

**STYLISTIC ANALYSIS OF LEXICAL FEATURE OF ADVERTISEMENT ON
INSTAGRAM**

A THESIS

*Intended to fulfill one of the Requirements for the Award of Sarjana Degree in English
Language Teaching and Education Universitas Islam Riau*



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2022

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STYLISTIC ANALYSIS OF LEXICAL FEATURE OF ADVERTISEMENT ON
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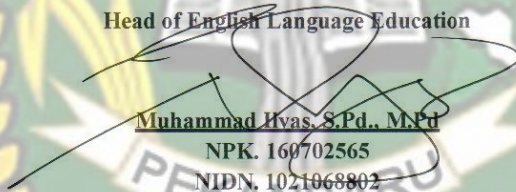
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| 2 | 5 April 2021 | Revised Chapter I | Revisi bab I | |
| 3 | 29 April 2021 | Revised chapter II | Revisi bab II | |
| 4 | 28 Juni 2021 | Acc to Join Proposal Seminar | Seminar Proposal Acc | |
| 5 | 21 Oktober 2021 | Join Proposal Seminar | Seminar Proposal | |
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| 5 | 28 Juni 2021 | ACC to Join Proposal Seminar |  |
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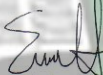
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ACKNOWLEDGEMENTS

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

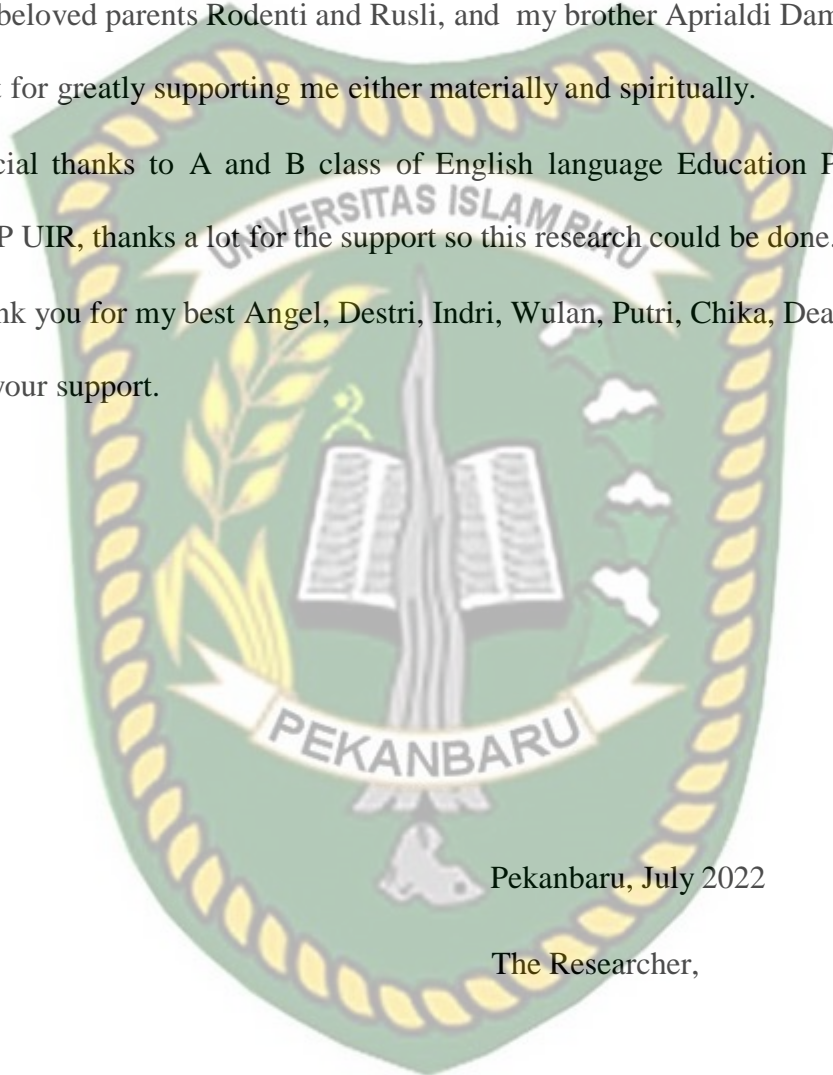
Alhamdulillah, I would like to thank Allah SWT for his blessings and guidance in the process of completing this thesis. I am very grateful for the valuable learning that I got through the struggle of the thesis process. However, I realized this thesis could not be completed without much help from the whole family, lecturers, friends and all institutions involved in completing this thesis.

In this memorable moment, i would like to express my deepest gratitude to the very adorable.

1. Dr. Sri Amnah, S.Pd., M.Si as Dean of Teacher Training and Education Faculty and Dr. Miranti Eka Putri, S.Pd., M.Ed as the vice Dean of academic of Teacher Training and Education Faculty and all staff members of Teacher Training and Education Faculty who have given their assistance for the completion of this thesis.
2. Muhammad Ilyas, S.Pd., M.Pd as the head of English Language Education Program and Sri Wahyuni, S.Pd., M.Pd as the secretary of English Language Education Program who gave support and permission to write the thesis.
3. Dr.Rugaiyah.M.Pd as an advisor in my thesis, I would like to say a big thank you to the mother for the support, criticism, advice, and convenience in the guidance period in my thesis. I will never forget the kindness that you gave me. Hopefully, Allah Subhanawata'ala will repay all your kindness. Thank you very much.
4. The examiners, Dr.Miranti Eka Putri,S.Pd., M.Ed. and Dra.Betty Sailun,M.Ed who

gave valuable advices and suggestions in completing this thesis.

5. All lecturers in English Language Education Teacher Training And Education Faculty Universitas Islam Riau who gave contributed their knowledge to me during the course.
6. My beloved parents Rodenti and Rusli, and my brother Aprialdi Damara thanks a lot for greatly supporting me either materially and spiritually.
7. Special thanks to A and B class of English language Education Program on FKIP UIR, thanks a lot for the support so this research could be done.
8. Thank you for my best Angel, Destri, Indri, Wulan, Putri, Chika, Dea and Wita for your support.



