THE POWER OF CAPTIONED ENGLISH IN ENDORSED ADVERTISEMENTS IN INSTAGRAM

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Abstract
In 2017 the global users of social media, exclusively Instagram have increased significantly reaching 700 million. Many of those users are not only sharing their pictures of themselves but also doing business and trading activities. The characteristics of Indonesian internet users lure advertisers to use social media, like Instagram, as marketing tools. They would endorse a product to celebgrams (celebrities of Instagram) who have many online followers. In marketing the endorsed products, these celebgrams would use photo shots or videos with carefully designed captions in English or Bahasa Indonesia. This study investigates how the influence of captions in English compared to the captions using Bahasa Indonesia in attracting online customers in the vein on Fairclough’s (1989) language and power. The data collection uses a participatory survey by interviewing both the selected celebgrams and their followers on Instagram. It hopes to see how much Instagram users would react to the use of English in terms of how much it invites and facilitates more productive comments in the off-stage commercial of goods and services. Understanding how power is being exercised with the use of English as medium of communication and its sociolinguistic and commercial consequences, in the new and powerful discourse that it online marketing using social media, especially Instagram.

Keywords: language and power, endorsed commercial, celebgrams, Instagram, English

Introduction
In this globalization era, computer and gadgets are no longer foreign to many people. Since its birth in 1950s computer and internet have become very popular among people because it helps them do their jobs more efficiently, especially in exchanging ideas. Internet becomes synonymous with modernization and globalization. Its service makes people’s life much easier and interesting. Online communication is the evidence of a faster and more precipitated influx of internet development.

The way people communicate becomes much more intensive and various since the emerge of Computer Mediated Communication (CMC) in the 1980s. Not only through limited text, ideas are transferred via series of a paragraph to complete chapters of electronic books, even images, and videos. The last two are the most popular since the early 2000s as social media boom hit the net. Social media such as Friendster, Facebook, Twitter and many others are must-have apps for the entire gen-X. One application dealt with this writing is Instagram. The communication via internet exhausts the use of language in an entirely new discourse. The liberation of internet-based communication touches upon the issues of language competition and invites discussions on the outskirts of sociolinguistics in the areas of
language varieties (Delanty, Jones, Krzyzanowski, Wodak, & Ulsamer, 2004), language choices (Cunliffe, D., & Herring, S. C., 2005), ownership (Norton, 1997), and the gaining popularity of English as Lingua Franca (Seidlhofer, 2005).

Instagram is a mobile desktop and internet-based photo sharing application launched in 2010. By October 31, 2011, it has 12 million users on the iOS operating system (D’Angelo, 2015) and it becomes 700 million users worldwide in 2017. Nowadays, many of Instagram users not only custom this application to share their pictures or videos to satisfy their pleasure but they also have another intention which is doing trading business to sell their goods and services online. By taking benefits of this low-priced entrance many online sellers using a new system to attract online buyers by hiring a Celebrities on Instagram (celebgrams) to organize product endorsement. celebgrams are basically just an active Instagram users that come up through this popular social media application with thousand or even millions of followers, by doing endorsement celebgrams can be very famous even though they are not even a model, singer or celebrity on the tv. Language behavior on Instagram is the evidence of social practice and power, i.e the celebgrams’ language behavior influences the way followers to react in commenting their product endorsement posts.

Methodology
This paper chooses two Indonesian celebgrams who are quite popular among Indonesian young Instagram users. They endorse some products including clothes, skin care and also food. Each of them has a significant number of followers from whom observation on how much the celebgrams’ posts invite comments. The first celebgram is particularly chosen for her fame and recent attitude of posting on Instagram using English both partially or fully. The second is also considered famous but she uses Bahasa Indonesia as her language in captions. The primary data of this research are photos uploaded by Karin Novilda known as Awkarin and Gita Savitri Devi or Gitasav. This research will examine the impact of 10 Instagram posts in English from the first Instagrammer and 10 posts in Bahasa Indonesia from the second one. Those posts will be analyzed by identifying followers’ comments on each post of the celebgrams. The descriptive qualitative approach is used to analyze the data which are formed in texts as the captions on the posts and quantitative analysis are used for identifying the data. The study employs, more or less, principles of the CLS (Critical Language Study) introduced by Norman Fairclough (Fairclough, 1989:5). Other than the primary observation, the observers expected clarification regarding the productivity of followers’ comments by interviewing several random followers. However, during the data taking period from July to September 2017, none agreed to be interviewed. Thus, the second strategy of collecting data could not be provided.

