed by methods of translating it meaning. Then classify the data into various styles of language based on the current theory of language style from Martin Joss into a table and describe the meaning contained in the language style of the drink advertising tagline. After that, the researcher conducted a deeper discussion and drew findings.

FINDING AND DISCUSSION

From the 20 posts that have been studied, the authors found several styles of discussion in the Instagram posts of Burger King America and Burger King Indonesia. After doing the study, it was found 37 results in total.

It can be seen in the table below:

No	Instagram Post in Burger King		
	Figurative Language Style	Quantity	Percentage
1.	Frozen Style	0	0%
2.	Formal Style	5	14%
3.	Casual Style	13	35%
4.	Consultative Style	13	35%
5.	Intimate Style	6	16%
Total		37	100%

According to Martin Joss (1976), there are 5 language styles. They are frozen style, formal style, casual style, consultative style, and intimate style.

a. Frozen style

In this study, authors did not find on Instagram Burger King any sentences or words that refer to frozen style because the contents in the Burger King caption are all very friendly and polite to both customers and those who have not or are present at Burger King for the first time. So, frozen style is very rarely used in advertising in promoting every post or caption on Instagram. Because the notion of frozen style is a language style that is very rigid and also somewhat foreign, it is not used in a promotion on social media, because every advertisement that will be promoted such as burger king must be friendly and remain wise to attract the interest of customers. Frozen style is also the use of sentences that cannot be changed, criticized, refuted, and the like, this is due to a decision or agreement that has already occurred.

b. Formal style

After making observations in Burger King Instagram page, authors found 5 formal language styles in 20 images that have been observed, which are suitable for formal language styles because there is a formal language. It is not only formal language styles but also polite language and uses good Indonesian and English rules,



complete ideas, and good sentences. So the pictures found are following Joss's (1976) theory.

c. Casual style

In the casual language style, there are 13 casual language styles in 20 posts that were found. Authors found on Burger King's Instagram account, this is because the language style used tends to be more relaxed and informal. In addition, casual style is also a style of language in which there is a combination of both Indonesian and slang or regional languages, or Indonesian and English.

d. Consultative style

In the language style above, the authors only found 13 consultative language styles found in or from these 20 posts because consultative style is a semiformal style, namely the type of language needed from everyday speakers. Besides that, this consultative language style is a variety of language that is between a formal variety and a relaxed variety, this is also a variety of businesses such as promoting food such as Burger King which is promoted on the Instagram account page.

e. Intimate style

In this style of language, authors only found 6 intimate language styles that were found in the 20 pictures, because only Intimate style is a very warm and intimate style of language. This style of language is also used to convey affection and describe feelings.

Discussion

In general, language is frequently employed imprecisely in order to convey a broad meaning. However, in specific contexts, such as this case in Instagram for advertising, in specific domains of activity, these words are employed with care to ensure that their meaning is correct and as intended by the advertiser to attract attention. Although the meaning of a term does not change synchronously, it might get generalized as a result of many factors in life. The word's meaning becomes obvious only when it is used in a phrase. The findings of this study can be applied to language learning as further knowledge in linguistics related language styles. Additionally, pupils can gain an understanding of the underlying meanings of commercial jargon.

CONCLUSION

The study explains the language style in Instagram Post of Burger King. The language style that is taken from Martin Jos's theory consists of 5 language styles such as frozen style, formal style, consultative style, casual style, and intimate style. In this study it was found there were 37 total. each formal style 5, casual style 13, consultative style 13, intimate style 6, while the frozen style there is no data found on Instagram Barger King Indonesia and America.

For Burger King lovers, especially if you open Instagram and want to find a new menu on Instagram or a Burger King account. We recommend that you choose a trusted account which means that you already have a blue check that is considered a real account. Because customers are afraid of scrolling through menus in the wrong account or fake accounts, there are only prices that may be old or even fake menus and use the name, Burger King. For promotions in advertising, it is better if you look for a promo by looking at the price, you should check the promotion date and location because it could be that you only see promos, but the wrong date or place is just useless. Better to look at the new menu, pay close attention so that there are no misunderstandings. Admins in advertising products must use good figurative language in displaying the content in the caption so that it has an impression for customers, good language and can also use colloquial language or add caption content that can entertain customers. because usually, figurative language becomes an icon that can attract a customer's interest in promoting a portion of food, especially on Instagram.

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