Pekanbaru, July 2022

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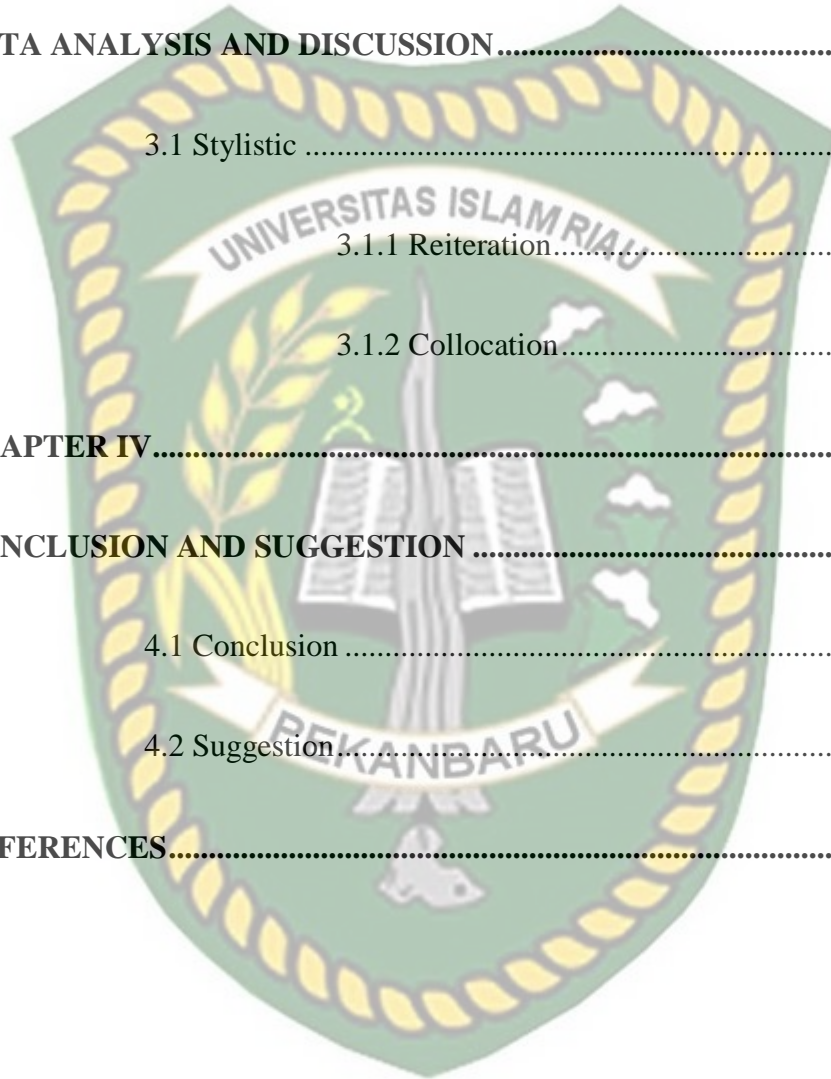
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ABSTRACT

**ELISHA PASIMA. 2022. Stylistic Analysis of Lexical Feature of
Advertisement on Instagram. Thesis**

Key Words: *Stylistic, Advertisement, Instagram*

This research is about analyzing the use of English sentences in advertisement on Instagram, because nowadays everyone and there are many brands that use English to promote their stuff.

This research was done under a descriptive and qualitative methodology. Those advertisements can be found in almost certain brands, especially cosmetic brands, they on average promote that on Instagram, this method is very fun because in this sophisticated era everyone must have that application namely Instagram. This method is modern especially for teenagers, they will interest for buying something unique by means of promotions that using English sentence.

CHAPTER I

INTRODUCTION

1.1 Background of The Research

Language is a system used by human in speaking and one of the important tools in everyday life, with our language we can express something we want to say to someone and speak the contents of our thoughts, there are many kinds of languages that can be used to communicate the most important thing is that we have to understand the language we are going to speak to someone, but language can not only be used for two people who speak but can also be used in communities, families or other social groups. Language also consists of the development, acquisition, maintenance and use of complex systems communication, particularly the human ability to do so and a language is any specific example of such a system. The use of language must be placed in context and must be related in order to achieve a communication, language makes it easier for us to carry out activities and activities in all matters. The study of language is linguistic.

Moreover, linguistic is about use of language in a clear and detailed, linguistics focuses on language and its use in communication from all aspects and regulates the structure of the language and make that sentence are easy to understand and can be known by many people, The readers cannot follow the development of the meaning, in addition they are

unable to understand the translated target language (Simpson: 2002). In linguistics we can study the types of branches of linguistic, stylistic is a branch of linguistic.

Stylistic is a branch of linguistics that focuses on analyzing and researching language styles that have emerged that are used by many people, not only teenagers but everyone knows about it. Therefore many language styles are used can be researched and analyzed. Many new language styles are used in modern times, using language styles in sentences makes other people who read them become interested in what we write and what we want to convey in various ways, that way is by writing something that can be seen by many people and can people interested with using social media and upload something that makes people interested by social media, and another way are promoting or selling something by posting the advertisement on social media.

In daily life, many people express their minds on social media to express what they think and want to express it. They can use social media such as Instagram, in Instagram people can use it for various purposes. Everyone can use Instagram as a means of entertainment, upload daily activities, talking and communicate with people who are far from us. With the emergence of various kinds of social media everything becomes easier and more effiecient.

Besides, Instagram can also be a means for work, people can sell anything on Instagram, with it to sell sales on who sell Instagram make

advertisements, in their advertisements those who sell can promote the goods they want to sell on Instagram. Advertising on Instagram is widely used by people because it promises people to see the advertisements that are installed and will be promoted, advertisements on Instagram are widely used in various languages depending on their country, and usually many use English, because English is a universal language and can understood by many people who saw the advertisement.

Advertisement is a message in the form of promotions such as goods, food, anything the idea is to be promoted for many people to see, this is a way to attract people's attention to buy what we are promoting. By advertisements we can introduce what we want to sell to many people, one of which is by placing advertisements. Advertising can be anywhere through printing or online media. Advertisements are not only for selling and benefiting someone but also for announcing important events, many definitions can be taken from advertisements and the understanding of advertisements is very wide. In writing advertisement we must pay attention to the sentences so that you don't write ads carelessly, there are many language styles that can be used in writing advertisements using new language styles, so people who see the advertisement will feel interested in seeing the advertisement.

There are also many advertisements on Instagram that are installed by those who promote something or anything, there are many kinds of advertisements posted on Instagram that we can get, advertising on

Instagram is one of the ways that many are used by anyone and certain agencies also install advertising their products on Instagram, because advertising on Instagram is profitable and in this day and age everyone must have Instagram and by placing advertisement on Instagram.

In this modern era, everyone knows social media and everyone has social media, many kinds of social media can be used. Using social media is very easy and not difficult, so it's no wonder that many people use social media, there are many advantages to using social media if used well and if used for which is not good it will have a bad effect on someone. with social media we can greet people who are far from us, we can know that social media makes our affair easier, besides social media can be a place to benefit us economically namely by selling, we can sell anything through social media and social media which is often used, namely Instagram. Instagram can be used as a place to sell, many people use this method and it is very profitable for many people, even selling on Instagram we have to attract people's attention so that someone buys, for example by placing an interesting advertisement and using unique sentences in placing advertisements. And from advertising in Instagram can also make money, usually people who have a lot of followers on Instagram offer advertising services. The trick is that they put a price on each advertisement they want to promote from there he can get money.

