

## LANGUAGE STYLES USED IN FABRIZIO ROMANO'S INSTAGRAM ACCOUNT

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### Abstract

*This thesis examines the types, the used and the reasons why language styles used in Fabrizio Romano on his Instagram account, using Martin Joos's theory and a qualitative descriptive method. There are five styles proposed in Joos theory. The source of data is Instagram and there were 50 captions founds as the data. Those captions in Fabrizio's instagram were analyzed in order to classify them into their own styles. This study reveals that Fabrizio Romano uses four of five language styles in his Instagram captions: formal style (26%), casual style (40%), consulatative style (14%), and intimate style (20%). Each style has a distinct tone and communication style, with formal style indicating a formal tone and proper nouns, casual style using conversational expressions, contractions, or shortening, and consulatative style asking for advice or predictions. Intimate style conveys personal sentiments and emotions, highlighting joy and enthusiasm, and is addressed to followers based on events. The choice of language style is deliberate, with formal language maintaining professionalism and credibility, while casual and consulatative styles foster engagement and inclusivity among a diverse audience. Incorporating intimate style allows for a personal connection with followers and a sense of authenticity. Overall, these language styles work together to enhance the overall experience and success of Fabrizio Romano's Instagram account.*

**Keywords:** caption, Fabrizio Romano, Instagram, Language Style

## INTRODUCTION

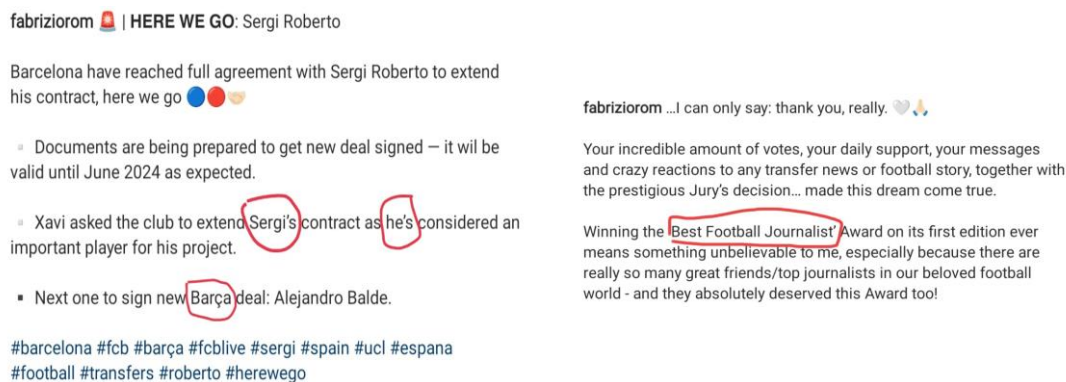
The language is distinguished not only by the rich variety but also by the use of various language styles for each individual. Keraf (2010) defines language style as "a typical way of expressing thoughts through language that reveals the soul and personality of the writer" (language user). According to Joos (1976), there are five types of language styles. He distinguished five types of language styles: frozen, formal, consultative, casual, and intimate. This gives each user's language its characteristics when conveying language.

It is possible to see a person's language style not only through direct interaction but also through indirect interaction, such as social media or the internet. The use of social media or the internet is now unquestionable; almost everyone in the world uses social media to interact directly from a distance.

There are numerous types of social media, particularly applications available on electronic media, one of which is smartphones, where smartphones are a useful communication tool for connecting interactions between one person and another. WhatsApp, Telegram, Twitter, Instagram, and other applications are available on the smartphone.

Instagram is a social media application that allows you to interact with a large number of people while also displaying all of your activities in the form of videos and photos. Instagram is a mobile app that allows users to share captioned photographs and videos. In response to these posts, other users are encouraged to like, comment, and interact with one another. As previously stated, Instagram is one of the most rapidly growing social networking sites (Anderson & Jiang, 2018; NORC, 2017).

Research on language style is usually carried out on a film or other literary work, this time the researcher wants to examine language style on one of the social media, namely Instagram. Instagram is very popular among young people, researchers invite readers to see what style of language is used in Instagram captions. The language style for films, novels, poetry, and others, as well as in social media is the same, it's just that the data to be retrieved is different. When compared to films, the data taken is the dialogue of the film actors, while for social media (Instagram) the data to be taken is the caption of each post on one of the Instagram accounts. This study examines several captions from the Instagram account of a football journalist, Fabrizio Romano. The researcher chose this Instagram account as a research on language style because his account is verified. It means, he has a lot of people to follow him and then he is the one trustworthy and fast to show up the transfer news. Fabrizio Romano uses several social media to report football news transfers, such as Twitter, TikTok and Instagram. The news Fabrizio's reports on Instagram is aimed at everyone who likes football.



