

**INVESTIGATING LANGUAGE STYLE VARIATION ON CORONA
VIRUS DISEASE (COVID-19) POST IN SOCIAL MEDIA**

SKRIPSI

*Submitted in Partial Fulfilment of the Requirements
for the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

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**FACULTY OF TEACHERS' TRAINING AND EDUCATION
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Dengan ini menyatakan bahwa skripsi saya yang berjudul "Investigating Language Style Variation on Corona Virus Disease (COVID-19) Post in Social Media ". Adalah benar bersifat asli (*original*) , bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhamamdiyah Sumatera Utara
Demikian pernyataan ini dengan sesungguhnya dan dengan sebenar-benarnya.

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ABSTRACT

Pohan, Septiani. 1602050137. Investigating Language Style Variation on Corona Virus Disease (Covid-19) Post in Social Media. Skripsi. English Department, Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, Medan. 2021

This research aim's to investigate language style variation on Corona virus disease (Covid-19) post in social media . The research is applied descriptive qualitative method in which it focused on two objectives of study. Firstly, to investigate situations types of language style variation were found in social media. Secondly, to investigate realized of language style variation in social media in posting Corona virus disease (covid-19) . The data of this research is caption related to covid-19 that found in social media it is Instagram. The data was collected through identified language style, do note-taking, and collecting references related to investigate the data. In analyzed the data, the researcher was classified the types of language style and investigating realization of language style variation on covid-19. Based on analysis, the research found three types of five types language style based on Martin Joss theory, that are formal style, consultative style, and casual style. On the formal style the researcher found eleven data. On the consultative style, the researcher found ten data. The last is casual style. In this style the researcher found nine data posted in social media it is Instagram and found the realization of language style variation on covid-19 to be informed to the Indonesian people through posted in social media.

Keywords: Language Style Variation, Corona Virus Disease (Covid-19), Social Media

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Medan, Januari 2021

Septiani Pohan

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CHAPTER I

INTRODUCTION

A. Background of Study

Language skill plays significant role for many aspects of human life specifically on social media in various contexts which is aim at delivering information, sharing ideas and arguments. Its mastery would be a very important to have in communication practices which is commonly realized by various language style in a particular context of situation such as reporting news in the social media. The use of social media in communicating nowadays increase sharply and influence the development of language. Various new forms of language emerged with enormous variation in number. In fact, this new form of words slowly displacing the existing standard. A phenomenon that is hard to avoid.

Language variation is a form of language dynamics that always come up based on a certain situation to reach communication balances or language interaction feedback. It also could be clearly seen in the social media of how its users posting and comment about any issue in it through their own language variation ability and language trend. The use of language in social media is not just a language production but it is also a process of self-representation, the process of dialogue between capitalism and users, the process of constructing identity by the social media users. The social media chatter use words, phrases or sentences arbitrary, which is quite communicative and also very popular among them. They are very creative, they modified words and creating new words that can be

understood easily. According to Watt (2010), this new era as a written speech era and spoken writing that illustrates communication using internet technology is an activity that is not inevitable especially for the younger generation and it affects the culture of writing and reading them.

One type of language varieties is style. Moore (2004) states that styles in speaking involve the ways speakers, as agents in social (and sociolinguistics space), negotiate their positions and goals within a system of distinction and possibilities. Style influenced by some factors such as educational background, social status, age, and sex of the speakers. In language style, a speaker speaks differently with other people according to the situation and the context when they communicate. A speaker will note to the choice of the words, grammar, and structure of the sentences according to the context and with whom the speaker speaks. The usage of different language style can also be found and observed in social media.

Social media has come among the people to facilitate of keep in touch with each other. One of the social media application with the largest users in the world and defeated the other social media application is Instagram. The selected word and language style used on Instagram caption and post are able to portray the user account itself. Language style draws the connection between social construction and language which is used by the people in society. Thus, people could predict what language style will be used in their communication according to the running situation. The application of language style implicated during conversation. It depends on the condition and the context. In order to used language style is to formulate the listener and the reader understands what is being said.

The swift information and public conversations in social media are evidenced by Corona virus or Covid-19 which often occupy popular words in social media. Some media provide further information and a different perspective on Corona virus reporting. Information that spreads through social media and traditional media, as well as through governments or health institutes has reached the largest scale, which is surely unprecedented in human history. In cases of emergency and pandemic, the media play an important role as a mouthpiece between the government or health workers and public by reporting the latest news and important information related to handling and prevention that can be done at the individual level. Media policy in deciding news that is suitable for publication also contributes to shaping public conversation. Media can direct what things are duly shared.

The use of language style is related to corona virus news through a lot of language style. It depends on who is the user, who is the writer or author of the topic, and who is the target and what is being shared. For example, we can see on government's post in their Instagram's account, they used formal language style because the topic that is shared is a formal topic such as corona virus disease news. The target or readers of the topic are the citizens, so the language that users should be in a formal style so the reader gets the point of the news. This is important because social media allows people to share a topic or any other in different language.

In other hand, the researcher will be looking upon the function of language in social media and performance of the society in linguistics behavior which is to identify the different of language style. A whole people can share all of the

information they want to share, no exception in the act of investigating the language style carried out by people in spreading Corona virus disease (Covid-19) news. Chaika (1982:31) states that communications could be transformation messages to the listener from speaker. Therefore, people are conveyed by intonation or infection is give by language style itself. Language style generally focused on a projected social message rather than obtain the message of communication.

In this study, the researchers focus on investigating language style variation on Coronavirus Disease (Covid-19) Post in Social Media studies style as a kind of a languae variation. The researchers use the social media because this era many people use social media to language variation and they think that it easier to get information. Social media has also become a conduit for spreading both rumors and deliberates misinformations and many preparatory are deploying sites to create a sense a panis and confusion. Also, the researchers found many style on Corona virus disease (Covid-19) on the instastory and the homepage of social media. The researcher was conduct a study entitled: *Investigating Language Style Variation on Corona Virus Disease (Covid-19) Posts in Social Media*.

B. Identification of Problem

The research problems based on the background are formulated as follows:

1. The covid-19 news are rapidly shared by social media through a lots of language style.
2. Language style variation that used by social media are commonly not structurally.

3. Social media becomes a way for spreading information that is unclear.

C. Scope and Limitation

The scope of this research is about a study of language variation in social context which is mainly limited on language style variation in social media posts it is Instagram about Corona Virus Disease (Covid-19). It was specifically investigate about the situations type of language style variation and the realization of language style in the social media.

D. Formulation of Problem

Based on the identification of the study above, the problem are formulated as in the following:

1. What type of language style variation are found in social media?
2. How is language style variation realized in social media in posting Corona Virus Disease (Covid-19)?

E. The Objectives of Study

In line with the problems of study, the objectives of study are:

1. To investigate situations type of language style variation are found in social media.
2. To investigate realized of language style variation in social media in posting Corona Virus Disease (covid-19).

F. Significant of The Study

This research contributes both theoretical and practical in studies, especially about style variation on Corona virus Disease (Covid-19) posts in Social Media.

1. Theoretically

The results of this study are expect to widening knowledge readers. Specifically, language style variation. In this study the style variation in Covid-19 in posts social media. In addition, this research is expect to add to the treasure of research, especially in the field of sociolinguistic.

2. Practically, the usefulness of the invention explained as follows:

- a. English teachers : As a contribution for them to enrich the number of studies about language variation, especially language style variation.
- b. Reader : It is expected to give scientific understanding about language variation, especially language style variation which readers did not know or had not known about it yet.
- c. Other researcher. It was expected the finding of study could provide further information to those who are interested in similar research related to this

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Language Style

Language is what the members of a particular society speak. When two or more people communicate with each other in speech, it calls the system of communication that they employ a code. In most cases that code will be something it may want to call a language. Therefore, language is the important component in a variety of language and one of the variation language is style.

Eckert states (2001:1) Style is the locus of the individual's internalization of broader social distributions of variation. A good style should contain three elements, including honesty, courtesy and interesting. Language style is alternatives tool that used to convey the message in a variety of languages. All the language used has different meanings depending on the style of language that used when communicating. Languages style also have different types depending on the circumstances.

According to Missikova (2003:16) language style is a way of speech or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistic means with respect to the topic, situation, function, author's intention and content of utterance. It means language style is the element and kind of utterance that describe the sentence in speaking the ways that the author uses words. Social context also

affects language style in communication like topic, situation and function. In communicating, we will use variety of language style in different situation. In a formal situation such as meeting at the office then someone will be required to use a formal language, as well as in non-formal situation we have to use informal language. It is one example which shows that the social context influences the style of language.

Wardhaugh (2006: 51) says that people may try to relate the level of formality chosen to variety of factors: the kind of occasions; the various social, age, and other differences that exist between the participants; the particular task that is involved, e.g., writing or speaking; the emotional involvement of one or more of the participants; and so on. It means that the level of formality in language style is also influenced by the level of social diversity.

According to Joos (1998) in Zulaekho (2010), language style is classified into five types based on the degree of formality. Those types of language style are frozen, formal, consultative, casual, and intimate style.

1. Frozen Style

According to Joss (1976:156) frozen style is a style which is intended to be remembered and used in very formal setting such as in palace, church ritual, speech for state ceremony, and some other occasions. This style involves very large group of people whose members are known to one another. However, this style is not only addressed to strangers at that time but also to posterity as well. Nevertheless, the reader or the hearers are not permitted giving question to the speakers. This is

usually uses long sentence with good grammatical and vocabulary. There are some examples of frozen style:

- a. Expressing our gratitude must be delivered just for Allah, God, Lord due of His kindness and helps.
- b. On this occasion I desire to preach on the title....

2. Formal Style

According to Joos (1976:156) formal style is generally used in formal situation, where there is the least amount of shared background and the communication in this style is largely one way with little or no feedback from the audience. For example, in graduation ceremony which typically used in speaking to medium or large groups. However, it may also use in speaking to single hearer. Formal style is used by people who still have a distance them (speaker and hearer). A speaker usually avoids a repetition or another term which tends to be a casual term and used in a discussion or meeting. Some of the examples are:

- a. Mrs. Smith, would you like to have a sit first before you deliver your speech?
- b. If Mr. Andrew would be so kind ask to let me finish my works.

3. Consultative Style

Consultative style is a style used in semi-formal communication. It must be confessed that consultative is the central point in the system because it is chiefly involved in speech style. It is one type of language, which is required from every

speaker. According to Martin Joos (1976:154) consultative style is that shown our norm for coming to term with strangers who speak our language but whose personal stock of information may be different. The example of this style:

- a. Excuse me, I think it's really important for me to add about the topic that we discuss.
- b. I see. You will change the project and sale it to other companies, right?

4. Casual Style

Casual style is a language style which is usually used in casual situation by those who have the same background such as age, sex, education, social status, ethnic, and some other factors. Casual style can also be traced by the appearance of the informal words such as colloquial, slang, even taboo words, etc. "blah, blah, blah", "Omg", "what's up?", "Need help?". Such expressions are a highly diagnostic feature of the casual style; they will generally be interpreted as signaling informality. The example are:

- a. Look up the girl standing up there.
- b. Uhuu... But what is it?
- c. When are you gonna do. Get you thesis?