From here we can see the use of words and sentences that use English, and pay attention to the sentences they make in the advertisement,

not always of them following the sentence suggestions and following the correct grammar in the use of advertisements. Therefore, the researcher would like conduct the research under the title “STYLISTIC ANALYSIS OF LEXICAL FEATURE OF INSTAGRAM ON INSTAGRAM”

1.2 Identification of The Research

Based on the explanation above, in the use of sentences in advertisements, people usually make sentences that invite to buy the item, so the advertisement that want to make must be as attractive as possible to make it visible to people and people become curious to see and want to buy the item being promoted. Every way is done to make it look unique and attractive, in terms of the image and also the writing of the advertisement. Usually the sentence used is an invitation to buy, discount or promote goods from the advertisement. Through advertisements that are posted and made by someone, the advertisement will be previously designed to make it look attractive by making a call to buy sentence or making the image in the ad attract the attention of potential buyers.

1.3 Focus of The Research

This research focused on the style that everyone uses in their Instagram account to write advertisements in English on Instagram.

1.4 Research Question

Based on the research to be carried out, there are two questions are formulated.

1. What linguistic features that are used in Instagram advertisements?
2. What types of stylistics that are found in Instagram advertisements?

1.5 Objective of The Research

1. To know linguistic feature are used in Instagram advertisements.
2. To know the types of stylistics are used in Instagram advertisements.

1.6 Significance of The Research

This result of this research hopeful will give some contributions for:

1. For the researcher

This is very useful for researcher because by this the researcher can find out every sentence that is social can be researched and focus on linguistic, and can find out more types of linguistic.

2. For the next researcher

This finding can also be an example or a lesson that can be taken how to write an advertisement that uses English with stylistic and then the sentences in the advertisements are easier to understand.

3. For the lecturer

The lecturers would apply to students, so they can learn how to learn how to write advertisement correctly with stylistic, because in making

sentences in advertisement there must be rules, this is very useful and can be applied to students and can improve their English skills.

1.7 Assumption

In this study discussed and examined on language styles used advertisement on Instagram, and to find out the type of writing style used by people who advertise on Instagram.

1.8 Definition of the Key Terms

1. Analysis

Analysis is the process of solving a problem, and if in linguistic analysis it includes how to solve problems in the use of language and sentence structures. Analysis also applying statistical techniques to describe.

3. Stylistic

Stylistic is the study and interpretation from a linguistic prespective and concerned with the study of style in text, stylisic also seeks to explain the use of language such as socialization, acceptance of meaning and discourse analysis.

3. Advertisement

Advertisement is notice in a newspaper, on televion etc, telling people about a product, job or service (Oxford Dictionary)

4. Lexical Feature

Lexical feature is a way to process vocabulary and words in great detail and organizing word, lexical focuses characterizing the meaning of each word.

5. Instagram

Instagram is an American photo and video sharing social networking service owned by Facebook, created by Kevin Systrom and Mike Krieger, Instagram is an application for sharing photo and video to the main page of Instagram and other social networking.

Furthermore, each user can interact by giving comments and giving likes responses to the shared photos

1.9 Grand Theories

In analyzing language style, the researcher used (Verdonk) 2002 theory that stated stylistic focuses on analyzing the distinctive expression in language and description of its purpose and effect. Lexical cohesion refers to the relationship between lexical items in a text, in particular, content words and the relationship between them (Paltridge 2008).

1.10 Research Methodology

1.10.1 The Method of The Research

This research used descriptive qualitative method. Usually this method is used in phenome that occur today. Sandelowski (2000), in a widely read article, noted that in doing such descriptive qualitative studies, researchers tend not to penetrate their data in any interpretive depth.

Descriptive qualitative discusses research on phenomena that have recently occurred by analyzing the language style people use when making sentences in advertisements using social media such as Instagram, because many people use this method is placing advertisements or selling their product on Instagram in an era like this, and everyone uses this application.

1.10.2 Source of Data

The source of the data is from advertisement on Instagram and people who promoting their product to selling through Instagram.

1.10.3 Instrument of The Research

The research instrument used documentation technique. Based on what Arikunto (2006) stated, documentation technique is used to get data like from variables; notes, books, transcript, magazine. Documentation technique means of assisting researcher for collecting data or information by reading letters, announcements, meeting summaries, write statements of certain policies and other written materials (Rugaiyah 2016). This method usually used to examine sentences to get the result of the research.

1.10.4 Data Collection Technique

These online adaption are attractive, in part, because they provide flexibility to expand the range of people and places that can be included in a study sample without needing to travel (Kenney 2005; Rupert et al. 2017). The data collection Technique discussed in the following as follows:

1. The researcher looked for advertisements on Instagram that use English.

2. After the researcher finding a suitable advertisement, the researcher was read the advertisement.
3. The researcher saw what language style is used in that advertisement, using standard words or slang words
4. The researcher was examined language style belongs to what type of linguistic that sentence.
5. The researcher was analysis language style belongs to what type of linguistic in that sentence.
6. The researcher was present what language style is used in that advertisement.

1.10.5 Data Analysis Technique

In a case-oriented analysis, the researcher focuses on describing or explaining each case as a whole entity in itself, giving attention to its own particular context, history, and idiographic details (Miles & Huberman, 1994).

CHAPTER II

THEORETICAL FRAMEWORK

2.1 Instagram

Instagram was founded in 2010. It is a mobile application for Smartphone which is freely available Application Store (AppStore) and Google Play (Bergstorm & Backman, 2013). Instagram generally known as a photo-sharing social networking platform (Chante et al., 2014; Salomon, 2013). Essentially, Instagram is a mobil-based application that enables users to take photos or pictures, apply the different manipulation tools to transform the appearance of images, and share them instantly with friends on different social networking sites (Hochman & Schwartz, 2012). On Instagram we can posting anything and what we want to post and be seen by many people, Instagram is one of social media that is widely used by many people especially among teenangers. Instagram can take many functions: create account, post content (pictures or 15-second videos), apply filters, add captions, tag users, add locations, add hastags, like content, add comments, browse and follow other accounts, check a feed generated by followed accounts, and explore (search for) hastags/users (Ali:2014). There are many fun things that can be done on Instagram if we use it for positive things, besides that on Instagram we can find entertainment that we like. Instagram has also become a popular marketing popular marketing platform among companies not onlu because of its growing number of users, but also because of its characteristics, underscoring the trend of visual content in

social media marketing (Neher, 2013;Stelzner, 2016). Instagram can become a great educational tool that makes the educational process unique, interesting, and insightful (Kirst, 2016). Using Instagram is very easy to understand, many people download the application for various purposes. Based on the findings of Krallman, Pelletier and Adams (2016), investment in Instagram may be appropriate if the marketing goals are to co-create with consumers and to increase their brand involment. Promoting a brand on Instagram can also can be done, any brand can be promoted depending on the Instagram users. The number of likes, comments and followers are examples of metrics that can be used when the objective is to create and increase brand awareness.