**Figure 1.1 Preliminary data from one of @fabriziorom's post**

In the post of above, in the figure (a) The caption can be categorized as a casual language style, because it using informal language, contraction like “he’s” and mention specific player using first name. This caption is addressed to followers about Sergio Roberto sign new contract. This caption is in the form of written text with informal tone. Meanwhile, in the figure (b) can be categorized as an formal style, because it using proper nouns, formal language, and emphasis on the prestigious award highlights the formal context. This caption is addressed to followers about Best Football Journalist. This caption is in the form of written text with formal tone.

The scope of the study is to analyze the language styles used in Fabrizio Romano's Instagram account based on language styles by Joos (1976) to find out the types and describe the types of language styles in that account and the reasons why they are used.

The significance of the research is theoretically to provide a forum for thinking in the field of linguistics regarding the use of language style. Practically, the results of this study can be used as a reference for students of English literature at Universitas Negeri Medan, who want to continue research on language style and function of language in other social media.

Future research can also use the findings in this study to analyze language style in other forms of social media such as YouTube, Facebook, Twitter, TikTok, Line, Pinterest, WhatsApp, or Telegram.

## **REVIEW OF LITERATURE**

### **1. Language Variation**

Language variation is a characteristic aspect of communication, influenced by the person who uses it and the context. Holmes (2017) explains that the choice of code, whether language, dialect, or style, is influenced by the addressee and the context. Linguistic variation also includes vocabulary, sounds, word-structur,

grammar, and syntax. It exists due to the use of a single language within a community, such as men not speaking like women and older people not speaking like younger people. Hudson (1996) defines language variety as a set of linguistics items with similar social distribution. Ferguson (1959) defines language variation as speech patterns that are sufficiently homogeneous and have a large repertory of elements and their arrangement or process with broad semantic scope to function in all normal communication contexts.

## 2. Language Style

According to Joos (1976) there are five categories of language styles, they are: frozen style, formal style, consultative style, casual style and intimate style.

### a. *Frozen Style*

Frozen style (Oratorical style) is defined as the most formal communicative style and elegant variety that is reserved for very important or symbolic moments such as in a palace, church, state speech ceremony, and other occasions. It is frequently used in formal or respectful situations. The Frozen style is characterized by fixed and unchanging language, often seen in official statements, quotes, or captions that follow specific rules or guidelines. On instagram, this style may be used for sharing timeless quotes, historical facts, or traditional sayings.

### b. *Formal Style*

In general, formal style is used in formal situations where there is little shared background knowledge and communication is one-sided with little or no audience feedback. It means that formal style vocabulary is extensive, standard speech is used, low tempo speech is used, and repetition is avoided. Scholar and technical reports, classrooms, formal speeches, and sermons are all examples of formal style. The Formal style is more professional and follows conventional language norms. It is often used in informative or promotional posts on instagram, such as brand announcements, product descriptions, or educational content. The tone is typically respectful, polished, and adheres to standard grammar and vocabulary. This language usage typically follows a standard format, such as “May,” “Might,” or “Can,” as well as “Mr.” or “Sir” when addressing or calling someone by their last name.

### c. *Consultative Style*

Consultative style, also known as business style, is a language style that is commonly used in semi-formal settings. It is used in information exchange, as well as operational and transaction processes. When the speaker speaks, he or she

will almost certainly bring up a background topic as a jumping off point for the conversation. As a result, the recipient must provide feedback to the speaker using simple sentences like “oh”, “yes”, and “I see”. This happens because the speaker and listener have a distant relationship, but the conversation requires a simple response to proceed.

d. *Casual Style*

Casual Style, also known as relax language, is a language variety used in conversation, recreation, sport, and other activities. According to Joos (1976), when in an informal situation, friends and coworkers use a casual style. The Casual style is relaxed, informal, and resembles everyday conversation. It is commonly used on Instagram for personal accounts, lifestyle blogs, or content that aims to connect with followers on a friendly level. Captions may include slang, emojis, or colloquial expressions.

e. *Intimate Style*

Intimate style is a communication style used among family and friends, often used in incomplete sentences and with minimal emphasis on articulation. It features private code, words indicating intimate relationships, rapid pronunciation, nonverbal communication, and nonstandard forms. This style is commonly used in pair conversations and includes intimate labels like "daling," "honey," "dear," and "dad." It is highly personal and emotional, expressing deep connections or sharing personal experiences. It is often found in captions reflecting vulnerability, gratitude, or introspection, and can be used on social media for sharing personal stories or heartfelt messages.