5. Intimate Style

Intimate style is an intimate utterance avoids giving the addressee information outside of the speaker's skin Joos, (1976: 155). Intimate style is completely private language used within family and very close friends. Normally,

the intimate style is used in pair. It excludes public information and shows a very close relationship. This type of style has a characteristic that its common use of personal language codes and it is only for certain group. It occurs in the certain community which has its own language style. The utterances are usually simple and representative what a speaker means. Intonation is more important than wording or grammar. Some examples of this style are:

- a. Tea's cold => Cold
- b. Damn hot => Hot

1.1.Social Factor

The social factors are very important in daily communication. Without considering the factors, there will be misunderstanding. The writer uses social factors which outlined by Holmes (1992:11) as the related study to analyze description of language style. There are four factors determine the usage of language in society. Those are participant, setting, topic and function which mostly influence the language style that is produced by the main character in the conversation.

1.1.1. Participants

In a conversation, it must be at least two persons who hold the dialogue and the person is called participants. Based on Holmes statement (1992:12) participants can be divided in two, those are the person who is speaking or producer of the utterance in conversation and the person who is hearing in the conversation.

1.1.2. Setting

The setting or social context of the interaction: where are they speaking (Holmes,1992:12). Setting is generally a relevant factor in each conversation. There must have situation background, where and when the conversation occurred. Setting can be a place or time of the conversation. Setting in the place where are the participants speaking. Here, the speaker and hearer must be smart to read the setting before using a language.

1.1.3. Topic

Topic also influences the speaker to change the style. It will change automatically depends on what the topic conversation itself. For example if the topic of conversation about education or serious problem, of course the participants should change the style depended on the topic. According Holmes (1992:12), definition of topic: what is participants being talked about?.

It means, the topic is a subject of discussion, message or conversation content. Every conversation, there must have topic. It is impossible for participants have a conversation and without topic it will have no goals and will be misunderstanding.

1.1.4. Function

According to Holmes (1992:12) function: why are they speaking? It means that function is a participants reason or explanation of why are they speaking too. The explanation of four social factors about participant, setting, topic, and function above has important role to influence of language style variation.

To make them clear, the writer gives an example conversation which is taken from Nurul Adhalina (2011:10) For example:

Alesha: Hi, I'm Alesha!

Shazad: Hello, I'm Shazad

Alesha: Nice name

Shazad: Thank you

From the example of the conversation above, participants are Alesha and Shazad. The setting of the conversation occurs in a car. The topic is Alesha introduces herself to Shazad and the function of the conversation; she wants to be close with Shazad by introducing herself first.

2. Corona Virus Disease (COVID-19)

A new Chinese corona virus, a cousin of the SARS virus, has infected hundreds since the outbreak began in Wuhan, China, in December. Scientist Leo Poon, who first decoded the virus, thinks it likely started in an animal and spread to humans. *"What we know is it causes pneumonia and then doesn't respond to antibiotic treatment, which is not surprising, but then in terms of mortality, SARS kills 10% of the individuals,"* Poon, a virologist at the School of Public Health at The University of Hong Kong, said.

It's not clear how deadly the Wuhan corona virus will be, but fatality rates are currently lower than both MERS and SARS. Experts stress that it will change as the outbreak develops. Corona viruses are a large group of viruses that are common among animals. In rare cases, they are what scientists call zoonotic, meaning they can be transmitted from animals to humans, according to the US Centers for Disease Control and Prevention.

Viruses can spread from human contact with animals. Scientists think MERS started in camels, according to the WHO. With SARS, scientists suspected civet cats were to blame. Officials do not yet know what animal may have caused the current outbreak in Wuhan. When it comes to human-to-human transmission of the viruses, often it happens when someone comes into contact with an infected person's secretions, such as droplets in a cough. A corona virus is a type of common virus that can infect your nose, sinuses, or upper throat. They can spread much like cold viruses. Almost everyone gets a corona virus infection at least once in their life, most likely as a young child.

Depending on how virulent the virus is, a cough, sneeze or handshake could cause exposure. The virus can also be transmitted by touching something an infected person has touched and then touching your mouth, nose or eyes. Caregivers can sometimes be exposed by handling a patient's waste, according to the CDC. Human-to-human transmission has been confirmed for the Wuhan corona virus, but experts are now trying to understand who is transmitting it most, who is at most risk and whether transmission is occurring mostly in hospitals or in the community. SARS and MERS were largely transmitted inside hospitals, Horby said. Some people are also considered to be "superspreaders."

The novel corona virus disease (Covid-19), which is caused by severe acute respiratory syndrome corona virus 2 (SARS-CoV-2), has spread to many countries, including Indonesia. The outbreak started within early March 2020 and in just less than a month the virus has infected 1285 patients and 114 death in Indonesia by March 30, 2020. It does not only take many lives of patients, but also our colleagues

as health care providers. On behalf of the Indonesian Journal of Cancer, we would like to express our deepest condolences to all patients and especially to our doctors, nurses, and all health care workers, who could not survive in the battle against this virus.

3. Social Media

Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps.

The power of social media is the ability to connect and share information with everyone on Earth, or with many people simultaneously. Globally, there are more than 3 billion social media users. Social media is an ever-changing and ever-evolving web-based platform. According to the Pew Research Center, social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media.

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video-sharing, business network, virtual worlds, reviews and much more. Even

governments and politicians utilize social media to engage with constituents and voters. For individual, social media is used to keep in touch with friends and extended family. But, also social media is used as place to spread false information (*hoax*).

4. Instagram

Instagram is a social network that is most popularity used to post photos. Users upload photo digitally, apply filters to edit their appearance and share the photo with another user (Lansverk,2014). Instagram announced that it had already reached one million members after only two months in operation less than a year later, more than 150 million

B. Relevan Studies

There are some researchers about language style variation have been studied in different object, they are statements:

Alfina Gustiany Siregar, in her study entitles. “Language Style in Facebook Status”. University of Quality. This research is aimed to find out language style, different ways of communicating, and the purposes of communication of male and female in Facebook status. The objectives of the study are: a) to find out the dominant type of language style used by male and female; b) to describe the way of communicating between male and female; and c) to describe the purposes of communication of male and female in Facebook status. The data were obtained from 33 males’ statuses and 33 females’ statuses in March 2019. The data were

analyzed based on two theories, first is three types of language style according to Joos (1967), they are formal style, consultative style and casual style. Second is the purposes of Facebook communication according to Patrick (2010), they are entertainment, integration into community, relationship maintenance, and identity construction. The findings show that: a) the dominant style used by both male and female in Facebook status are consultative style; b) The reasons of communication of male and female in Facebook status are: identity construction, giving information, praying, feeling, and giving advice.

Muhammad Sood (2018), in his study entitles. “Language Styles Used by Women Accounts on Instagram Captions”. University of Islam Negeri Maulana Malik Ibrahim. Faculty of Humanities. This research is aimed to examine some women accounts with the most followed and including to the top ten of *Instagram* accounts with the most followers worldwide as of September 2018 (in million). Six different women accounts have been chosen by researcher to analyze the types of language style on the captions, those six women accounts are; *Selena Gomez, Ariana Grande, Beyonce, Kim Kardashian, Taylor Swift and Kylie Jenner*. Nevertheless, the researcher only took one or more than one post along with the caption on each account. This research implements descriptive qualitative research since it describes and analyzes the particular issues of social phenomenon on social media.

Those theses above have similarity with the writer’s research. Alfina Gustiany Siregar and Muhammad Sood focused on language style in social media. All of the theses above discusses about seven types of language style, but have different object

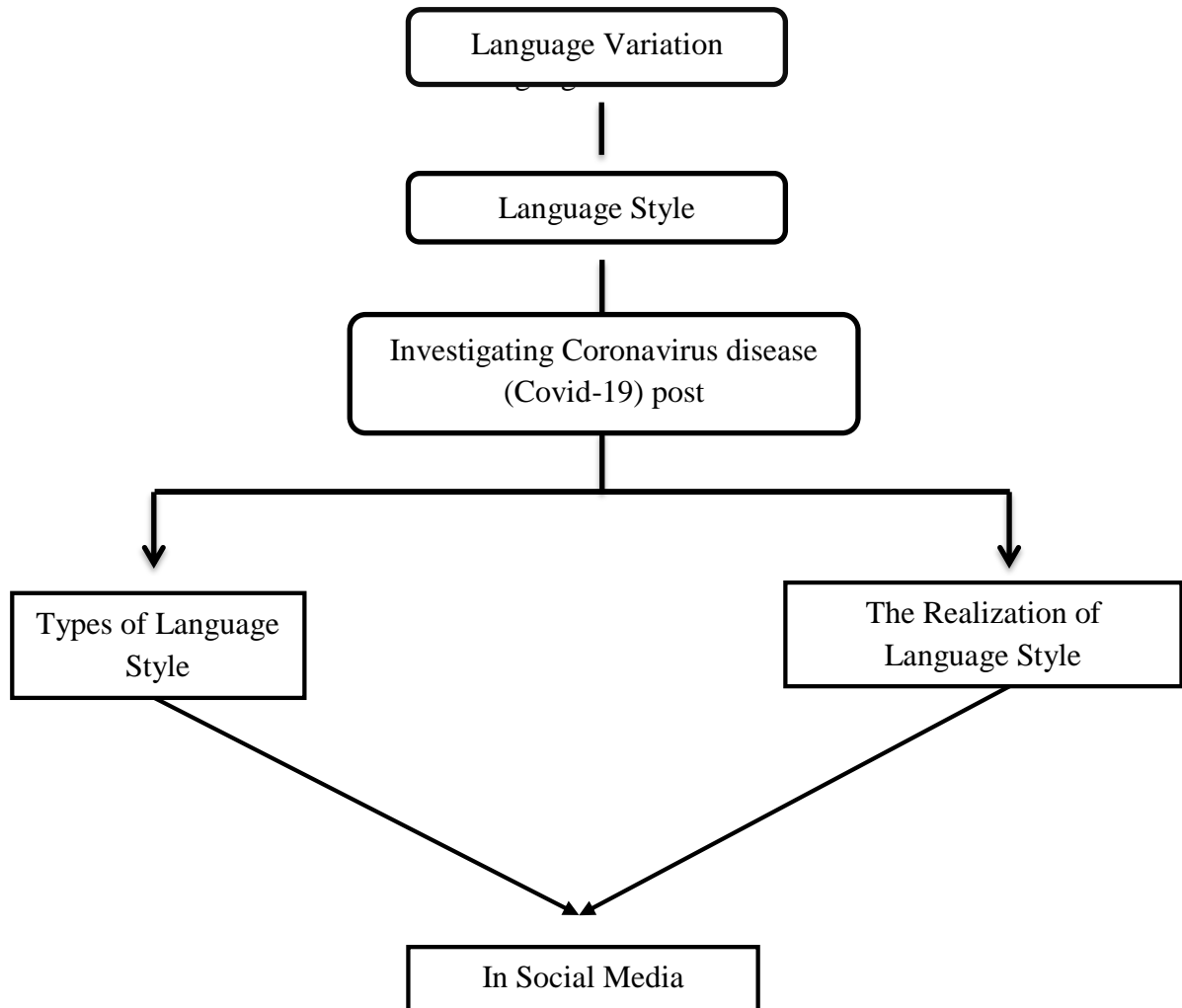
in analysis. The different in this research, researcher is used social media to investigate the language style variation on Coronavirus disease (Covid-19) post, through the government's instagram account.

C. Conceptual Framework

This research is explained about Investigating Language Style Variation on Coronavirus Disease (Covid-19) Post in Social Media. One of the language functions is as a tool to hold social control. Language, a system of conventional spoken, manual, or written symbols by means of which human beings, as members of a social group and participants in its culture, express themselves. Even almost every time humans being communicate with each other and used their own language style variation.