2.2 Advertisement

Advertisement is a sub-variable of the promotio, in simple terms advertisement is a written or image that contains an offer of a product to society through medium (Dani 2019). Advertisement is the presentation of non-personal information about a product, brand, company or shop that is carried out for a certain fee. Advertisement is intended to influence consumers in evaluating for feeling, knowledge, meaning, belief, attitude, and image relating to the product and brand.

Online advertisement is larger share of an advertiser's marketing communications budget, online advertisement is most effective for a diverse and widely targeted audience. (Okolo et al. 2018). There are many advantages to place advertisement on social media especially in Instagram,

because in this era everyone uses social media with frequent use of social media, there is a lot that can be done with social media one of which is buying something through social media and we can selling or promoting anything that we want to.

The kind of marketing that is becoming a trend nowadays is online advertisement, where this type of advertisement is displayed on social media or the internet (Karo 2020). The growth of internet users encourages a significant potential to attract online shopping. Online shops in Indonesia are growing rapidly and are now becoming a trend. One of the most famous product item sold online is local culinary products (Setiawan 2019). Business people are encouraged to use social media as “tool” to introduce the product that they want to sell and in advertisements they can displayed their brand on social media (Sapma Apriliana and Priyo Utomo 2019). One of the tools used for selling is social media, on social media we can do anything, one of which is selling anything because selling on social media is very easy and can be done by many people.

The growth of the culinary business in Indonesia is growing rapidly (Perdana 2018). The role of youth in advancing Indonesia from all aspects of life is indispensable. Especially in the sector of economic improvement, there are many ways that can be done to improve economy, one of which is by doing entrepreneurship. Young entrepreneurs began to appear in the regions and all of them had different types of businesses. While the type of

business that is most popular is the culinary business, they choose this business with the assumption that is very important for everyone.

However, the number of food business makes competition even tighter, every businessman must maximize his ideas and creativity to produce products that attract consumers. One of the ways to increase sales is by marketing (Dewi 2018). Sales promotion is an activity that provides certain types of incentives to intermediaries or customers to encourage direct selling in social media. (Meslat 2018).

2.2. 1 Advertisement on Instagram

The internet allows a wide variety of media to meet. What were once separate devices such as telephones, televions, or personal computer have now merged into a single technological device that is generally available in a user-friendly format (Lupianez-Villanueva 2016). Advertising is the delivery of announcements and promotional messages via time or space purchased in various media (Bove and Thill 2011). deChernatony (2010) explained advertising is nowadays widely used and makes a visible contact with the consumers.

In these days, people all over the world use social media all the time for various purposes of communication or anything with the majority spending almost a quarter of their daily time for surfing and have fun on social media (Rudyanto 2018). Social media is currently the most widely used promotional and communication tool because it has very significant impact in building their brand equity because it has advantages including

having many users and does not require much cost to create an account on a social media (Arifianti 2019). On the other hand, so many companies are also using social media as a marketing tool due to its popularity and considered a new advertisement channel (Nofal, Calicioglu, and Aljuhmani 2020).

One of widely used social media applications perfectly utilized marketers to market their product is Instagram (Djafarova & Bowes, 2020). Nonetheless, currently, there are abundant Instagram users which advertise a non-branded product by using simple product photos, to a professional branded product account which published tailor-made photos and videos for the promotional purpose (Djafarova & Bowes, 2020). In the context of Indonesia itself, Instagram has become the 4th most used social media platform after Youtube, Facebook, and Whatsapp as of 2019 (Kemp, 2020). There are many platform to promote the goods that will sell, this can be used for business people who are starting out or who are running a business.

2.2.2 Types of Advertisement

It is important to consider the emotional reactions, like visual attention and attitudes towards an advertisement field. Studies in the neuromarketing field can help to identify emotions and attitudes toward advertisements (Rasyid & Djamal; 2019). Srivasta and Balaji (2018) indicate that existing research has neglected the processes of human information processing (rational and experiential) about advertisement and

brands. There are many types of advertisements such as newspaper, magazine, tabloid, television, radio and most recently using internet as a place of advertising, for example using Instagram because many people use it.

2.3 Stylistics

Stylistics is a branch of applied linguistics, originated as way applying linguistic models to literary text (Khan 2015). Stylistic due to the main influences of linguistics and literary criticism. Critical literally means to be able to argue and judge, (Gin Gin, 2018). Actually, style in language style is a linguistic means used by poets in the works. In other words, it is agreed that style is used as a rhetorical means to express aesthetics coming from deepest emotion of the poets; and as a way to express feeling and idea to the world. Aminudin (in Sutejo, 2010). Nurgiyantoro (2014) adds that stylistic study is not merely about literature alone but it can also be used on the other linguistic matters. Further, Nurgiyantoro (2015) explains that stylistic study is a study focusing on the use of language in certain interaction, variation, and context. Style is also defined as a bunch of author's style and characteristics tied into one on a certain literary work.

In a written text, language has "various forms, patterns and levels that constitute linguistic structure which are an important index of the function of the text" (Simpson, 2004). There are many kinds and levels to determine sentence structure in linguistic and that sentence are easier to understand by people. And another recent guide by Williams and

Chesterman (2002) to research in translation studies does not mention it at all, although studies of style and translation are extremely popular.

2.4 Types of Stylistic

Halliday and Hasan (1976) states that, there are four types of grammatical cohesion: reference, ellipsis, substitution, and conjunction while the lexical cohesion consists of reiteration and collocation.

2.4.1 Grammar Cohesion

The descriptive qualitative method was used to find out the types of grammatical cohesion based on the theory proposed by Halliday and Hasan (1976) and the types of grammatical cohesion mostly used in the short stories.

1. Reference

Reference is defined as “the relation between an element of the text and something else by reference to which it is interpreted in the given stance” (Halliday and Hasan, 1976).

1. Substitution

When a substitute is used, it signals that the actual item required, the particular word or clause is recoverable from the environment, and the substitute preserves the class of the presupposed item, which may therefore be replaced in the slot created by it. (Halliday and Hasan 1976).

2. Ellipsis

Halliday and Hasan (1976) emphasize the idea that ellipsis ‘is a presupposition at the level of words and structures’.