### 3. **Language in Media**

According to Allan Bell (1995), media language has been a subject of interest for linguists, particularly applied linguists and sociolinguists, for four main reasons. Firstly, media provides an accessible source of language data for research and teaching purposes. Secondly, media are important linguistic institutions, as their output makes up a significant portion of the language people hear and read daily. Media usage influences language use and attitudes in speech communities, and can serve as the primary or sole source of native-speaker models for second language learners. Thirdly, media use language is interesting linguistically, as seen in advertising, tabloid newspapers, and radio personalities. Fourthly, media are important social institutions, as they present culture, politics, and social life, shaping and reflecting these aspects. Media discourse is crucial for revealing about a society and contributing to its character.

#### **4. Social Media**

According to Tuten and Solomon (2015), “Social media are the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities” (p. 4). Basically, it is the websites and applications people use every day to share content with other users. According to Manning (2014), social media is a term used to denote new media approaches that involve communication between people or groups of people. Interaction between individuals or between groups of people is possible through social networking sites.

#### **5. Instagram**

Instagram is a popular photo-sharing app (Chante, 2014; Salomon, 2013). Instagram is a mobile program that lets users take photos, edit them with numerous tools, and rapidly publish them on social media (Hochman & Schwartz, 2012). Even though the app was released in 2010, it has grown tremendously. Instagram was expected to have 100 million users and four billion photos in 2013 (Abbott, 2013). Over 75 million people use Instagram daily, posting 16 billion photographs and sharing them.

Instagram is more popular among young people and all areas of life than other social media platforms (Abbott, 2013; Salomon, 2013). According to Solomon (2013), teens spend more time on Instagram than Facebook. Young mobile users are likely tempted to take photos with their phones and share them immediately (Abbott, 2013). Instead of relying simply on words, users can now connect with friends and bigger groups of users with similar interests more efficiently, conveniently, and excitingly (Bakhshi, 2013).

#### **6. Biography of Fabrizio Romano**

Fabrizio Romano (born February 21, 1993) is an Italian football journalist. He has worked for Sky Sport Italy and is regarded as one of the most knowledgeable and trustworthy sources of football transfer news. Romano began writing about football when he was 16, while still in high school. His career as a football transfer journalist began when he was 18 years old, when he received inside information about then-FC Barcelona player Mauro Icardi from an Italian agent in Barcelona. He has made contacts with clubs, agents, and intermediaries all over Europe since joining Sky Sport Italy at the age of 19. Romano also works as a reporter for The Guardian and CBS Sports. He is based in Milan. Romano is well-known for his use

of the tagline “Here we go!” when announcing a transfer deal. According to 90min, he is one of the “most trusted” transfer pundits in the sport.

## **METHOD**

### **1. Research Method**

Creswell’s qualitative descriptive method is used in this study with a textual approach (2009). Creswell defined qualitative research as an interpretive investigation in which the researcher interprets what he or she sees, hears, and comprehends. By using this kind of research method, the researcher builds an in-depth understanding and analysis of language styles on Fabrizio’s instagram to find the types, the used, and the reason for the language styles.

### **2. Source of Data**

The source of data is Instagram and the data were taken from Fabrizio’s languages in his instagram caption. This study focused on analyzing Fabrizio’s language in the caption (*the caption taken is a sentence that comes from Fabrizio Romano, not a quote from someone else*). of his instagram post. There are fifty screenshots of the caption, taken from the period of December 2022 up to March 2023.

### **3. Technique of Collecting Data**

The researcher focuses on the accuracy of data collection to get maximum results. Instagram is the database source for this research. The techniques of collecting data is :

1. First, the researcher tried to find the instagram account of one of the well-known journalist.
2. Second, sorting out whose instagram account is suitable for this research, and the researcher found the instagram account @fabriziorom.
3. Third, sorting out fifty captions taken from period of December 2022 up to March 2023.
4. Finally taking screenshots of the fifty captions for the research.