Language style is not only used by society in the real life to do their importance, but also in social media. Everyone can use social media to convey information, opinions, feeling, and ideas that they can distribute to society until all over world. There are many news we can see on our social media, one of them is Corona virus disease (Covid-19). Corona virus disease (Covid-19) is the crucial issue in 2020's, especially in Indonesia. Language variation intended as communication strategies in increasing people's awareness to be more active in preventing corona virus disease. In this case, the researcher try to investigate situations type of language style variation are found in social media and to investigate realized of language style variation in social media in posting Corona Virus Disease Covid-19.

Chart 2.1 Conceptual Framework



CHAPTER III

METHOD OF RESEARCH

A. Research Design

The type of this study is descriptive qualitative research. Qualitative research is a research that does not use procedure of statistics analysis or other quantification (Moleong, 2007: p.6). Qualitative research is also intended as type of research that finding is not obtained through procedure of statistic or quantitative (Syamsuddin dan Damaianti, 2007: p. 73). The researcher take a qualitative research for this study to investigate the language style variation on Coronavirus Disease (Covid-19) Posts in Social Media. The object this research will found form and meaning of the language style variation on Corona virus disease (Covid-19) Posts in Social Media.

B. Source of Data

The source of data in this study is taken from the social media, especially on instagram. The data is derived from people post in the form of pictures and captions in feed and instastory accounts.

C. The Technique of Data Collection

This study is a technique for provide data through read careful and note taking. The procedures of collecting the data include the followed steps :

1. Open the instagram account, find someone's post about Corona virus disease (Covid-19) in social media.

2. Reading the status about Corona Virus Disease (Covid-19) posts in social media and identifying the language style.
3. Screen shoot or download the picture/captions that found.
4. Collecting references related to investigate.

D. The Technique of Data Analysis

The data analyze used the theory of Miles, Huberman & Saldana (2014) concept.

Component of data analysis: Interactive model:

1. Data Reduction

Data reduction is the process of selecting, focusing, simplifying, abstracting, looking the themes and patterns and discarding unnecessary (Miles, Huberman & Saldana;2014). In data reduction, the researcher focus on government's post about coronavirus' topic in Instagram, starting from read the caption, identifying the language style, do note-taking and collecting references related to investigate.

2. Data Display

The data display phase is done in form of graphics, matrix, and chart (Miles, Huberman & Saldana;2014). By displaying the data, the researcher is easy to understand and to analyze what is happening with this data presented. And the researcher begin to do the next plan of the research based on what the researcher has experienced. In this case, the researcher is investigate the language style variation realized by someone in reporting coronavirus disease (Covid-19) news in social media.

3. Conclusion

The last step according to (Miles, Huberman & Saldana;2014) is conclusion. After doing the both step, the researcher will be found the answers of this case. From the find government post in instagram to analyze the realization of their post based on language style variation.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

The data of this research is the captions of people in Instagram which is collected in different situations: gender, education, age, and social class. The data is collected from April – September 2020. After collecting all the data, the research is finally investigated only 30 language styles as the primary data. The whole data of the research are involved about COVID-19 outbreaks that found in the social media posts and it is Instagram. The data are classified specifically into five types such as Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style.

B. DATA ANALYSIS

The data were taken from language style on COVID-19 outbreak posts in social media. The researcher investigated language style of COVID-19 outbreaks in Instagram.

4.1. Types of Language Style Variation

The research analysis is done through applying Joos (1998) in Zulaekho's (2010) theory. Language style is classified into five types based on the degree of formality. Those types of language style are frozen, formal, consultative, casual, and intimate style. The analysis is briefly investigated below:

a. Type of Formal style

Data 01:



Didalam tim pakar gugus tugas, kami bergumul setiap harinya dalam upaya mewujudkan data yang terintegrasi, reliable dan aktual. Tim kami selalu berupaya menghimpun data dari seluruh Indonesia, pekerjaan yang sama sekali tidak mudah. Saya sering kali dihadapkan dengan pihak-pihak yang mengecilkan dan meragukan system kami. Padahal integrasi one

big data ini membutuhkan dukungan yang luar biasa dari berbagai instansi dan lembaga terkait. Doakan, semoga kolaborasi multisektoral yang ideal dapat kita semua bangun dengan semangat Bhineka tunggal Ika.

“In our team of task force experts, we struggle every day to make data integrated, reliable and up-to-date. Our team is always trying to collect data from all over Indonesia, a job that is not easy at all. I am often faced with parties who downplay and doubt our system. In fact, the integration of one big data requires extraordinary support from various related agencies and institutions. Pray for us, that the ideal multisektoral collaboration can all be built with the spirit of Bhineka Tunggal Ika.”

Context

Wiku Adisasmito, as the head of the task force for the spread of Covid-19 in Indonesia, informed on his Instagram account that the team of experts in the task force for the spread of covid-19 every day tries to realize very good data that is integrated, reliable and actual from all over Indonesia, but not infrequently his team also confronts parties who doubted the data they had reported. He added that this is a collaboration between all elements of society so that the data can be carried out properly.

Analysis:

The researcher found formal style of language in Wiku Adisasmito's caption. The data above consist of extensive vocabulary and learned words. Wiku choose the diction based on avoidance of construction. The sentences are relative long, it is characteristics of formal style by Martin Joos theory (1976). Wiku made that caption to inform and persuade his followers at once, for example in sentence *“Pray for us, that the ideal multisectoral collaboration can all be built with the spirit of Bhineka Tunggal Ika”*. Therefore, wiku used formal style to make sure his followers about what he is being said, for example in sentence *“we struggle every day to make data integrated, reliable and up-to-date”*. The integrated, reliable and up-to-date data that is the sentence that Wiku and the team fought for in handling the spread of covid-19. Wiku make it truthfully with formal language style. Finally, his followers ensure though the caption which is post by Wiku Adisasmito.

The other reason, why this caption is formal style because the setting factor he is in the office handling the spread of covid-19. In this place, Wiku delivers data related to Covid-19 which must be conveyed to the wider community using formal language. Formal places, formal circumstances and formal topics must use formal language.

Data 02:



Sejak awal Maret, kami Kemensos berupaya serius dalam pencegahan penyebaran Corona Virus Disease 2019 (Covid-19). Melakukan pemeriksaan suhu tubuh bagi seluruh pegawai dan penyemprotan cairan disinfektan di lingkungan kantor Kementerian Sosial. Tindakan-tindakan ini tindak lanjut dari instruksi Presiden agar melakukan

preventif di tempat kerja. Kemensos RI siap berperang melawan penyebaran virus Covid-19!

“Since early March, the Ministry of Social Affairs has made serious efforts to prevent the spread of Corona Virus Disease 2019 (Covid-19). Conducting body temperature checks for all employees and spraying disinfectant liquids in the Ministry of Social Affairs office. These actions are a follow-up to

the President's instructions to take preventive measures at work. The Indonesian Ministry of Social Affairs is ready to fight against the spread of the Covid-19!

Context

Through posts on Julian Batubara's Instagram account, Minister of Social Affairs of the Republic of Indonesia. He posted the activities that took place in the Ministry of Social Affairs building of the Republic of Indonesia. As one of the measures to prevent the Corona virus, Julian and all of his employees carry out temperature checks and spray disinfectants if they want to enter the building. He did this so that all people could follow the steps he was doing. This policy is also a direct instruction by the President as a preventive action at work.

Analysis

From the caption above, the language that researcher found is used in the Formal style. The caption written by the Minister of Social Affairs, Julianri Barubara takes place in the government office of the Ministry of Social Affairs which means that all activities are in a formal state. Seen from the sentence "***These actions are a follow-up to the President's instructions to take preventive measures at work***". He wants to convey what things they are doing to fight the spread of covid-19. Used a correct grammar is one of characteristics of formal style. In other hand, Julianri avoid abbreviated sentences, there was no contraction on that sentence, because it would be nice to use formal language in formal places and circumstances. Another factor that is the reason why this post is in a formal style is

the social status seen in the Instagram feed, he was a minister whose social status was higher than the others.

Data 03:



Kami menyampaikan kepada seluruh warga masyarakat bahwa bagi siapapun tanpa terkecuali yang hendak masuk ke wilayah teritorial kota Palu termasuk melalui jalur udara (Bandar Udara Mutiara SIS Aljufri) maka wajib untuk diperiksa kondisi kesehatannya oleh tim penanganan pencegahan Covid-19 dibawah

kordinasi pemerintah kota palu sebelum meninggalkan Kawasan bandar udara. Bilamana dalam proses pemeriksaan kami mendapati penumpang yang terindikasi mengarah kepada gejala covid-19 maka tim akan melaksanakan protocol perawatan yang telah ditetapkan oleh bapak walikota beserta tim penanganan Covid-19 kota palu. Kami mohon maaf bila kenyamanannya terganggu.

“We convey to the whole community that anyone who wants to enter the territorial area of Palu city, including through the airport route (Mutiara SIS Aljufri Airport), is obliged to have their health checked by the Covid-19 prevention team under the coordination of the hammer city government before leaving the airport area. If in the examination process we find passengers who

are indicated to have been pointing to symptoms of Covid-19, the team will carry out the treatment protocol set by the mayor and the hammer city Covid-19 handling team. We apologize if the comfort is disturbed”.

Context

During a pandemic, health is the main thing to maintain. Everyone must have their health checked wherever they are, including if they want to go out of the house. This is an adaptation of new habits that must be carried out and implemented properly. Comply with health protocols to minimize the spread of covid-19.

Analysis

The caption written by Sigit Purnomo in his Instagram account is included in the Formal Style. According to Joos formal style is generally used in a formal situation, where there is the least amount of shared background knowledge and where communication is one way communication with little or no feedback from the audiences. Formal style is defined as the style of language that be used for important or serious situation.

In the data above, Sigit Purnomo as deputy mayor of Palu City provides a policy regarding territorial entry into the hammer city area, contained in the sentence *“We convey to the whole community that anyone who wants to enter the territorial area of Palu city, including through the airport route (Mutiara SIS Aljufri Airport), is obliged to have their health checked by the Covid-19 prevention team under the coordination of the hammer city government before leaving the airport area”*. The sentence written in the caption is long and uses correct grammar, one of

the characteristics of formal style. In a formal style, there is no need for feedback between speakers and listeners, this is intended to make policies without the need for questions and arguments.

Data 04:



Sembilan bulan dalam pandemic adalah Sembilan bulan ujian bagi kesabaran dan kekuatan kita sebagai bangsa. Jangan pernah lalai, jangan pernah kendur, jangan patah semangat.

“Nine months in a pandemic are nine months of testing for our patience and strength as a nation. Never be negligent, never slack, don't be discouraged”.

Context:

In Jokowi's Instagram account post as our president, he provided an illustration of how we have been struggling to face the pandemic. He also gave appreciation to his people for being patient and strong, and he also gave advice so that we continue to carry out every health protocol as one of the best steps to break the chain of spreading covid-19.

Analysis:

The researcher found the formal style on Jokowi's caption. Formal style is used at special occasions that call for dignity and seriousness. It does not use contractions. It strives for absolute grammatical accuracy. Generally, formal style often uses in the formal events, talk about serious problem such as in the formal speeches and official meeting.

There are several reasons, why this caption included into formal style; first, the use of the language stated in the caption is written in formal language, using standard language without ellipses, the second Jokowi shares pictures with formal topics, namely about health protocols. He makes illustrations that make it easier for people to understand health protocols. the third, Jokowi informed in a sentence that *“Nine months in a pandemic are nine months of testing for our patience and strength as a nation”*. It is part of characteristics of formal style. Formal style is designed to inform messages, policies and appeals without any objections and does not require feedback from others. Fourth, *“never be negligent, never slack, don't be discouraged”*, is a policy that must be implemented by society and this is a reminder to stick to health protocols that we must always maintain. Although, this data does not seem too long, but other factors prove that this data is included in the formal style.