3. Conjunction

Conjunction as grammatical cohesive devices are discussed under many names including but not limited to links, connectors, discourse markers or logical connectives (Abdul Zahra and Abbas, 2004).

2.4.2 Lexical Cohesion

According to Halliday (1976) lexical cohesion is non-syntactical and this is way it is differentiated from the rest of textual cohesion elements, lexical cohesion related to word to chosen of a text. Lexical Cohesion deals with the meaning in text. “This is the cohesive effect achieved by the selection of vocabulary.” (Halliday and Hasan, 1976). The element relate each other and unites for unity in the text. Halliday and Hasan (1976) states, that lexical cohesion is dependent on the lexis or vocabulary structure.

1. Reiteration

Reiteration is “the repetition of a lexical item, or the occurrence of a synonym of some kind, in the context of reference; that is, where the two occurrences have the same referent.” (Halliday and Hasan, 1976). Tanskanen (2006) explains that reiteration may be in the form of the word repetition, synonym, hyponym, and general.

2. Collocation

Some linguists use collocation in lexicology to refer to the “habitual co-occurrence of individual lexical items” (Crystal, 2008). For Halliday and Hasan (1976) it is “a cover term for the cohesion that the

results from the c-occurrence of lexical items that are in some way or other typically associated with one another, because they tend to occur in similar environments.”

2.5 Stylistic Analysis

Stylistic analysis is the study of style to analyze expression in language to see the purpose and the effect (Verdonk, 2002). People can create sentences through combining words. A sentence is “word or group of words that expresses a complete idea and that includes a subject and a verb” (Nordquist, 2019). In the study of literature, the styles relates to the aesthetic in interpreting a text (Coupland, 2007). It means that a literary work is inseparable from the acceptance of reader. The ability of readers’ interpretation is very influential in the understanding of meaning from the text they read.

2.6 Lexical Feature

The lexical feature deals with the use of particular word which may influence the whole series of other words (Meyer, 2009). Regardless of the word classes, each word ins related to one another. Lexical relation focuses on “characterizing the meaning of each word in terms of its relationship to other words” (Yule, 2010).

2.7 Language Style

According to Eckert (2002) language style is pivotal construct in the study of sociolinguistics variation. States style or especially language

style is known in rhetoric as style. Language style or style becomes part of diction or choice of words that question whether or not certain words, phrases, or clauses are suitable to face the linguistic hierarchy, both at the level of individual word choice, phrases, clause and sentences, as well as the discourse as a whole. In general, language style can be limited as a way of expressing thoughts through language in a specific way and shows how the soul and personality of the writer or language user (Kerak, 2015). A language style is a form of rhetoric, namely the use of words in speaking and writing to influence readers or listeners (Tarigan, 2009). In linguistics, 'style' refers to a consistent occurrence in the text of certain items and structures, or types of items structures among those offered by the language as a whole (Candria, 2019). The study of style, thus is called stylistics (Leech & Short, 2007)

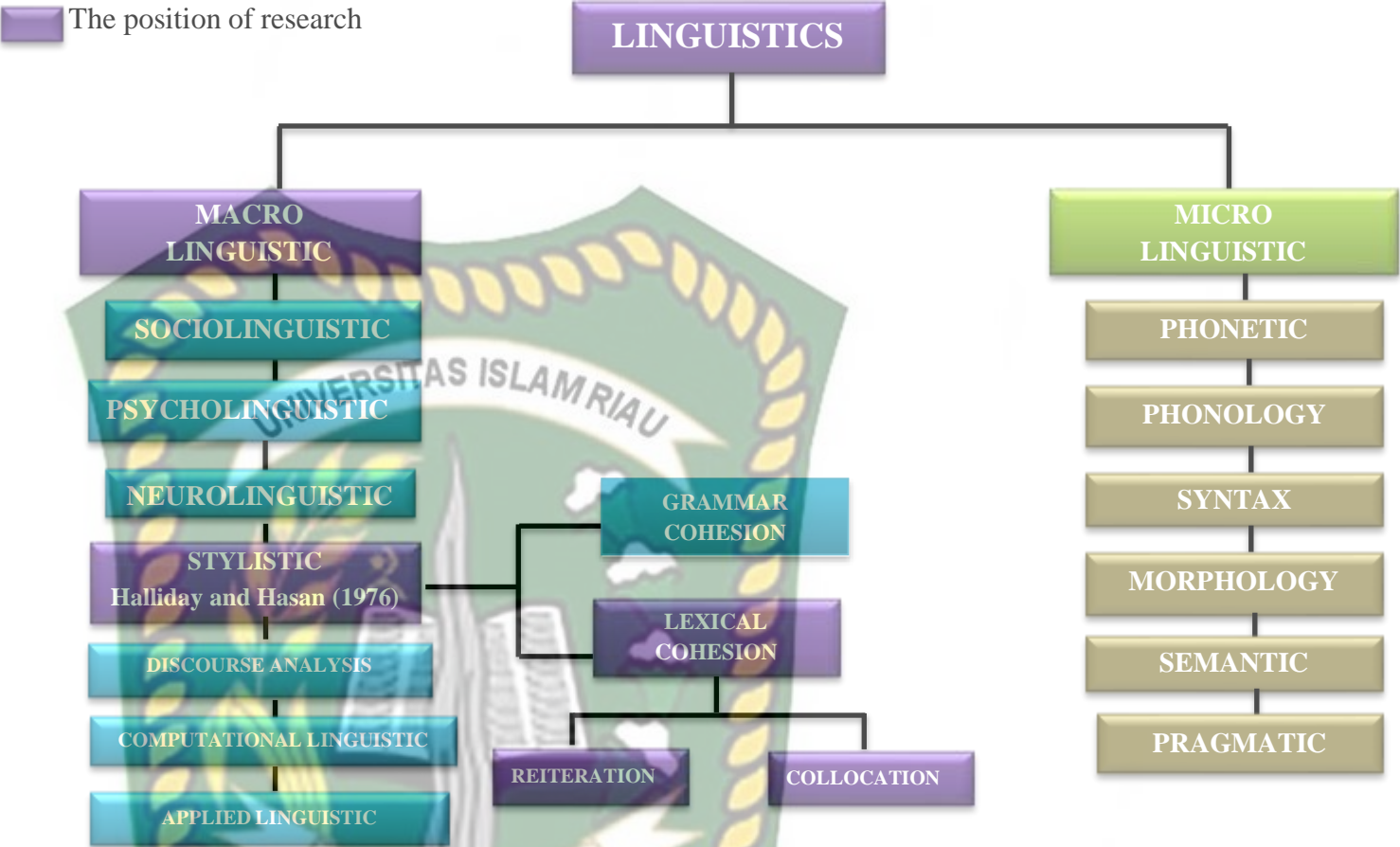
Language style can influence the speech patterns of the speaker formed by the conscious and deliberate selection, systematic patterns and implementation of linguistic and extra-linguistic ways according to the topic, situation, function, purpose and content of the author's speech based on Missikova's theory (2003). Missikova's (2003) states language styles is a way of speech and 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 an utterance. The advertisement language has certain style that differs from other

language styles (Li, 2009). It is a combination of words that are used to capture the attention of readers. Therefore, Li (2009) stated that the language style of the advertisement must persuade readers. It serves information that is needed by readers, so that the language of the advertisement must be attractive to get readers' attention.

