CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

This study aimed to investigate how Indonesian Generation Z uses English in Instagram captions and to identify the social factors influencing their language choices. Based on the analysis and discussion in Chapter IV, two main conclusions can be drawn in relation to the research questions.

First, the use of English in Instagram captions is influenced by four social factors: age, context and audience, social and educational background, and gender. Among these, age emerges as the most dominant factor, as Generation Z tends to adopt trending expressions and linguistic styles from digital media, making English usage closely linked to their generational identity. Context and audience also play a significant role, with most participants adjusting their language use based on the intended readership and the purpose of their posts. Social and educational backgrounds influence confidence levels and the frequency of English usage particularly among students with greater exposure to the language whereas gender has a relatively limited influence compared to the other factors.

Second, five types of language variation were identified in the use of English in Instagram captions, namely syntactic variation, lexical variation, graphological variation, variation in formality, as well as the use of standard and non-standard language. Syntactic variation was the most dominant,

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characterized by the use of short phrases and simple sentence structures. Lexical variation appeared through internet slang and abbreviations, while graphological variation was reflected in the use of emojis, capitalization, and punctuation to express emotions. In addition, participants showed flexibility in shifting between formal and informal as well as standard and non-standard language forms depending on communicative needs in digital contexts.

Overall, the findings indicate that English use in Instagram captions among Indonesian Generation Z is shaped by both social factors and linguistic variation, reflecting the dynamic nature of language use in digital communication and its close relation to identity, audience, and social environment. The linguistic variation in that sentence refers to the diverse ways Generation Z users employ English in Instagram caption usage is not uniform but varies based on factors such as the writer's background, the target audience, and the post's context.

B. Suggestion

1. For English Educators and Teachers

Teachers and lecturers are encouraged to consider using Instagram captions as real-world examples in the classroom, given that research indicates formal instruction has a tangible impact on students' grammatical awareness. At the same time, educators should recognize that slang, abbreviations, and non-standard writing are not merely errors but part of how young people communicate effectively in digital spaces; thus, incorporating these elements into the classroom with a critical and open-

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minded approach can make English language learning feel more relevant to today's students.

2. For Generation Z Students

Students today are encouraged to be more mindful of their language use on social media, as Instagram can serve as a valuable platform for practicing English whether through brief captions or more reflective posts. The key lies in being conscious of one's language choices knowing when informal language is appropriate and when a more standard form is required since such awareness not only improves the quality of social media communication but also strengthens language skills in academic and professional settings.

3. For Future Researchers

Researchers who wish to build on this study are encouraged to work with a larger and more diverse group of participants, collect caption data more systematically over a longer period, and combine qualitative and quantitative methods for richer findings. Comparing language use across different platforms such as TikTok, Twitter/X, or YouTube, as well as expanding the geographical scope beyond Ambon to include students from various parts of Indonesia, would also provide a more complete picture of how Generation Z uses English on social media nationwide.

4. For Universities and Academic Institutions

Universities, especially those offering English language programs, are encouraged to give more attention to the relationship between language

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and digital communication. Incorporating topics like sociolinguistics and digital literacy into the curriculum would help students develop a broader understanding of how language works in real social contexts. This kind of awareness is increasingly important as more of everyday life, including professional and academic communication, moves into digital spaces.

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