Data 05:



33 likes

arsyadlubis.dr Tidak ada satupun yang diciptakan Allah itu sia-sia,bahkan virus atau penyakit sekalipun...kita hanya dituntut untuk berikhtiar..Mari kita ambil hikmahnya,pasrahkan semua hanya kepada-NYA dan yakinlah Ia akan meberikan jalan keluarnya...

September 15 · See Translation

: Tidak ada satupun yang diciptakan Allah sia-sia, bahkan virus atau penyakit sekalipun. Kita hanya dituntut untuk berikhtiar. Mari kita ambil hikmahnya, pasrahkan semua hanya kepada-NYA dan yakinlahia akan memberikan jalan keluarnya.

“Nothing that Allah created was in vain, not even viruses or diseases. We are only required to make efforts. Let us take the

lesson, surrender all only to him and believe that he will provide a way out.”

Context:

In 2020 is a year of struggle for everyone. This year, we are required to be patient and strong. Everything that is created by God is nothing in vain, including the pandemic that is spreading around the world.

Analysis:

The researcher found in caption by dr. Arsyad Lubis as a member of the Covid-19 deployment task force in Medan is clarified into formal style. Accoding to Joos’s theoty (1976) formal style is generally used in formal situation, where there is the least amount of shared background knowledge and where communication is one way communication with little or no feedback from the listener.

From the data above, included into formal style, seen from the situation Arsyad is in the covid-19 handling post with the Governor, TNI and members of the Pemprov Sumut handling team. They are holding a meeting to discuss the problems that are being faced at this time and require the people in it to use formal language. Formal style is a style that is designed to inform, it is dominating characters. In sentence *Nothing that Allah created was in vain, not even viruses or diseases*, this is the initial information written by Arsyad in his Instagram account. Arsyad use correct grammar, without ellipses. In other hands, this data no needs feedback by others and that's the characteristics of formal style. Arsyad also conveyed a direction in the sentence *"we are only required to make efforts"*. Although the caption written by Arsyad is relatively short, but the topic, situation factor, the participant is the main factor why this caption included in the formal style.

Data 06:



Pemerintah Indonesia menggunakan strategi kebijakan rem dan gas untuk menjaga keseimbangan antara penanganan pandemic COVID-19 dan pemulihan ekonomi nasional. Sejahter ini pencapaian cukup berhasil dan harus terus dipertahankan, bahkan ditingkatkan.

“The Indonesian government uses a Rem and Gas policy strategy to maintain a balance between handling the COVID-19 pandemic and national economic recovery. So far the achievement has been quite successful and must be maintained, even improved”.

Context:

In the recovery of the Indonesian economy and also to maintain public health, the Government uses the Rem and Gas policy to become a new rule in this situation.

Analysis:

Based on the data above, researcher found in this caption include in kind of language style is formal style. Formal style is characterized by the use of standard language, more complex sentence structures, infrequent use of personal pronouns, lack of colloquial or slang term.

The data above includes into formal style because the sentence that is produced in standard sentence and normal. Formal style is used at special occasions that call for dignity and seriousness. In sentence, *“The Indonesian government uses a Rem and Gas policy”*. This is a policy that must be carried out by the community because a policy is one of the characteristics of the formal style. The discussion topics seen in the caption are classified as serious problems, so they must use formal language. Good, long and structured writing is contained in the caption, this is proof that this caption is included in the formal style. No need for feedback because this is an appeal and a policy that should be implemented properly without questions and arguments. Formal style is design to inform in complex sentences

and needs background information because the speaker needs preparation in using this sentence. For example in sentence, *“so far the achievement has been quite successful and must be maintained, even improved”*.

Data 07:



Simulasi persiapan. Tatap muka untuk sekolah yang diijinkan dibuka terbatas di zona kewaspadaan hijau seperti Kota Sukabumi ini. Dikunjungi oleh bapak Wapres dan Mendikbud. Datang langsung belajar 4-5 jam dan langsung pulang. Tidak ada jam istirahat. Satu kelas dibagi 2-3 shift. Ada yang daring ½ minggu dan ada yang tatap muka ½ minggu. Setiap 2-3

hari bergantian. Siswa berdomisili di zona non hijau tetap belum boleh datang tatap muka ke sekolah yang sudah zona hijau. Walau sudah zona hijau, namun orang tua boleh memilih anaknya untuk tetap belajar daring dari rumah jika menjadi pilihannya. Semua dilakukan dengan kehati-hatian dan selalu perlahan bertahap.

“Preparatory simulation. Face-to-face schools that are allowed to open are limited in green alert zones such as Sukabumi City. Visited by the Vice President and the Minister of Education and Culture. Come to school and immediately study for 4-5 hours and go back home. There are no rest hours. One

class is divided into 2-3 shifts. Some are online ½ week and some face to face ½ week. Every 2-3 days alternating. Students who live in the non-green zone are still not allowed to come face-to-face to schools that are already in the green zone. Even though it is in the green zone, parents may choose their children to continue learning online from home if that is their choice. Everything is done with care and always slowly gradually”.

Context:

In a post on the Instagram account of Ridwan Kamil, the Governor of West Java, who conveyed an appeal about face-to-face learning that would be carried out if the city was in a green zone. New regulations related to offline learning have been approved by the Minister of Education and Culture and the President. This is done with care so that everything goes according to what is expected

Analysis:

Based on the data above, it is clarified into Formal style. Formal style is defined as the style of language that used for important and serious situation. Formal style is usually a single topic oriented and it is related to the fact, that formal writing is technical. Caption written by Ridwan Kamil as Governor of West Java, it is included into formal style, because there are several reasons are; First, Ridwan Kamil uses correct language. The second, long sentence is included in the characteristics of the formal style. Ridwan wrote a long but understandable caption. The third is used in formal discussion topics and formal situations. Ridwan Kamil was in the room wearing personal protection explaining the formal problem is

"Simulation of preparation for teaching and learning activities" a policy he wrote through his personal instagram account. The caption does not have any feedback because the use of formal styles is not a suggestion and rebuttal. This already explains why this caption is included in the formal style.

Data 08:



Gejala Covid-19 dapat dirasakan setelah 5-6 hari, atau selambatnya 14 hari, sejak terpapar virus. Masa inkubasi virus yang cukup Panjang ini membuat pendeteksi dini gejala penyakit covid-19 jadi penting. Sejak dini diketahui akan membantu meringankan gejala agar tidak semakin berat. Sebagian penderita ada yang tidak menunjukkan gejala apapun, sehingga penting untuk

selalu terapkan protokol kesehatan.

"Symptoms of Covid-19 can be felt after 5-6 days or until 14 days, since exposure to the virus. This long incubation period of the virus makes early detection of symptoms of Covid-19 important. Early on, it is known that it will help relieve symptoms so they don't get worse. Some sufferers do not show any symptoms, so it is important to always apply health protocols".

Context:

The importance of recognizing the symptoms of Covid-19 early on.

Analysis:

From the data above, it includes into formal style because of formal style are contained inside. According to Martin Joos's theory, formal style is generally used in a formal situation, where there is the least amount of shared background knowledge and where communication is one way communication with little or no feedback from the audiences.

In this case, the caption who is written from *lawanCovid-19* on government's account posted with the formal topic, it was talked about "***the recognize the symptoms of covid-19 early on***". In the caption above explains how to recognize the symptoms of the Covid-19 from the first day of exposure to the virus. Formal style is defined as the style of language that be used for important or serious situation. This is one of characteristics of formal style that is designed to inform something. This caption is appeal to people, so that no need feedback just enough to be heard and executed according to the orders that have been agreed upon. The used of sentences in this caption is relative long and used the correct grammatical with the formal language but still easier to understand. With the analysis above, it become evidence that this data is one of kinds of language variation is formal style.

Data 09:

Liked by [marganamahendra](#) and 131 others

wikuadisasmto Ketika COVID-19 menyerang, fokus utama adalah bagaimana menyelamatkan nyawa dan meminimumkan angka kematian. Namun, kegiatan kehidupan ekonomi dan sosial masyarakat yang aman tetap harus diusahakan.

Fenomena yang kita hadapi saat ini bukanlah tarik ulur antara ekonomi dan kesehatan. Gugus Tugas Percepatan COVID-19, bekerja sama dengan berbagai kementerian, berusaha untuk mengurai permasalahan – tidak hanya dalam bidang kesehatan – namun juga dalam bidang social ekonomi.

Ketika Covid-19 menyerang, fokus utama adalah bagaimana menyelamatkan nyawa dan meminimumkan angka kematian. Namun, kegiatan kehidupan ekonomi dan sosial masyarakat yang aman tetap harus diusahakan. Fenomena yang kita hadapi saat ini bukanlah Tarik ulur antara ekonomi dan Kesehatan. Gugus tugas percepatan covid-19, bekerja sama dengan

berbagai kementerian, berusaha untuk mengurai permasalahan – tidak hanya dalam bidang Kesehatan – namun juga dalam bidang sosial ekonomi.

“When Covid-19 strikes, the main focus is on how to save lives and minimize the death rate. However, the economic and social life activities of the community that are safe must be endeavored. The phenomenon we are facing today is not a tug of war between the economy and health. The COVID-19 acceleration task force, in collaboration with various ministries, is trying to unravel the problems - not only in the health sector - but also in the socio-economic field”.

Context:

During a pandemic, health is the main point that must be considered and maintained. However, there are also some things that should be tried and raised

again, namely economic problems. We cannot deny that the economy is also the main thing in solving the Covid-19 problem

Analysis:

The researcher found the formal style in the caption written by Wiku Adisasmito. According to Joos's theory (1976), formal style is defined as the style of language that used for important and serious situation. Formal style is usually a single topic oriented and it is related to the fact, that formal writing is technical.

From data above the researcher clarified into formal style with several reasons, they are; formal style are used in topic formal and situation formal. Viewed from the pictures, Wiku was in the front of camera want to shared the information for people about covid-19. In the write the caption, wiku used correct sentence according to grammatical rules. One of the characteristics of formal style is use the long sentence and the caption is included in a long sentence. The setting factor also affects the use of the formal style, wiku is in a formal place, namely the office of the Covid 19 task force which requires him to use formal language. There is no feedback here, because Wiku just give the information about covid-19. These are the analysis why this data included into formal style.

Data 10:



Penyakit COVID-19 belum ada obatnya , tapi kita bisa hentikan penyebarannya dengan lakukan tiga langkah mudah: Memakai masker, Mencuci tangan dan Menjaga Jarak

“There is no cure for COVID-19, but we can stop its spread by taking three easy steps: Wearing a mask,

washing hands and maintaining distance”.

Context:

In Anies Baswedan's post, he made a graphic illustration of easy steps in stopping the Covid-19 spread. With that, the community will find it easier to implement.

Analysis:

According to Martin Joos's theory (1976) this data included into formal style. Formal style is generally used in a formal situation, where there is the least amount of shared background knowledge and where communication is one way communication with little or no feedback from the audiences. From data above, the caption written by Anies Baswedan as Governor of DKI Jakarta post with formal topic it is *“how to minimize the spread of covid-19”*. This caption is explain there are several steps to stopping spread of covid-19 are **“wearing a mask, washing**

hands and maintaining distance”, it is the easy steps to implement for everyday life.