Further, style is the way of using the language based on a certain context, subject, and purpose, (Leech & Short, 2007, as cited in Mozuraityte), Moriaty et al. (2012) said that there are several styles of advertising language in conveying messages to consumers.



2.8 Conceptual Framework



2.9 Relevant of Studies

In making this research, researcher need other researcher to make the research clearer with similar discussions. There are four relevant studie that researcher found.

The first research was written by Martha Julia Lovina Melynda from Sanata Dharma University (2017) entitled “The Analysis of The Language Style Used in *Maybelline New York’s* Written Advertisements”. The research goal was to identified that every advertisement has own uniqueness related to linguistic. The researcher choose 2 formulated research question namely, (1) Which linguistics feature are used used in *Maybelline New York’s* written adversiment? and (2) What persuasion techniques are used in *Maybelline New York’s* written advertisement? The first research question was related to the linguistic feature which were used in Maybelline New York’s brochurs. The second research question was related to the persuasion techniques.

The second research was written by Nur Ika Rahmawati from Sunan Ampel Surabaya University (2019) entitled “Analysis of Language Style in The New York Times Advertisement”. The researcher used William wells theory in analyzing the data and the researcher found kinds languages are used in the advertisement of New York’s Times. The researcher find twelve data which are appropriated with the kinds of languagetypes are used in the advertisements of New York’s Times. The first is hard sell style, usually

present the message with rational information and emphasizes tangible product feature, benefits and facilities. The second is soft sell style, it usually uses emotional information intended to create a response based on feeling and attitude. The third is straightforward style, it style performed information or message without using any gimmicks of embellishment. The fourth is comparison style it contrast two or more products.

The third research was written by Lia Rindi Wantika from Satya Wacana Christian University (2015) entitled “Stylistic Analysis on Laptop Advertisement”. The researcher found of the study, each advertiser of each brand used different kinds of textual devices to deliver the message to the reader. *LT* uses weasel words, personal words, personal pronouns, short sentence, declarative sentence, figurative sentence and active sentence.

The fifth research was written by Ulil Inayah Muthmainnah from Alaudin Makassar University (2016) entitled “Language Style of English Commercial Advertisement on Television”. The researcher found characteristics and divided into ten types namely, simile style, metaphor style, personafication style, metonymy style, alliteration style, assonance style, ellipsis style, euphemism style, prolepsis style and hyperbole style.

The last research was written by Teguh from University Of Sumatera Utara (2019) entitled “Lexical Features In The Certified Translation Of The 1945 Contitution Of The Republic Indonesia”. The researcher found

characteristic there are four lexical features in The Certified Translation of The Constitution of Republic Indonesia of 1945. From 30 data it is found that 2 Archaism, 11 technical term, 4 synonymy and 13 foreign words. The dominant lexical features in The Certified Translation of The Constitution of Republic Indonesia of 1945 is foreign word (43,3%). Followed by technical term (36,7%), synonymy (13,3%), and archaism (6,7%).



CHAPTER III

DATA ANALYSIS AND DISCUSSION

This chapter consists of the elaboration and discussion about the research questions. The researcher classified the linguistics feature are used in Instagram advertisements and types of stylistics are found in Instagram advertisement. Then, the researcher analyzed the lexical feature they are reiteration or collocation.

3.1 Stylistic

The researcher used Halliday and Hasan's theory to find the answer of the question and used to answer the research question in the first chapter.

3.1.1 Reiteration

1. Repetition

Word repetitions are always a sentence in the advertisement that is intended to attract the attention of consumers to buy that stuff, in every advertisement should be found that those repetitions. Consumers can remember that advertisement and they are will interest with that stuff.

Data



Data I is above word that repeat itself “*slicked*” and make the affirmation with sentence, “*How do you wear your SLICKED! Lip Glass?*”

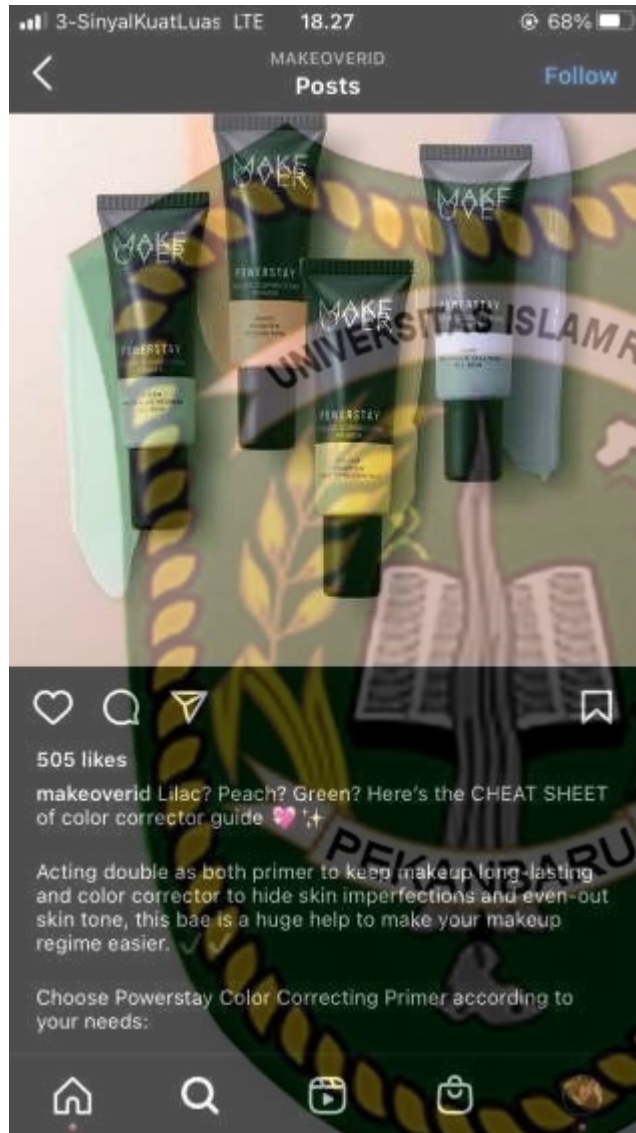
“*Slicked*” here explains about the slick lips, and by using that product the lips will be smooth and soft, by repeating the word “*slicked*” it will make the customer remember it and the customer will be interested by the explanation.