### **4. Instrument of the Data**

The instrument is a tool for collecting data and plays an important role in research. To collect the data, this study used a smarthphone to take the screenshot and documentary sheet to put all of the screenshots.

### **5. Technique of Analyzing Data**

The data are analyzed by the following steps :

1. Identifying the kinds that initiate the language styles in Fabrizio Romano’s Instagram. and listing the content according to the types of language style based on

Martin Joos theory (Frozen, formal, casual, consultative and intimate)

2. Classifying the language style used in Fabrizio Romano's Instagram account using.
3. Analyzing the reason of language styles in Fabrizio Romano's Instagram.
4. Drawing conclusion of the study.

## DATA ANALYSIS AND FINDINGS

### 1. Data Analysis

#### a. Types of Language Style used in Fabrizio Romano's Instagram Account

No	Types of Language Styles	Frequency	Percentages
1	Frozen Style	0	0
2	Formal Style	13	26%
3	Casual Style	20	40%
4	Consultative Style	7	14%
5	Intimate Style	10	20%
	<b>TOTAL</b>	<b>50</b>	<b>100%</b>

**Table 4.1 The percentages of the types of Language Styles used in Fabrizio Romano's Instagram Account**

The table showed that there were four different sorts of language styles used by Fabrizio Romano in his Instagram Caption. They were formal style thirteen languages (26%), casual style twenty languages (40%), consultative style seven language (14%), and intimate style ten languages (20%). The total numbers of Fabrizio Romano language were 50 languages. From the data above it can be seen that Fabrizio Romano more often uses casual styles in his captions, and from the data also that there are no frozen styles in his captions.

#### b. The Language Style used in Fabrizio Romano's Instagram Account.

##### a). formal styles

The Formal style is more professional and follows conventional language norms. It is often used in informative or promotional posts on Instagram, such as brand announcements, product descriptions, or educational content. The following were the formal styles detected in Fabrizio Romano languages.



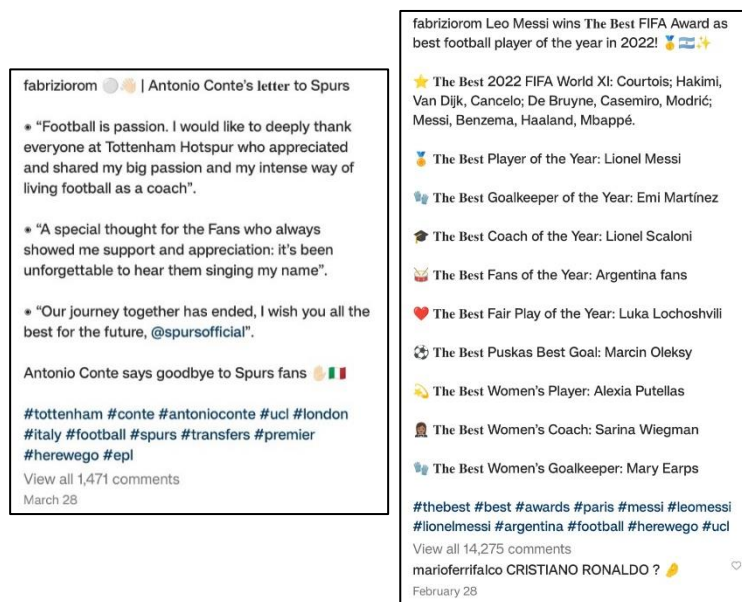


Figure 4.4 Screenshot Caption on @fabriziorom's post

The captions "Antonio Conte's letter to Spurs" and "The Best FIFA Award" are both in a formal language style, indicating a professional communication style. The captions are addressed to followers. Both are written in a formal tone, highlighting the importance of proper nouns and formal language in discussing important events.