Formal style is defined as the style of language that be used for important or serious situation. This is one of characteristics of formal style that is designed to inform something. This caption is appeal to people, so that no need feedback just enough to be heard and executed according to the orders that have been agreed upon. The used of sentences in this caption is relative long and used the correct grammatical with the formal language but still easier to understand. With the analysis above, it become evidence that this data is one of kinds of language variation is formal style.

Data 11:



Selamat pagi warga Lebak dan sekitarnya. Dalam rangka Banten melawan Covid-19 Pemerintah Provinsi Banten melalui Dinas Kesehatan Provinsi Banten melaksanakan Rapid Test Drive Thru Gratis

“Good morning, the people of Lebak and its surroundings. In the framework of Banten against Covid-19,

the Banten Provincial Government through the Banten Provincial Health Office carried out a free of Rapid Test Drive Thru”.

Context:

In order to improve public health, Governor of Banten Wahidin Halim, through the Banten Provincial Health Office, provides free services in the form of a free rapid test drive thru, this is an effort to stop the spread of covid-19 and by using a rapid test everything will be detected properly.

Analysis:

According to Martin Joos's theory (1976) this caption included into formal style in kinds of language style. The choice of word which used by Wahidin is formal. Here also using the correct grammar. Sentence that used by Wahidin is relative long. Beside that on the sentence "*Good morning, the people of Lebak and its surroundings*" this is polite sentence that used by Wahidin in the formal situation. Say good morning is one of form expression familiarity indicated by Wahidin which made the atmosphere of the meeting more meaningful.

Formal style is defined as the style of language that be used for important or serious situation. This is one of characteristics of formal style that is designed to inform something for example on sentence "*In order to improve public health, Governor of Banten Wahidin Halim, provides free services in the form of a free rapid test drive thru*". This is the policy given by Wahidin in dealing with Covid-19 in his area and this is also a good detector in the spread of covid-19 , with the analysis above, it become evidence that this data is one of kinds of language variation is formal style.

b. Type of Consultative Style

Data 12:



Saya paham, ekonomi harus berputar terus walau dalam masa seperti ini, tetapi kesehatan diri dan orang lain tetap harus dijaga. Saya menghimbau seluruh warga kota medan agar selalu menggunakan masker untuk beraktivitas, tetapi tetap usahakan untuk tidak keluar rumah jika tidak mendesak.

“I know that the economy must work even in this situation, but we must also protect the health of ourselves and others. I urge to all Medan residents to always use masks for activities, but still try not to leave the house if it is not urgent”.

Context:

In Akhyar Nasution's Instagram account, he said that economic growth and public health must be balanced. Wearing a mask is the best protection for now.

Analysis:

In Akhyar Nasution's Instagram account, he write the caption with consultative style. Consultative style is the most neutral or unmarked of the styles. In using the style the supplies background information which assumes that the

hearer needs to have it in order to understand what the speaker means. Then, consultative style uses in some group discussion, regular conversation at companies, school, trade speech conversation, etc.

In caption above, there are several reasons why this sentences are included into consultative style, they are: (1) in the first sentence, akhyar write the sentence with the label code ***"I know"*** it is the part of characteristics of consultative style. This is related to Joss's theory (1976), one of characteristics of consultative style there is a label code, such as I know, I see, Umm, That's right, so on. Consultative style could be identified by giving some feedback. In the picture that akhyar's post, he is in market area, interacting with people while proving information related to the spread of covid-19. It is certain that there is a feedback between them.

The data above, indicated simple sentence and command words, it is part of characteristics of consultative style. The other reason why this data includes into consultative style is because it is influenced by situation, for example in sentence ***"but still try not to leave the house if it is not urgent"***. Furthermore, this caption includes consultative style in kinds of language style because the participant, setting and situation related to the characteristics of consultative style.

Data 13:

Hampir selama 2 minggu ini kita sudah dirumah saja. Kita tidak tahu sampai kapan lagi situasi ini akan berakhir. Namun, kita patut menjaga mood agar tetap semangat, tetap tersenyum dan terus bertahan dirumah saja bersama keluarga tercinta demi kesehatan Bersama.

“For almost 2 weeks we've been at home. We do not know how long this situation will end. However, we should keep the mood in order to keep up the spirit, keep smiling and continue to stay at home with our beloved family for the sake of our health”.

Context:

The caption written by Dr. Seto Mulyani, S.Psi., M.Si.,. He posted a photo of himself and a child on his personal Instagram account with the caption that we have been at home for two weeks and We do not know how long this situation will end. He also advised the public to continue to maintain mental health in order to stay healthy, because maintaining mental health or mood is one way to fight the spread and avoid covid-19.

Analysis:

Based on Joos's theory, this data included into Consultative style. Consultative style is the most neutral or unmarked of the styles. In using this style, the speaker supplies background information which assumes that the hearer needs to have it in order to understand what the speaker mean.

From data above, the researcher found several reasons why this caption is include in consultative style; For the first one, Seto supplies the background information in sentences, *“for almost 2 weeks we've been at home”* this is information related to the time given by Seto that we have passed 2 weeks in this pandemic period. Second, one of the function of consultative style is used for negotiating about something, either with colleagues or friends. In sentence, *“we should keep the mood in order to keep up the spirit, keep smiling”* delivered by Seto is short sentence that contain negotiation with his followers. Third, the use of language that is not too formal but uses the right choice of words is also one of the conditions in determining the consultative style. Those are several reasons why this caption is consultative style.

Data 14:

Sakit atau tidak sakit kita wajib pakai masker saat berada di luar rumah untuk saling melindungi dari Covid-19. Dan jangan lupa jaga jarak aman (minimal 2 meter).

“Healthy or not, we must wear masks when outside the house to protect each other from Covid-19 and don't forget to keep a safe distance (at least 2 meters)”.

Context:

An appeal was written by Juliandri Batubara on his personal Instagram account so that all people continue to wear masks and maintain a safe distance of at least 2 meters when outside the house to protect each other from the spread of covid-19

Analysis:

The data was clarified by researcher as consultative style. The sentences on the caption are more relax than formal style. Although, shortened form of word drive the construction of sentence become informal or familiar sentences. The diction which use are really simple and mostly popular, these showed that Julianri has perpose with his caption. Thus, Julianri Batubara tried to inform and persuade his followers at once, for example in sentence *“Healthy or not, we must wear masks”*. Here, Julianri wrote the caption with short sentence and simple sentence.

It is one of characteristics of consultative style. One of the function of consultative style is used for negotiation about something, either with colleague or friend. The sentence of *“don't forget to keep a safe distance (at least 2 meters)”*, written by Julianri is short sentence that contain negotiation with his followers when go to other place.

Data 15:



Protokol Kesehatan harus terus dijalankan di setiap aktivitas yang kita lakukan. Memakai masker, rajin mencuci tangan dan tetap menjaga jarak harus disiplin dijalankan. Ini tanggung jawab kita, bukan hanya diri sendiri, tetapi juga untuk menjaga orang-orang yang kita cintai.

“Health Protocol must continue to be run in every activity we do. Wearing a mask, diligently washing your hands and keeping your distance must be disciplined. It is our responsibility, not only ourselves, but also to protect the people we love”.

Context:

In the Erick Thohir’s caption provides guidance and invites us to continue implementing the Health protocol. As a society, we must take care of each other by doing the Swab test as exemplified by him, because this is our responsibility.

Analysis:

In the posting of Erick Thohir's Instagram account, the Minister of BUMN wrote a caption using a variety of stylistic consultative languages. Consultative style is a style that is used in semi-formal communication situation. The use of language in a consultative style is not too formal but rather by choosing the right words. This variety is used to maintain neutral relationships so it is often used to communicate with people who are not yet known. In the data above the caption is identified in consultative language for various reasons, including: Erick Thohir uses words that are not too formal. He uses the right words to write the caption so that his followers can better understand what he said being. The second reason, why it is the consultative style is Erick with a doctor doing a medical check up and this is a part of characteristics of consultative style. In this case, there are two participant and it is certain that there will be feedback between them. Setting factor also become the reason why this caption include in consultative style, seen from the pictures, they are in the special room to do a Swab test. All of this has proven that Erick Thohir's post is consultative style.

Data 16:

“Sebaiknya belanja ke warung tetangga dibandingkan ke mall demi meminimalis penyebaran covid-19”.

“Belanja ke warung tetangga juga bisa mendukung pertumbuhan ekonomi masyarakat disektor usaha kecil menengah”.

"We recommend shopping at neighboring stalls rather than at the mall

in order to minimize the spread of covid-19".

"Shopping to neighboring stalls can also support the economic growth of the community in the small and medium business sector".

Context:

Everyone must have a need. The mall is one place that has many enthusiasts because almost every item we need is available there but it wants to be one of the dangerous places to visit at this time. Banten Governor Wahidin Halim advised the public not to shop at the mall first, he advised that let's shop at the nearest and safe place, for example, the neighboring stalls, this is to minimize the spread of covid-19 and this can also support economic growth.

Analysis:

In the caption written by Wahidin Halim, a Banten governor on his Instagram account, the researcher can determine that this sentence is included in the consultative style. As we know that, consultative style is used to discussion about something and business topic is one of them. A speaker who uses this style usually does not plan what they want to say. It is related with this caption, for example in sentence *“Shopping to neighboring stalls”*. It is one of business to growth the standard of living in the environment. Consultative is used to negotiation something and to inform something use sentences that are easy to understand, seen from the sentence *“We recommend shopping at neighboring stalls”* the word recommend is the word of appeal and invitation written by the Governor of Banten. In other reason, why this caption is consultative style is because used in simple sentence and short sentence which is one of the characteristics of consultative style.

Data 17:



Menjalani Uji Vaksin V3, sebagai relawan Vaksin Covid-19. Semoga sebentar lagi Vaksin Covid-19 sudah bisa dipergunakan untuk masyarakat Indonesia. Tapi, ingat virus tidak bisa dibunuh, jadi kita harus selalu menjaga Kesehatan, meningkatkan imun tubuh dan selalu mentaati protokol kesehatan.

“Underwent a V3 Vaccine Test, as a Covid-19 Vaccine volunteer. Hopefully soon the Covid-19 vaccine can be used for the people of Indonesia. But, remember viruses cannot be killed, so we must always maintain health, increase body immunity and always adhere to health protocols”.

Context:

On his Instagram account, Hengky Kurniawan Chova as Deputy Regent of West Java uploaded his activities with his comrades in dealing with Covid 19. He said that soon Covid-19 would be minimized with the Covid-19 vaccine. He also said that this virus cannot be killed but to break the chain of its spread we must maintain cleanliness and health by adhering to health protocols.

Analysis:

In the caption written by Hengky Kurniawan Chova as Deputy Regent of West Java on his Instagram account, the researcher can determine that this sentence is included in the consultative style. Consultative style is a style that shows our norm for coming, to term with strangers who speak our language but whose personal stock of information may be different. The use of this style is in semi-formal communication style.

From caption above indicated into consultative style because In the picture posted by Instagram account Hengky Kurniawan, there are two participants Hengky as the main character and the second one as listeners. This is related to the characteristics of the consultative style. Second, situation and the topic in the data above is a discussion that results in agreement, for example in sentence *“Underwent*

a V3 Vaccine Test". Then, in this caption there is a negotiation about something, for example in sentence *"but, remember viruses cannot be killed"* an information provided by him which intends to remind that vaccines are only a preventive medicine not as a cure. The data above indicated simple sentence and command word, it is part of characteristics of consultative style. The other reason why the data above includes into consultative style is because it is influenced by situation. Furthermore, this caption includes consultative style in the kinds of language style because the participant, setting and situation of participant related to the characteristics of consultative style.