Data



From data above, it can be seen that the repetition of the sentence is “*over and over again*”, this means that the advertisement about using the product, and it will get better by using it continuously, because if the product is used continuously many customers will buy it.

Data



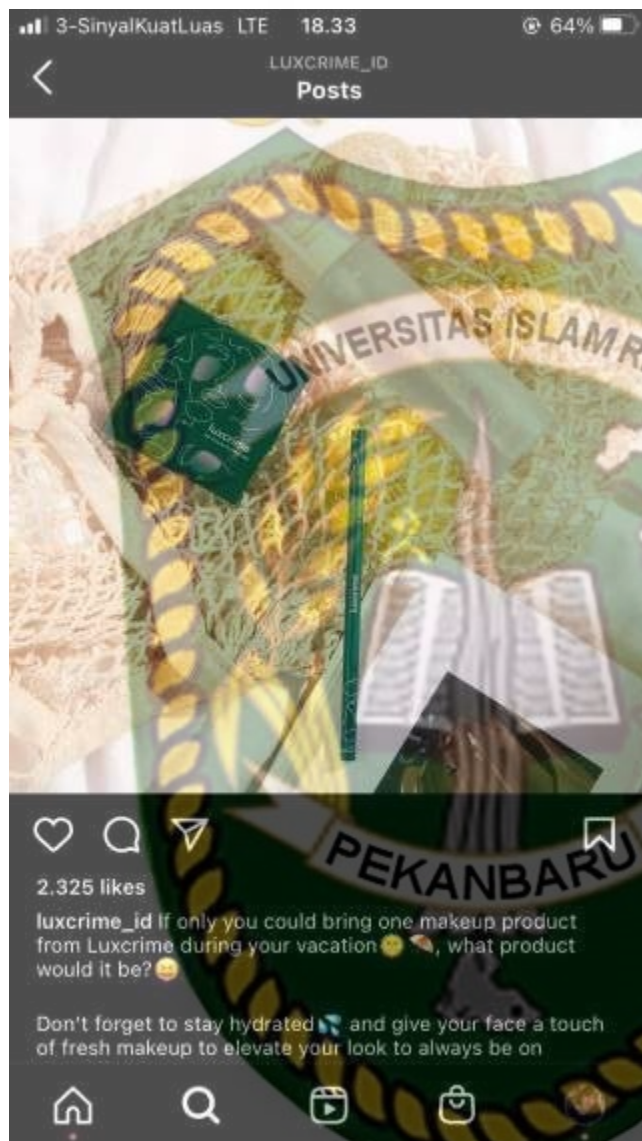
From data above, it can be seen that the repetition is “color. The color explains about the customer being able to choose a color corrector for makeup on the face depends on customer's skin needs and in that advertisement they offer many colors that will make the customer interested to buying the item.

Data



From data above, it can seen that the repetition is “*Sueded*”. The word “*sueded*” in that advertisement is repeated, the purpose is for the customer to buy the lipcream and the name of the licream is given the name “*sueded*”, because in the advertisement the customer states that the color of the lipcream is good to used.

Data

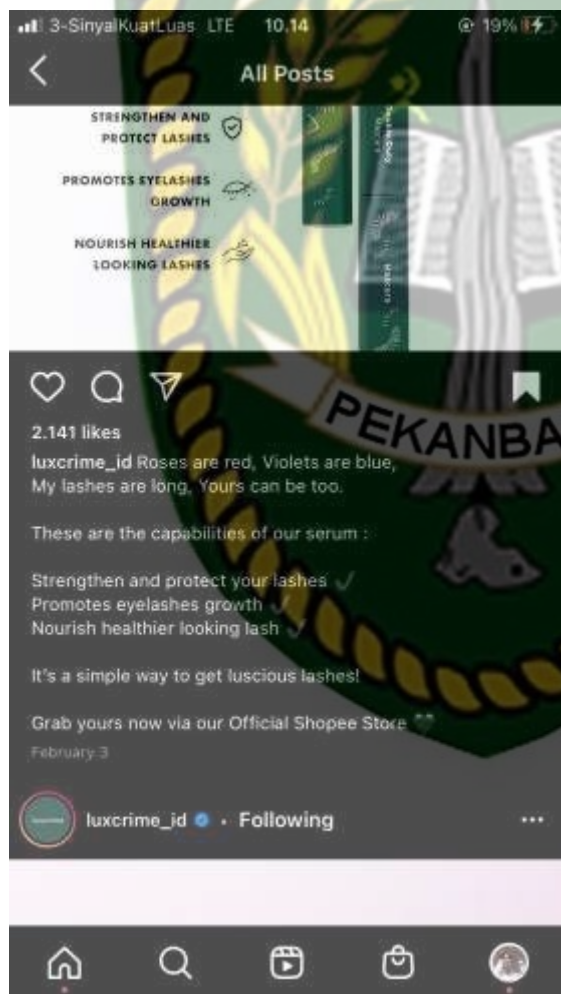


From data above, it can be seen that the repetition is “*product*”. The word “product” is repeated because in that advertisement it explains what products to bring on vacation, and it is explained for the vacation that you are required to use the hydrated product and the skin doesn't dry out during the vacation.

2. Synonym

Alanazi (2017) quoting Saeed (2003) synonym type of sense relationship between words and the words have similar sense and each one has implication and connotation from other words. Synonym sometimes sounds boring because sameness of meaning but in synonym the pronunciation are different to pronounce.

Data 6



Here there is a unique sentence in that advertisement by using a poem as a caption in that advertisement, and the poem connects with the content to be conveyed in that advertisement.