Finding and Discussion
In practice, during the period of observation started from 5th of July 2017 to 7th of August 2017 there are 2,119 comments written in English-captions and 1,064 comments in Bahasa Indonesia caption posts. Those comments are not only using English or Bahasa Indonesia, but also regional languages of Indonesia, Alay language, code-mixing, and code-switching, x languages (unidentified languages), acronyms, emoticons as well as just calling the names of the celebgrams. These data allow us to predict, via both of qualitative and quantitative analysis for identifying the data. Qualitative analysis is to examine the meaning of comments given by the followers, however simple quantitative analysis on MSExcel 2013 is used for calculating the average of total comments in English and in Bahasa Indonesia among Indonesian Instagram users and tending to
behave contrary to the first in terms of appropriate presentation of young role model. Also, the second celebgram has been consistently posting her caption entirely in Bahasa Indonesia. The descriptions and analysis of this paper are concerning to characterize which language is more powerful among Indonesian Instagram followers in giving feedback towards famous celebgrams endorsements posts. The descriptions and analyses of the findings are aimed at answering the following questions:

1. Which languages are the most favorited by the two celebgrams’ followers?
2. How language of the celebgrams influence followers’ comments?

In line with the research problems, the following are the answers of the queries above. This section provides analysis of two celebgrams’ posts and comments by their followers.

According to comments above, a follower @vshaumae gives feedback also in English. Actually, she is also an Indonesian but she uses English as her preferred language to express idea instead of using Bahasa Indonesia. Her comments also related to the English caption “Can you unlove someone?”, from this screen-capture, it shows an evidence that English-captioned attracts followers to deliver comments which correlate with the captions.
Picture 5: @gitasav’s followers responses

Source: Instagram.com/gitasav.2017

According to this screen-capture, Bahasa Indonesia caption is replied in English. Despite the possibility that the same caption will always be replied, the fact that the reply is in English undeniably shows that English somehow is a choice made by the followers to represent ideas. However, the language uses on the followers’ responses to the posts vary. It offers to the discussion that the exchange of ideas here displays some sort of “flexibility” (Fairclough, 1999). The followers on Awkarin’s English-captioned posts, who are mostly Indonesians, tend to use English to comments her English post, but some of them also give feedback in Bahasa Indonesia. The routine of replying to the marked language used in the post is reinterpretated into the freedom of choosing the medium with which they project their position in the fluidity of norm-free internet. Whilst in Gita’s Bahasa Indonesia caption, most of the followers react with Bahasa Indonesia, but a few of them give responses in mixed Bahasa Indonesia-English and very few of them give comments in English. As seen on picture 5 above, there is no obvious instruction in the post as to what language is supposed to be used, this liberates one particular follower to express her idea. In this instance, with the use of “Aaaa cant wait!!” she insists on her being English-literate individual that using this projection through English she is clearly proclaiming to be “better” member of the internet citizenship. Overall, such individual struggle for English-based existence is quite minor, yet it is there. On this table below, variation of responses based on language choice is depicted.

Table 1. Distribution of language choices

<table>
<thead>
<tr>
<th>No</th>
<th>Lang</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
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<td>3</td>
<td>6</td>
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<td>46</td>
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<tr>
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<td>1</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>1</td>
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<td>6</td>
<td>5.5%</td>
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<td>4</td>
<td>Alay</td>
<td>14</td>
<td>8</td>
<td>9</td>
<td>16</td>
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<td>15</td>
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<td>3</td>
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<td>13</td>
<td>15</td>
<td>18</td>
<td>1</td>
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<td>1</td>
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<td>4.97</td>
<td>3.89</td>
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<td>4.1</td>
<td>5.88</td>
<td>6.69</td>
<td>4.15</td>
<td></td>
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</tbody>
</table>

The data are taken from Awkarin’s Instagram account (@awkarin) on 10 English-captioned posts she made. The comments are written in 9 different ways, i.e. in English, Bahasa Indonesia, some regional languages, alay (slang language among Indonesian youths), code-mixing, X languages (unidentified languages/languages outside English or Indonesian, e.g. Arabic and Korean), acronyms, emoticons, and comments that only involve calling the name of the celebgram. Focusing on the English comments among Indonesian followers, it shows that English captions of the celebgram attract her followers to use English in giving her feedback. From simple computation, (sum of total average: ∑ post), the results of English use in Awkarin’s posts are 14.6%.

Table 2. Data of comments

In @gitasav’s Bahasa Indonesia posts, English comments respectively come up in small numbers, however, Bahasa Indonesia convincingly dominates the comments. The average of English comments in Bahasa Indonesia posts is 5.5%.

Conclusions
This paper performed an analysis of some Indonesian Instagram users. English is one of
the preferred languages on their list to express ideas. The evidence has been proved by the results of data identification. English becomes the language of choice of 14.6% comments responding to English posts and English persistently appears to be the language of choice 5.5% to respond Indonesian posts. This gap ranging less 10% may not be convincing as a display of power of language used by the celebgrams and how much they influence the behaviour of the followers. More especially, the difference in terms of how much English poses more power to engage the followers in producing comments either relevant or not.

The significance of the result matters only to those who concern with how English becomes the language of choice to express ideas, to those who concern with the spread of English and at least to those who acknowledge the power of English in its various discourses. The more specific discourse being put to surface here is the internet as mode of communication where the society poses so intensely to the compression of time and space to the point “where relations of power can be instantaneously enacted on a global scale” (Fairclough, 2000). It remains to be seen however, how much research on Instagram, and other social medias, can further our understanding on the struggle of power of netizens in their own realm where virtual attachment become new norms.

References