From the data above, the captions in this text are classified as formal language styles, indicating a formal tone and style of communication. The captions use formal language, proper nouns, and highlighting the formal context. They are addressed to followers based on the events. They are in the form of written text with formal tone.

b). casual style

The Casual style is relaxed, informal, and resembles everyday conversation. It is commonly used on Instagram for personal accounts, lifestyle blogs, or content that aims to connect with followers on a friendly level. The following were the casual styles detected in Fabrizio Romano languages:

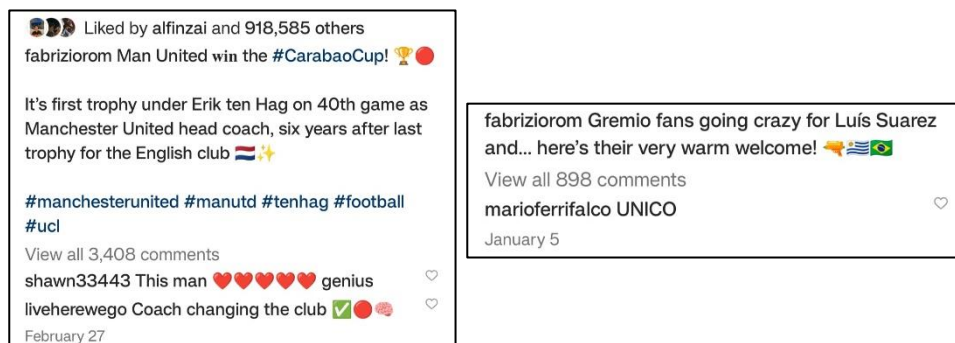


Figure 4.14 Screenshot Caption on @fabriziorom's post

The captions "It's" and "crazy" are casual language styles, using conversational language and contractions to address followers about Man United's trophy win and Luis Suarez's transfer to Gremio. The "It's" caption uses conversational language and contractions, while the "crazy" and "here's" caption uses descriptive, exaggerated terms and contractions. Both are written in an informal tone, aiming to engage followers.

From the data above, the captions in this text are classified as casual language styles. The captions use conversational expression, contractions or shortening and mention someone using their first name. They are addressed to followers based on the events. They are in the form of written text with informal tone.

c). consultative style

The Consultative style involves a more interactive and conversational approach. It is suitable for engaging with followers, encouraging feedback, or seeking opinions. The following were the consultative styles detected in Fabrizio Romano languages:

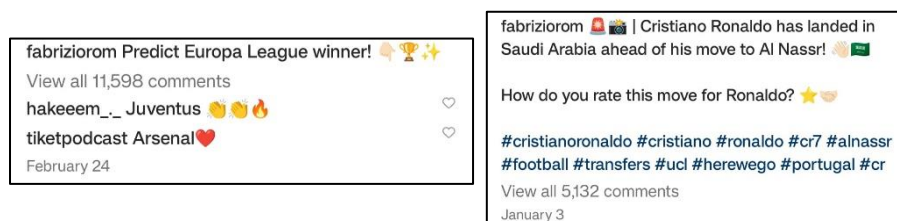


Figure 4.18 Screenshot Caption on @fabriziorom's post

The captions "Predict Europa League Winner!" and "How do you rate this move for Ronaldo?" are both categorized as consultative language styles,

implying a request for advice or prediction. Both are written in direct and imperative language, aiming to reach followers and provide valuable insights.

From the data above, the captions in this text are classified as consultative language styles. The captions implies a request or seeking advice, as it is asking for a prediction or opinion. They are addressed to followers based on the events. They are in the form of written text with direct and imperative.

d). intimate style

The intimate style involves a highly personal and emotional tone, expressing deep connections or sharing personal experiences. This style is often found in captions that reflect vulnerability, gratitude, or introspection. It can be used on Instagram for sharing personal stories, milestones, or heartfelt messages. The following were the intimate styles detected in Fabrizio Romano languages:

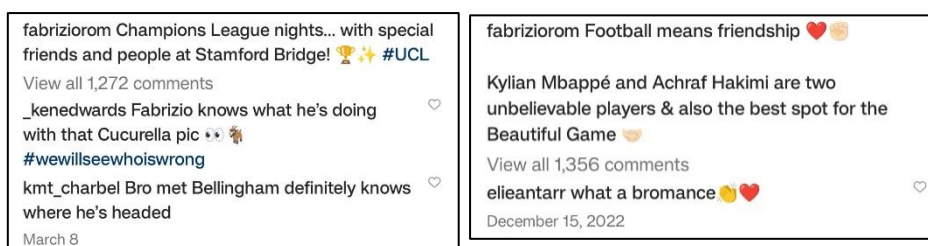


Figure 4.24 Screenshot Caption on @fabriziorom's post

The captions "special friends" and "Football means friendship" are intimate language styles that express personal and emotional connections. The first caption, titled "special friends," focuses on Fabrizio's feelings and is written in an informal and expressive manner. The second caption, "Football means friendship," highlights Kylian Mbappé and Achraf Hakimi's exceptional skills and abilities, expressing a personal sentiment and emotional connection to the theme of friendship.