Data 18:



1,052 likes

kemenkes_ri Healthies, COVID-19 adalah pandemi yang harus kita hadapi dan lawan bersama. Tidak hanya tanggung jawab pemerintah, namun juga membutuhkan peran semua pihak termasuk semua lapisan masyarakat. Pemerintah lakukan Testing, Tracing dan Treatment (3T). Sementara kita semua dengan tertib melaksanakan 3M, yaitu Memakai masker, Menjaga Jarak dan Mencuci Tangan Pakai Sabun.

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melaksanakan 3M, yaitu Memakai Masker, Menjaga Jarak dan mencuci tangan pakai sabun.

"Healthies, COVID-19 is a pandemic that we must face and fight together.

It is not only the responsibility of the government, but also requires the role of all

parties including all levels of society. The government does Testing, Tracing and Treatment (3T). Meanwhile, we all carry out 3M in an orderly manner, namely Wearing Masks, Maintaining Distance and washing our hands with soap”.

Context:

In the Instagram account, the Ministry of Health of the Republic of Indonesia provides information and appeals to the public regarding Covid19 in the Instagram account, explaining that this is not a personal problem and must be faced alone, but this is a situation that involves many people, therefore this pandemic must be faced and fought together, not only the government but the whole society.

Analysis:

Based on the data above, the researcher found the consultative style in writing the caption. Consultative style is style that which used in semi-formal communication situation. It is one type of language which is required from everyday speaker. The typically of consultative style through formal enough that words are chosen with some discussion.

From data above, researcher found the reasons why this caption included into consultative style, are; for the first one, consultative style is used to inform something or discuss something with others. In the caption from *kemenkes_ri* gave the information about topic formal is Covid-19. It is explain the covid-19’s problem to people. Even though the caption uses a nickname in sentence *“Healthies”*, but this does not really affect the reason why this caption is included in a consultative style. It is a call to embrace and remind each other. The data above, use the formal

enough language and simple sentence and it is one of characteristics of consultative style. Then, there are negotiation about something in this caption viewed from the sentence *"The government does Testing, Tracing and Treatment (3T). Meanwhile, we all carry out 3M in an orderly manner, namely Wearing Masks, Maintaining Distance and washing our hands with soap"*. Those are the reason why this caption included into consultative style.

Data 19:



A big thank you to all the doctors, nurses and medical workers. Our true heroes in the fight against COVID-19. Tanpa putus semangat, mereka terus berjuang di garis terdepan. Mari kita terus doakan mereka agar diberi kesehatan dan keselamatan.

"A big thank you to all the doctors, nurses and medical workers. Our true heroes in the fight against

COVID-19. Without giving up, they continued to fight at the forefront. Let us pray for them to be given health and safety".

Context:

Many heroes are involved in eradicating and fighting Covid-19 including doctors, nurses and medical workers, they are all heroes of the frontline in dealing with the Covid-19 pandemic, in this case Retno Marsudi, in posting his Instagram account,

expresses his deepest gratitude to all of them, they are the true heroes and Retno also appealed to continue to fight together and pray for health and safety.

Analysis:

Based on the data above, the researcher found the consultative style in writing the caption. Consultative style is style to considered to be the most operational style among the other styles. It is used in semiformal situation where a speaker needs to provide background information because the listener may not be able understand without it. In turn, the listener participants continuously by giving feedback, according to Joos's theory (1976).

From the data above, the researcher identified this caption into consultative style with several reasons, they are: at the beginning of the caption, Retno Marsudi, a minister of foreign affairs of the Republic of Indonesia, thanked doctors and nurses for their services in dealing with Covid-19, related to the characteristics of the consultative style is the writer supplies background information and to inform each other to say thank you to our heroes. The use of language that is not too formal is the next reason why this caption is included in a consultative language style that is easy to understand and is also included in simple sentences. There is suggestion that was deliver by Retno, in sentence *“let us pray for them to be given health and safety”*. These are the several reason why this caption included into consultative style.

Data 20:

Jaga jarak efektif melindungi diri dari Covid-19, karena virus penyebab Covid-19 dapat berpindah lewat percikan air dari mulut dan hidung orang yang berbicara, batuk dan bersin. saya mengajak teman-teman semua, kapanpun dan dimanapun beraktivitas bersama orang lain untuk ingat 5 selalu: (1) Selalu jaga jarak aman minimal 1 meter, hindari kerumunan. (2) Selalu hindari kontak erat seperti

bersalaman dan berpelukan. (3) Selalu pakai masker menutupi hidung, mulut hingga dagu. (4) Selalu mencuci tangan dengan sabun atau cairan antiseptic. (5) Selalu ikuti aturan pemerintah serta protokol di tempat umum dan usaha. Bersama kita Lindungi Diri, Lindungi Negeri.

“Physical distancing is effective to protect yourself from Covid-19, because the virus that causes Covid-19 can move through the splash of water from the mouth and nose of people who are talking, coughing and sneezing. I invite all of you to always remember 5 things: (1) Always keep a safe distance of at least 1 meter, avoid crowds. (2) Always avoid close contact such as shaking hands and hugging. (3) Always wear a mask over your nose, mouth to chin. (4) Always wash hands with soap or antiseptic solution. (5) Always follow

government regulations and protocols in public and business areas. Together we protect ourselves, protect the country”.

Context:

Protect yourself and protect the country is an appeal that must be applied by all people. Erick Thohir in his personal Instagram account posts things related to covid-19, namely 5 steps that are always remembered as an effective way to protect ourselves from Covid-19, in this way we will not infect or be infected.

Analysis:

From the data above, it includes into consultative style, because some characteristics of consultative style are contained inside. In the first sentence of this caption, Erick give the information which is related to the formal topic is about Covid-19, he said *“physical distancing is effective to protect yourself from Covid-19”*. The caption above is write to give suggestion that are simple and general sentence. Sentences that are often used by new people and close friends or family. The sentence of *“I invite all of you to always remember 5 things”* is a sentence of suggestion who is written by Erick to his followers.

According to Martin Joss (1976), Consultative style is a style that shows our norm for coming, to term with strangers who speak our language but whose personal stock of information may be different. Here means that when using this style the speakers supplies their background information and also it means that consultative style is through formal enough but lower than formal style. Then, this

caption relatively is long, but still easier to understand. These are several reasons why this caption included into consultative style.

Data 21:



Mempraktekkan “physical distancing” namun tetap produktif. Yesterday, (7/4) me and my team had a virtual meeting with Commission I of the Indonesian Parlement. Kami mendiskusikan perkembangan penanganan Covid-19, khususnya penanganan WNI di luar negeri. I also had a good discussion via teleconference with my colleagues on

protocol for repatriation of our nationals abroad, maintenance of global supply chains and collaborative efforts to fulfill shortage of medical supplies.

“Practicing "physical distancing" but still productive. Yesterday, (7/4) me and my team had a virtual meeting with Commission I of the Indonesian Parlement. We discussed developments in the handling of Covid-19, especially the handling of Indonesian citizens abroad. I also had a good discussion via teleconference with my colleagues on protocol for repatriation of our nationals abroad, maintenance of global supply chains and collaborative efforts to fulfill shortage of medical supplies”.

Context:

In Retno Marsudi's Instagram account, the minister of foreign affairs of the Republic of Indonesia informed that he and commission 1 of the Indonesian Parliament held a virtual meeting to discuss policies that would be implemented by the community, namely physical distancing this policy not only for people in Indonesia but also for Indonesian people who live abroad.

Analysis:

Based on Joos's theory (1976) this data above included in kinds language variation is consultative style. Consultative style is a style that shows our norm for coming, to term with strangers who speak our language but whose personal stock of information may be different. It is the usual form of speech in small group except among close friends.

From data above, the researcher clarified in consultative style with several reasons, they are: Retno Marsudi, a minister of foreign affairs, informed his followers about physical distancing, in this case he said that he and his team had held a virtual meeting. The used of formal enough sentence, so that the people can easier to understand what the write talk about. She also gave directions for various effective steps to deal with Covid-19, which he had discussed by several people and became an agreement. There are feedback between them, it is virtual meeting need participants to discuss, there are speaker and listener. Furthermore, this caption includes consultative style in kinds of language style because the participant, setting and situation of participant related to characteristics of consultative style.

c. Type of Casual Style

Data 22:

Jangan lupa! Selalu gunakan masker! Butuh partisipasi seluruh elemen masyarakat supaya virus ini cepat hilang.

“Do not forget! Always use a mask! It takes the participation of all elements of society so that this virus can quickly disappear”.

Context:

Whatever you want to do, pay attention to your health. If it's not really needed, don't leave the house. Stay at home or wear a mask if you want to leave the house, with that we can take care of each other.

Analysis:

In a post on Akhyar Nasution's Instagram account, a mayor of Medan wrote a caption using a variety of languages in a casual style. This style does not need well-structure in utterance/write. The utterance usually uses contraction, repetition, limited expression, slang, omission and sentence is usually shortened or elliptical sentence as it is more practical.

From the caption above included into casual style because; First, at the beginning of the word akhyar using this imperative sentence is one of the characteristics of the casual style. Imperative sentences are command sentences like

the example in the sentence "don't forget!" this is a command sentence and an affirmative sentence because it uses an exclamation point. Second, in writing this caption, Akhyar uses short sentences and is very easy to understand. Third, although the background of the place shared by akhyar of the post is in the North Sumatra city government office which uses formal language, it does not really affect the reason why the caption is included in the casual style sentence. The last is, from the sentence *"the participation of all elements of society"*, the sentence without explain. It is part of characteristics of casual style is do not prioritized the explain but meaning, all of us know what he was being said. The analysis above is sufficient to prove that the caption is written using a casual style.

Data 23:



Selamat pagi lovely people. Semalam, saya abis melakukan pemeriksaan Covid-19 (lagi) 🤔 yaaa secara saya tuh termasuk orang yang rutin Swab PCR. Dengan berbagai aktivitas saya diluar rumah, tentunya harus selalu waspada. Alhamdulillah hasilnya negative. Doakan yaaa semoga selalu sehat, semua lovely people juga, Aaamiiiiin.

“Good morning, lovely people. Last night, I finished checking for Covid-19 (again) 🤔 yaaa I am a person who routinely swabs PCR. With my various

activities outside the home, of course I must always be vigilant. Alhamdulillah the results were negative. Please pray for good health, all lovely people too, Aaamiiin”.

Context:

Photo posted by Reisa Brotoasmoro, a member of the covid-19 acceleration task force with a doctor wearing APD performing a PCR Swab. She informed through the caption stated in her Instagram account that she routinely performed PCR Swabs. She provides a positive example for her followers to always have their health checked. She added that she did it because she had many things to do outside the home and this was an effective way to maintain health amid the current pandemic situation.

Analysis:

Based on the caption written by Reisa Broto Asmoro, a member of the Covid 19 acceleration task force team, researcher found that this caption is Casual style. This is because in the caption; first there is the nickname 'lovely people', this is a call between a public figure or writer to readers or followers. Reisa tries to get closer to her followers. Accordance with the theory of Joos (1976) that the characteristic of the casual style is that it is used to communicate with friends, family, in relaxed situations and includes a nickname or a form of greeting. Second, in the caption Reisa uses a happy emoticon which means that she wants to convey her happiness in the post. And this is also one way to make a closer relationship with her followers.

The three Raisa use ungrammatical sentences and repetitive sentences in the sentence "Yaaa" and "Aamiiiii" this is not in accordance with the prevailing rules.

