SOCIOLINGUISTIC ANALYSIS OF ENGLISH LANGUAGE USE IN INSTAGRAM CAPTION BY GEN Z

THESIS

This thesis is written to fulfill one of the requirements for obtaining the degree of Bachelor of Education in the English Tadris Department, Faculty of Education and Teacher Training, State Islamic University of Abdul Muthalib Sangadji Ambon

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Hereby declare that this thesis is truly result of my own research and original work. If in the future it is proven that this thesis is a duplicat, plagiarized, or was fully assisted by others, then this thesis and the academic degree obtained shall be declared legally void.

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MOTTO AND DEDICATION

Motto

"Yet, in His goodness, just as my strength was nearly spent, God instilled patience within me so I would not crumble, lose my way, or lose myself. How good God is, He gave me the conviction to remain standing and the faith to believe that, beyond the wounds I bear and the burdens I carry in silence, there is a gift He has prepared for me"

(Ratna Kelimagun)

"If it weren't for Allah enabling power, I would have given up long ago

(Q.S Al-Insyirah: 5-6)

Dedication

Bismillahirahmanirrahim, I dedicate this thesis to

Allah SWT, for granting the ease and assistance that enabled me to successfully complete this thesis.

My beloved parents, Mr. Moh. Taufik Kelimagun and Mrs. Sarifat Banda, who constantly offered heartfelt prayers and served as my motivation to finish this thesis. Thank you for guiding me to this point. I dedicate this humble work and the degree I have earned to you both. May you always be blessed with health and longevity, for you must be always be present throughout my sturggles and achievements.

In closing, I hope this thesis provides valuable insight and benefits to others Aamiin.

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ABSTRACT

Ratna Kelimagun, NIM: 220307018, Advisor 1: Andi Masniati, M.Hum., Advisor 2: Tuti Alwiyah, M.Pd. Title: **Sociolinguistic Analysis of English Language Use in Instagram Caption By Gen Z.** English Tadris Department Faculty Of Tarbiyah and Teacher Education, State Islamic University of Abdul Muthalib Sangadji Ambon.

This study aims to analyze the social factors influencing the use of English in Instagram captions by Generation Z and to identify the type of language variation found in those captions. Generation Z, as digital natives born between 1997 and 2012,represents the largest group of Instagram users in Indonesia, and their language practices in digital dspaces reflect dynamic patterns of linguistic and social identify. This redearch amployed a qualitative case study approach. Data were collected from captions accompaying posts, reels, and stories. The data were analyzed using a sociolinguistic framework, examining language variation across social and contextual dimensions.

The findings reval two main result. First, four social factors influence the use of English in Instagram captions: Age, context and audience, social and educational bacground, and gender. Age emerged as the most dominant factor, as Generation Z tends to adopt trending ecpressions from digital media as part of their generational identity. Second, five types of language variation were identified: syntactic variation, lexical variation, graphological variation, variation in formality, and the use of standard and non-standard language. Syntactic variation wa the most prrvalent, characterized by short phrases and simple sentence sturctures, while lexical variation appeared through intenet slang and abbreviations, and graphological variation was reflected in the use of emojis, capitalization, and punctuation.

These findings indicate that the use of English in Instagram captions among Generation Z is not uniform but varies according to the writer's bacground, target

audience, and communicative pirpose, reflecting the dynamic relationship between language use, social identity, and digital communication.

Keywords: Sociolinguistic, Language Variation, Social Factors, English, Instagram Captions, Generation Z.

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ABSTRAK

Ratna Kelimagun, NIM: 220307018, Pembimbing 1: Andi Masniati, M.Hum., Pembimbing 2: Tuti Alwiyah, M.Pd. Judul: **Analisis Sosiolinguistik Penggunaan Bahasa Inggris dalam Keterangan Instagram oleh Generasi Z.** Jurusan Tadris Bahasa Inggris, Fakultas Tarbiyah dan Keguruan, Universitas Islam Negeri Abdul Muthalib Sangadji Ambon.

Penelitian ini bertujuan untuk menganalisis faktor-faktor sosial yang memengaruhi penggunaan bahasa Inggris dalam Keterangan Instagram oleh Generasi Z serta mengidentifikasi jenis variasi bahasa yang ditemukan dalam takarir tersebut. Generasi Z, sebagai penduduk asli digital yang lahir antara tahun 1997 dan 2012, merupakan kelompok pengguna Instagram terbesar di Indonesia, dan praktik berbahasa mereka di ruang digital mencerminkan pola identitas linguistik dan sosial yang dinamis. Penelitian ini menggunakan pendekatan studi kasus kualitatif. Data dikumpulkan dari takarir yang menyertai unggahan, reels, dan cerita. Data dianalisis menggunakan kerangka kerja sosiolinguistik dengan menelaah variasi bahasa lintas dimensi sosial dan kontekstual.

Temuan penelitian menunjukkan dua hasil utama. Pertama, terdapat empat faktor sosial yang memengaruhi penggunaan bahasa Inggris dalam keterangan Instagram: usia, konteks dan audiens, latar belakang sosial dan pendidikan, serta jenis kelamin. Usia muncul sebagai faktor yang paling dominan, karena Generasi Z cenderung mengadopsi ungkapan yang sedang tren dari media digital sebagai bagian dari identitas generasi mereka. Kedua, teridentifikasi lima jenis variasi bahasa: variasi sintaksis, variasi leksikal, variasi grafologis, variasi tingkat formalitas, serta penggunaan bahasa baku dan tidak baku. Variasi sintaksis merupakan yang paling umum ditemukan, ditandai dengan frasa pendek dan struktur kalimat sederhana; variasi leksikal muncul melalui bahasa gaul internet dan singkatan; sedangkan variasi grafologis tercermin dalam penggunaan emoji, penggunaan huruf kapital, dan tanda baca.

Temuan ini mengindikasikan bahwa penggunaan bahasa Inggris dalam kereangan Instagram di kalangan Generasi Z tidak seragam, melainkan bervariasi tergantung pada latar belakang penulis, target audiens, dan tujuan komunikatif, yang mencerminkan hubungan dinamis antara penggunaan bahasa, identitas sosial, dan komunikasi digital.

Kata Kunci: Sosiolinguistik, Variasi Bahasa, Faktor Sosial, Bahasa Inggris, Keterangan Instagram, Generasi Z.

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FOREWORD

Alhamdulillahirobbil'alamin, All praise and gratitude be to Allah SWT, who has bestowed His mercy and blessings upon the author, enabling him to complete this research report entitled **"Sociolinguistic Analaysis of English Language Use in Instagram Caption by Gen Z".** Blessings and peace be upon the Prophet Muhammad, peace be upon him, who has guided humanity from the dark ages to the present era of knowledge.

This report was prepared as part of the research proposal review process prior to the writing of the final thesis in the English Language Education Study Program, Faculty of Tarbiyah and Teacher Training, Abdul Muthalib Sangadji State Islamic University, Ambon.

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The author realizes that the preparation of this thesis is still far from perfection. Therefore, with humility, the author hopes for constructive suggestion and criticisms to improve the author's writing in the future. hopefully the help and guidance that has been given by all parties will be rewarded by Allah SWT, and this thesis can provide benefits both for the author and for the readers in general. Aamiin ya rabbal'alamin.

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