From the data above, the captions in this text are classified as intimate language styles. The captions implies a personal sentiment and emotion, highlighting the joy conveys a strong sense of enthusiasm and admiration. They are addressed to followers based on the events. This caption is in the form of written text with informal and expressive.

c. *The Reason why the Types of Language Style itself Used in Fabrizio Romano's Languages as They are.*

a). formal style

The use of a Formal language style is evident in his captions, where he employs proper grammar, precise terminology, and formal language to deliver the news. This choice helps maintain credibility and ensures that his audience perceives him as a reliable source of information.

b). casual style

To engage with this diverse audience, he incorporates a Casual language style in his interactions. He employs conversational language, includes emojis, and uses friendly expressions in comments and responses. This approach creates a welcoming and approachable atmosphere, fostering a sense of community among his followers.

c). consultative styles

The consultative style is found in Fabrizio Romano's Instagram account to encourage engagement and interaction with his followers. By adopting a consultative language style, he seeks to involve his audience in discussions, solicit opinions, and prompt conversations related to the world of football transfers and news.

d). intimate style

The intimate style is utilized in Fabrizio Romano's Instagram account to establish a personal connection with his followers and convey a sense of authenticity. By incorporating the intimate language style, he aims to create a closer bond with his audience and share personal experiences and emotions related to the world of football transfers.

## 2. Findings

1. There were four from five types of language styles that Fabrizio Romano used in his Instagram caption. Those were taken from 50 caption screenshots in his Instagram account. They were formal style thirteen languages (26%), casual style twenty languages (40%), consultative style seven language (14%), and intimate style ten languages (20%).
2. The use of language style is different for each type, in formal language styles indicate a formal tone and communication style, using proper nouns and highlighting context. This caption is in the form of written text with formal tone. Casual language styles use conversational expressions, contractions or shortening and mention someone using their first name. This caption is in the form of written text with informal tone. Consultative language styles ask for advice or predictions. They are in the form of written text with direct and imperative. Intimate language

styles convey personal sentiments and emotions, highlighting joy and enthusiasm.

This caption is in the form of written text with informal and expressive manner.

All of this are addressed to followers based on the events.

3. The types of language style used in Fabrizio Romano's Instagram account are a deliberate choice based on multiple factors. The use of Formal language maintains professionalism and credibility, while the Casual and Consultative styles foster engagement and inclusiveness among a diverse audience. Additionally, the infusion of Intimate language style allows to establish a personal connection with his followers and convey a sense of authenticity. Overall, these language styles work together to enhance the overall experience and success of Fabrizio Romano's Instagram account.

## CONCLUSIONS AND SUGGESTIONS

### *Conclusion*

Based on the research problems and research findings of the data analysis, the conclusion can be seen as follows:

1. This study discussed about to find out the types of language style used in Fabrizio Romano's Instagram account, to describe the language style used in Fabrizio Romano's Instagram account, and to explain the reason why the types of language style itself used in Fabrizio Romano's languages as they are. The data were collected from Fabrizio Romano languages in his Instagram caption. And then the researcher classifying the data and put them based on each types. There were five types of language style based on Joos (1976) theory and the researcher only found four from five styles. Those were formal style, casual style, consultative style, and intimate style
2. The used of Language styles vary depending on the context and communication style. Formal language styles indicate a formal tone, using proper nouns and context. Casual language styles use conversational expressions and informal tone, while consultative language styles ask for advice or predictions. Intimate language styles convey personal sentiments and emotions, highlighting joy and enthusiasm. These styles are addressed to followers based on events.
3. The researcher found several reasons why Fabrizio Romano used those types of language style in his Instagram caption. The styles are used to maintain professionalism, foster engagement, align with platform norms, convey authenticity, and establish a strong connection with the audience. These factors contribute to the

overall success and impact of his Instagram account.

### *Suggestions*

1. For English department students, particularly those studying English literature, understand how to examine different sorts of language styles not only through direct interaction, but also through indirect interaction, such as social media or the internet.
2. For the reader or another researcher use it as a source of further information while conducting future research on language styles.

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