The topic and situation factors of the characters also influence the variety of casual language used by the main character, Raisa. The situation and topic in the text above are activities regarding personal life, this can be seen in the sentence *“Last night, I finished checking for Covid-19 (again) yaaa”*. She want to share what she has done, and her followers know that, so that the relationship get closer. Situation in her feed Instagram also informal, they at Reisa’s house to do a PCR Swab. The choice of language used by Reisa is certainly not formal either.

Data 24:



343,437 views

ganjar_pranowo . • Masih banyak di antara kita yang nekad berkerumun, tidak mengenakan masker dan menyetepikan COVID-19. Saudara-saudara, wabah ini belum tuntas, bahkan belum ada vaksin yang diciptakan. Ayolah kita harus bekerjasama, minimal jaga jarak dan pakai masker. Kamu yang baca ini mesti yang pertama menaati. Ajari keluargamu, kawan atau rekanmu. Kalau punya pacar, minimal ajari pacarmu. Ok bro?

: Masih banyak diantara kita yang nekad berkerumunan, tidak mengenakan masker dan menyetepikan masker dan menyetepikan COVID-19. Saudara-saudara, wabah ini belum tuntas, bahkan belum ada vaksin yang diciptakan. Ayolah kita harus bekerjasama, minimal jaga jarak dan pakai masker. Kamu yang baca ini

mesti yang pertama menaati. Ajari keluargamu, kawanmu atau rekanmu. Kalau punya pacar, minimal ajari pacarmu. Ok bro?

“There are still many of us who are desperate to crowd, don't wear masks and underestimate masks and underestimate COVID-19. Ladies and gentlemen,

this pandemic is not over, not even a vaccine has been created yet. Come on, we have to work together, at least keep our distance and wear a mask. You who read this must be the first to obey. Teach your family, friends or colleagues. If you have a girlfriend, at least teach your girlfriend. OK bro? ”.

Context

The advice given by Ganjar Pranowo in uploading his Instagram feed, he urged us not to underestimate the virus that is endemic in Indonesia. We must all take part in resolving the current situation, keep our distance and wear masks are our protectors against Covid-19, working together and reprimanding each other is the key to success in dealing with the spread of Covid-19 in Indonesia.

Analysis:

In posting to the Instagram account of the Governor of Central Java, Ganjar pranowo, the researcher found that the caption was written in a kinds of language variations is the casual style. The use of casual style refers to the situation in which utterances are expressed. Casual style is a style used in informal situation and using informal language. The relationship between speaker and hearer is close, so they usually used words or term repetition and frequently use ellipse sentences.

Based on data above, it is included into casual style, because; first, Ganjar pranowo uses a nickname like *Ladies and gentlemen*, this is in accordance with the Joos's theory in 1976 that is used in the form of a nickname or a form of greeting. Second, the sentence of *Come on, we have to work together, at least keep our distance and wear a mask*, this is one of the characteristics of casual style. There

is an imperative sentence in the caption written by Ganjar. The third, there is ellipses word in sentence *“boy”*. Thus, setting factor and situation can influenced use casual style in Ganjar’s caption. Viewed by the setting is in the outdoor and are crowding the citizens and this situation is relaxed. The choice of language used by Ganjar is not formal because of social status which requires him to balance who he is speaking to so that it is easier to understand.

Data 25:



Teman-teman yang mau beraktivitas, jangan lupa pakai masker yaa. #wearamask and stay safe everyone!

“Friends who want to do activities, don't forget to wear a mask. #wearamask and stay safe everyone!”

Context:

On Agus Harimurti Yudhoyono's personal Instagram account, the chairman of the Democratic party uploaded a picture of his wife wearing a mask. In the written caption, he said that when you want to do activities outside the home you must wear a mask because masks are a tool of war against the virus that is currently developing, namely Covid-19.

Analysis:

The caption written by Agus Harimurti Yudhoyono is included into Casual style. The use of casual style refers to the situation in which utterances are expressed. Casual style is a style used informal situation and using informal language. From data above clarified into casual style because, for the first sentence Agus use nick name *“Friends”* it is one of characteristics of casual style. The situation that occurs in Agus' posts is informal, as can be seen from the pictures posted by him with his wife Anisa. They were in the house, about to go outside using masks. This analysis can be seen in the sentence, *“for those who want to do activities, don't forget to wear a mask”*. The caption was written with short sentence, it is part of characteristics of casual style. There is imperative sentence in sentence, *“wearamask and stay safe everyone!”*.

Data 26:



: Terus bergerak meski di rumah saja.

“Keep moving even at home”.

Context:

Deputy Mayor of Palu, Sigit Purnomo, who is familiarly called Pasha Ungu, posted a picture of his activities with the community on his Instagram account with the caption to keep moving even at home is

a call and an invitation to stay active and productive even at home, because at home

is also policies that must be implemented by the community to break the chain of the spread of covid-19.

Analysis:

Based on Martin Joos's theory (1976), the data above includes into Casual style. Where casual style is the style that is used in daily communication and relax situation. The casual style usually applied in friends, family and acquaintance. The data above indicated conversation 3 people who already know each other, it includes into characteristics of casual style. In sentence "***Keep moving even at home***". This sentences include incorrect sentence viewed from grammatical rules. Yet, casual style prioritized the understanding of meaning that the structure of sentence. One of characteristics of casual style is there is there is no article and subject in the beginning of the sentence. Then, the setting in Sigit's post in his Instagram is in his house, it is part of characteristics of casual style. Casual style used in daily communication and relax situation. The other characteristics of casual style is most of sentence/phrase divided into three types: Interrogative, Imperative, and declarative. In this sentence of "***Keep moving even at home***" who is written by Sigit is types of imperative sentence as characteristics of casual style.

Data 27:

99 likes
 lawancovid19_id Jangan kendor #PakaiMasker walaupun kamu merasa sehat.
 Kalau dipakai dengan benar masker bisa menahan droplet sehingga diri dan orang lain terlindungi!
 Eitss, jangan lupa tetap #JagaJarak dan #CuciTanganPakaiSabun biar makin mantaaap deh perlingungannya!

Jangan kendor pakai masker walaupun kamu merasa sehat. Kalau dipakai dengan benar masker bisa menahan droplet sehingga diri dan orang lain terlindungi. Eitss, jangan lupa tetap jaga jarak dan cuci tangan pakai sabun biar semakin mantap perlingungannya.

“Don't be loose, wear a mask even though you feel healthy. If used

properly, masks can hold droplets so that you and others are protected. Eitss, don't forget to keep your distance and wash your hands with soap so that the protection is more stable”.

Context:

The best protective tool for this pandemic situation is to wear a mask. Whoever and wants to be wherever we must pay attention to health protocols are wearing a mask and keeping your distance.

Analysis:

The caption written from lawancovid_19 account included into casual style. Casual style is simply defined as a style that is used for the conversation in our

relaxed or normal situation that appropriate to the conversation with our friend, the background information so freely inserted into casual style conversation.

From data above identified to casual style because At the beginning of the sentence there is an imperative sentence in the sentence do not be slack. This is a command sentence shown to his followers. Second, the use of this unstructured language is one of the characteristics of the casual style. Casual style prioritizes meaning rather than using structured language. The third in the caption uses a short sentence which is also part of the characteristics of the casual style. Lastly, this government-owned Instagram account wants to prioritize a close relationship with its followers as seen from the word "Eitsss". This is a direction and reminder to its followers, a warning and call to be a reminder were also given by the Instagram account. These are some of the reasons why captions lawancovid_19 is casual style.

Data 28:



Setiap perjalanan, saya membekali diri dengan masker2 untuk dibagikan kepada warga yang tidak bermasker khususnya anak-anak. Anak-anak adalah prioritas utama untuk kita lindungi. Semoga kita selalu disiplin dan menghormati masyarakat lainnya untuk tidak menulari atau tertulari.

“Every trip, I equip myself with masks to be distributed to non-masked residents, especially children. Children are the top priority for us to protect. Hopefully we will always be disciplined and respect other people not to infect or be infected”.

Context:

Masks are the best protective equipment to avoid covid-19, this was conveyed by Ridwan Kamil, the Governor of East Java, he uploaded a picture of himself with children on his personal Instagram feed, he stated that every time he was about to leave the house he provided himself with a mask to share for all citizens. He also said that children are the top priority that must be protected by using masks we can protect and guard against the spread of Covid-19

Analysis:

Based on Martin Joos’s theory (1976), the data above include in kinds of language variation is casual style. The use of casual style refer to the situation in which utterance are expressed. Casual style is a style used in informal situation and using informal language. The relationship between speaker and hearer is close, so they usually used words or term repetition and frequently use ellipse sentence.

From data above, clarified into casual style because Ridwan Kamil, a West Java governor, posted a picture on his Instagram account showing that he was in an informal place with several young children giving directions regarding the proper use of masks. With the children, it is certain that Ridwan uses informal language and must adjust depending on who he is speaking to, this is one of the characteristics

of the casual style. Ridwan Kamil uses the ellipsis sentence in the sentence *"Mask"*. The release is done by removing several words so that the sentence structure is incomplete. These are two reason, why this caption included into casual style.

Data 29:



Yuk kita bersabar. Physical distancing ini untuk memutus mata rantai penyebaran virus corona. Bagi saudara2 kita, warga masyarakat yang terpaksa harus keluar rumah tolong perhatikan protokol kesehatan.

“Let's be patient. This physical distancing is to cut of spreading the corona virus. For our brothers and sisters, people who are forced to leave the house please pay attention to health protocols”.

Context:

Netty Heryawan, as a member of DPR-RI, gave information that she posted on her personal Instagram account. She urged her to always implement a physical distancing policy in order to fight Covid-19. She also added to be careful if you have to leave the house while still carrying out health protocols

Analysis:

From the data above, the researcher identified into casual style. The use of casual style refers to the situation in which utterances are expressed. Casual style is style used in informal situation and using informal language. The relationship between speaker and hearer is close.

In this caption included into casual style because for the first paragraph in this caption absence of subject. This is one of characteristics of casual style, for example in sentence *“let's be patient”*. The most of structure are in clauses or phrase which are grammatically divided into three types; interrogative, imperative and declarative. That is sentence included in imperative sentence. There is incorrect sentence in this caption viewed from grammatical rules. Yet, casual style prioritize the understanding of meaning that the structure of sentence. This sentences is ellipses does not need well-structure in writing. From the caption above, use a simple sentence and short sentence it is one of part in characteristics of casual style. These are the analysis become evidence that this data is one of kinds of language variation is casual style.

Data 30:

Masuk sekolah lagi? Kamu ada saran, kalau masuk sekolah lagi baiknya aturan baru spt apa? (1) Protokol masuk sekolah. (2) Mengatur bangku/meja kelas. (3) Naik angkot yang aman spt apa ya?

“Going to school again? Do you

have a suggestion, if you go to school

again, what kind of new rules are good? (1) School entrance protocol. (2) Arranging a class bench or table. (3) What is the safe way to take public transportation?”

Context:

during the pandemic, teaching and learning activities are closed until an indefinite time. However, if he is allowed to return to his normal activities, the Governor of Central Java, Ganjar Pranowo, asks the public for advice through his Instagram account to make new rules in accordance with health protocols.

Analysis:

From the data above, the researcher can identified this caption included into casual style. According to Martin Joos’s theory, casual style is simply defined as a style that is used for the conversation in our relaxed or normal situation that

appropriate to the conversation with our friend, the background information so freely inserted into casual style conversation.

In the caption written by Ganjar Pranowo, it includes to casual style because some characteristics of casual style are contained inside. For the first sentence in this caption written without using article and subject. He just write “*going to school again?*” this sentence indicated incorrect sentence viewed from grammatical rules. Yet, casual style prioritize the understanding of meaning that the structure of sentence. Second, Ganjar used the interrogative sentence is one of characteristics of casual style, for example in sentence “*what is the safe way to take public transportation?*”. Then, in the caption above there are ellipses word which is part of characteristics of casual style does not need well-structure in writing. Last, this caption used the simple sentence and short sentence. Those are the reasons why this data is included into casual style.

4.2.The Realization of Language Style Variation in Posting covid-19 in Social Media

This part present the realization of language style variation in posting covid-19 in social media from the data analysis above based on the language style theory. According to Martin Joss (1976) defines language style as the forms of the language which speaker uses and depends on the degree of formality and Joss divides the style of language into five styles. Those are frozen, formal, consultative, casual and intimate style. On the analysis above, the researcher

found some types of language style that used by government of Indonesia, those are: formal style, consultative style and casual style. On the formal style the researcher found eleven data that include into formal style. On the consultative style, the researcher found nine data that include into consultative style. The last is casual style. In this style the researcher found ten data that include into casual style.

From five styles that states by Martin Joss in the language style theory, the researcher did not found frozen and intimate style. According to Joss (1976), frozen is the highest rank among the other styles. This style is typically is used in long sentence with good grammatical and vocabulary and it is commonly used in formal place, special event, and formal ceremony.

According to Martin Joss (1976), intimate style is completely private languages developed within families, very close friends, lovers, and soon. Furthermore this style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. On the analysis above, the types of language style mostly used in the caption is formal style.

According to Joos (1976:156) formal style is generally used in formal situation, where there is the least amount of shared background and the communication in this style is largely one way with little or no feedback from the audience.

The information about Corona virus disease (Covid-19) posts in social media are rapidly shared through a lots of language style. In this case the researchers took

the data using Indonesian government posts in their Instagram feeds, such as the President, Ministers, Governors, Mayors, Regents and the Covid-19 Handling Task Force. Corona virus news is news that is quite crucial in the world, especially in Indonesia. Many tried to inform the news about it, but enough news spread by the government was heard. The government tries to inform the news using variations of the formal style language. Because indeed, it is better if this news is informed by using a formal style so that there is no hoax coverage.

But in fact, the use of a formal style in informing news about corona virus disease (Covid-19) is not very effective, because choosing a complicated government language style in informing Covid-19 news risks causing misunderstanding among the public. This language style is important as a pattern for the government because Indonesian society is diverse and comes from various backgrounds. The communication carried out by the government instructs the public to obey the rules, so that society is placed as an object not a subject. The public should be a subject who needs to understand the full context of the pandemic. The choice of terms which is very elitist will only target certain circles, the impact will be to create information gaps between the upper middle class and lower middle class society. For example in statements, social distancing, physical distancing, health protocols, adaptation of new habits and others. This term will only create new problems, because people are confused with terms they may have just heard. The point is use simple language, that is you have to speak in audience language.

CHAPTER V

CONCLUSION

5.1. Conclusion

Based on the statement of the problems and analysis above, in this sections researcher conveyed the conclusion for answering statement of the problem are what type of language style variation are found in social media and how is language style variation realized in social media in posting Corona Virus Disease (Covid-19).

In this research, the researcher conclude that researcher found three types of five types language style based on Martin Joss theory, that are formal style, consultative style, and casual style. On the formal style the researcher found eleven data. On the consultative style, the researcher found ten data. The last is casual style. In this style the researcher found nine data. In the caption analysis, the researcher found formal style as the largest use of language in informing Covid-19 news. However, it raises new problems related to language selection which is difficult to understand because Indonesian people are diverse and come from different backgrounds.

5.2. Suggestion

Based on the conclusion above, suggestion are stated as the following:

1. The teacher should enrich their knowledge in educational as well to provide students ability in analyzing the text especially in investigating language style variation.
2. It is suggested that the student who are studying language style can increase their understanding about meaning of classified of language style variation well.
3. For the next researcher who are interested in language style variation, it will help to find the theory and analyzing the data.

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Publishing.



FORM K 1

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 Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id


Yth : Bapak/Ibu Ketua & Sekretaris
 Program Studi Pendidikan Bahasa Inggris
 FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Septiani Pohan
 NPM : 1602050137
 ProgramStudi : Pendidikan Bahasa Inggris

IPK = 3,54

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
	Investigating Language Style Variation on Corona Virus Disease (COVID-19) Post in Social Media	
	The Practice of Literal Comprehension for EFL Learners by Using Look and Say Strategy	
	The Use of Politeness Strategy in Classroom Context at MTs Ali Imron Medan	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 06 April 2020
 Hormat Pemohon,



Septiani Pohan

Dibuat Rangkap 3 :
 - Untuk Dekan/Fakultas
 - Untuk Ketua/Sekretaris Prodi
 - Untuk Mahasiswa yang bersangkutan



FORM K 2

**MAJELIS PENDIDIKAN TINGGI
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Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id**

Kepada Yth : Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Septiani Pohan
NPM : 1602050137
ProgramStudi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

Investigating Language Style Variation on Coronavirus Disease (COVID-19) Post in Social Media

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Mandra Saragih, S.Pd, M.Hum
Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 06 April 2020
Hormat Pemohon,

Septiani Pohan

Dibuat Rangkap 3 :
- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan



FORM K 3

**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No.3 Telp.(061) 6619056 Medan 20238
Website : fkip.umsu.ac.id E-mail: fkip@umsu.ac.id**

Nomor : 678/IL.3/UMSU-02/F/2020
Lamp. : ---
Hal : **Pengesahan Proposal dan
Dosen Pembimbing**

Bismillahirrahmanirrahiim
Assalalamu'alaikumWr. Wb.

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proposal skripsi dan Dosen Pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Septiani Pohan**
N P M : 1602050137
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Investigating Language Style Variation on Coronavirus Disease (COVID-19) Post in Social Media

.Pembimbing : **Mandra Saragih, S.Pd., M.Hum**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal skripsi dengan ketentuan sebagai berikut :

1. Penulisan berpedoman kepada ketentuan atau buku *Panduan Penulisan Skripsi* yang telah ditetapkan oleh Dekan
2. Proposal Skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditetapkan.
3. Masa Daluarsa tanggan : **26 April 2021**

Medan, 03 Ramadhan 1441 H
26 April 2020 M
Wassalam
Dekan

Dr. H. Elfrianto, S.Pd., M.Pd.

Dibuat Rangkap 4 :
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Dosen Pembimbing
4. Mahasiswa yang bersangkutan
(WAJIB MENGIKUTI SEMINAR)



MAJELIS PENDIDIKAN TINGGI
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238
 Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata – I bagi :

Nama : Septiani Pohan

NPM : 1602050137

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : Investigating Language Style Variation on Corona Virus Disease (Covid-19) Post in Social Media.

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapatizinkan untuk melaksanakan riset di lapangan.

Diketahui Oleh :

Diketahui/Disetujui Oleh
 Ketua Program Studi

Mandra Saragih, S.Pd., M.Hum

Pembimbing

Mandra Saragih, S.Pd., M.Hum



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 Ext. 22, 23, 30
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SURAT PERNYATAAN

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Septiani Pohan
NPM : 1602050137
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : Investigating Language Style Variation on Corona Virus Disease (Covid-19) Post in Social Media

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong **Plagiat**.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Januari 2021
Hormat saya
Yang membuat pernyataan,



Septiani Pohan

Diketahui oleh
Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



MAJELIS PENDIDIKAN TINGGI
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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**BERITA ACARA SEMINAR PROPOSAL
 PRODI PENDIDIKAN BAHASA INGGRIS**

Pada hari ini Jum'at tanggal 15 Mei 2020 telah diselenggarakan Seminar Proposal Program Studi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Mahasiswa : Septiani Pohan
 NPM : 1602050137
 Program Studi : Pendidikan Bahasa Inggris
 Judul Proposal : Investigating Language Style Variation on Coronavirus Disease (COVID-19) Post in Social Media

No.	Uraian / Saran Perbaikan
15-5-20	Table of contents should be given pages, elaborate the reason why do you discuss about languages styles, especially at covid 19. Relevant study, Research design, source of data, references. Grammar and pay attention with the format.

Medan, Mei 2020

Proposal dinyatakan sah dan memenuhi syarat untuk diajukan ke skripsi

Ketua Program Studi

Mandra Saragih, S.Pd., M.Hum

Pembahas

Dra. Diany Syahputri, M.Hum



Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Muchtar Basri No. 3 Medan 20238 Telp. (061) 6622400
Website: <http://fkip.umsu.ac.id> E-mail: fkip@yahoo.co.id

Nomor : 960/II.3/UMSU-02/F2020 Medan, 21 Syawal 1441 H
Lamp. : -- 13 Juni 2020 M
Hal : **Mohon Izin Riset**

Kepada Yth.:
Bapak/Ibu **Kepala Tour Guide**
Di
Tempat


Assalamu'alaikum Warahmatullahi Wabarakatuh.

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di tempat yang Bapak/Ibu Pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : **Septiani Pohan**
NPM : 1602050137
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Investigating Language Style Variation on Coronavirus Disease (Covid-19) Post in Social Media

Demikianlah hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapkan terima kasih.

Akhirnya selamat sejahteralah kita semuanya, Amin.
Wassalamu'alikum Warahmatullahi Barakatuh

Dekan

Dr. H. Elfrianto S.Pd., M.Pd.
NIDN : 0115057302

Tembusan :
- Peninggal



**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT PERPUSTAKAAN**

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238
Website: <http://perpustakaan.umsu.ac.id>

SURAT KETERANGAN

Nomor: ...1.../KET/IL.1-AU/UMSU-P/M/2021

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Septiani Pohan
NPM : 1602050137
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1


adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"Investigating Language Style Variation on Corona Virus Disease (Covid-19) Post in Social Media"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 22 Jumadil Awal 1442 H
06 Januari 2021 M

Kepala UPT Perpustakaan,


Muhammad Arifin, S.Pd, M.Pd







FORM K 1



MAJELIS PENDIDIKAN TINGGI
 VERSITAS MUHAMMADIYAH SUMATERA UTARA
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BERITA ACARA BIMBINGAN PROPOSAL

Nama : Septiani Pohan
 NPM : 1602050137
 Program Studi : Pendidikan Bahasa Inggris
 Judul Skripsi : Investigating Language Style Variation on Coronavirus Disease (COVID-19) Post in Social Media

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
20-04-2020	Chapter 1 Backgroup of Study, Identification of Problem, Research Formulation and Limitation of Problem Identification of Problem	
	Chapter II revise the theory Conceptual Framework & Relevant Studies	
	Chapter III Almost All	
28-04-2020	Background of Study, research Formulation	
	Chapter II Revising the theory and conceptual framework Chapter III Source of data, technique of collecting data and reference	
	The proposal is already completely revised and ready for seminar proposal	

Medan, 30 April 2020

Diketahui/Disetujui
 Ketua Prodi Pendidikan Bahasa Inggris



Mandra Saragih, S.Pd, M.Hum

Dosen Pembimbing



Mandra Saragih, S.Pd, M.Hum

CURRICULUM VITAE

Name : Septiani Pohan
Registered Number : 1602050137
Place / Date of Birth : Medan / 12 September 1998
Address : Jalan Bersama Gang Pepaya No.12, Medan
Gender : Female
Religion : Moslem
Status : Single
Hobby : Writing

Education :

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