The poem :

Roses are red, Violets are blue

My lashes are long, Yours can be too

And connected to the sentences:

Strengthen and protect your lashes

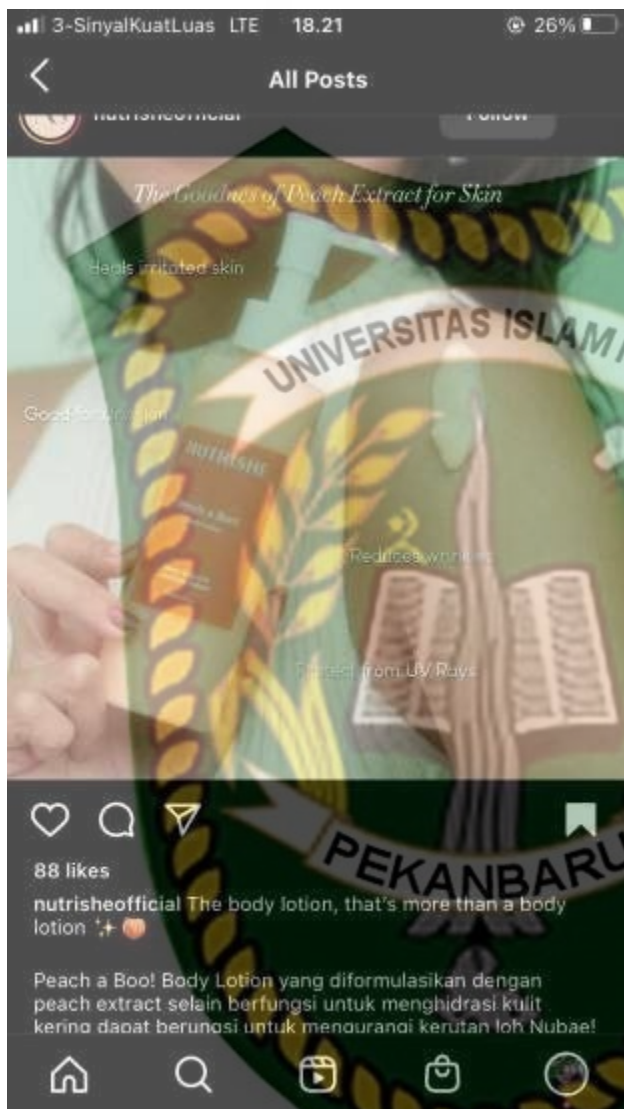
Promotes eyelashes growth

Nourish healthier looking lash

The meaning of that advertisement are by using that product can make strong and maintain the eyelashes, lengthen eyelashes and make eyelashes looks healthy.



Data



From the data above the word "*peach a boo*" represents the word for "*peek a boo*". Replaced with a unique sentence to attract the customer's attention, because that lotion in it contains with peach, with changing the word "*peek*" to "*peach*" will make the advertisement better.

Data



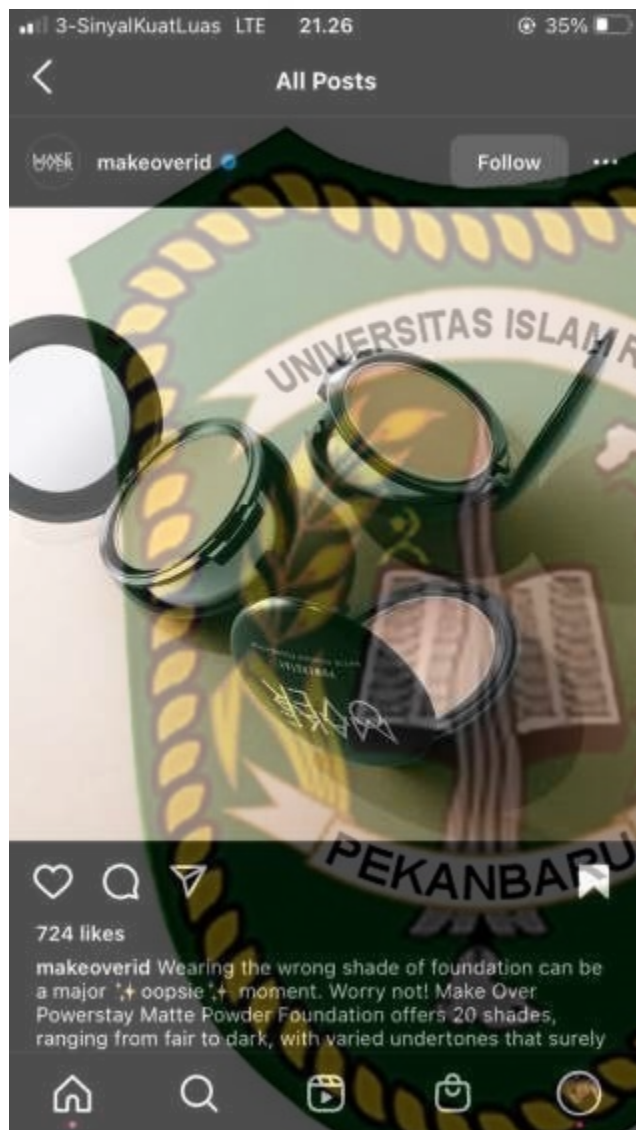
From data above, “*arriving*” is intended for products that have just been released and will be purchase by customers, using the word “*arriving*” is a way to invite customers to buy the product, and will make the customer curious about the product.

Data



From the data above, it can be seen that the advertisement invites customer to buy the product with their partner by using the second male pronoun is "him". Because the product can be used for both men and women, and if anyone has a partner they will be interested in the product.

Data 37

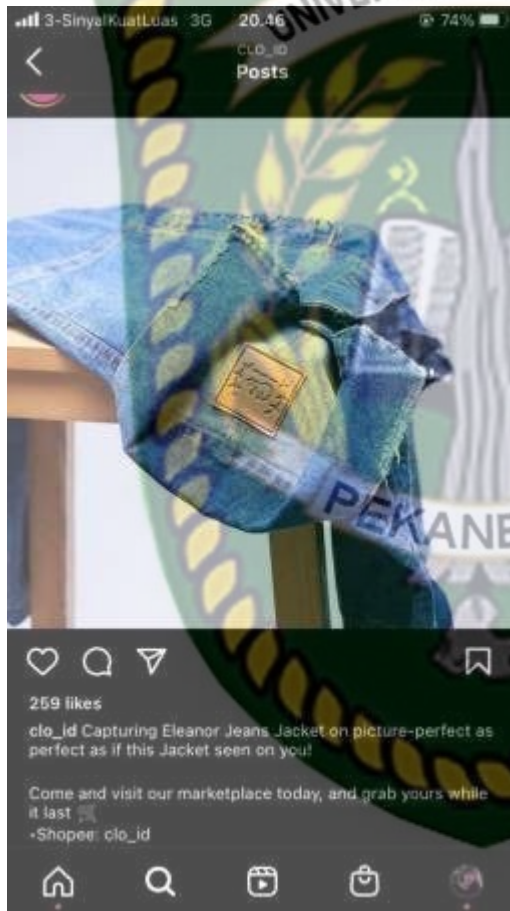


From data above, it can be seen that the word "*oopsie*" as a substitute for something that is bad or not good, using the word "*oopsie*" makes the sentence unique and does not create a negative impression or offend others by the advertisement. If they say that they shouldn't then it will have an effect on the brand.

3. Hyponym

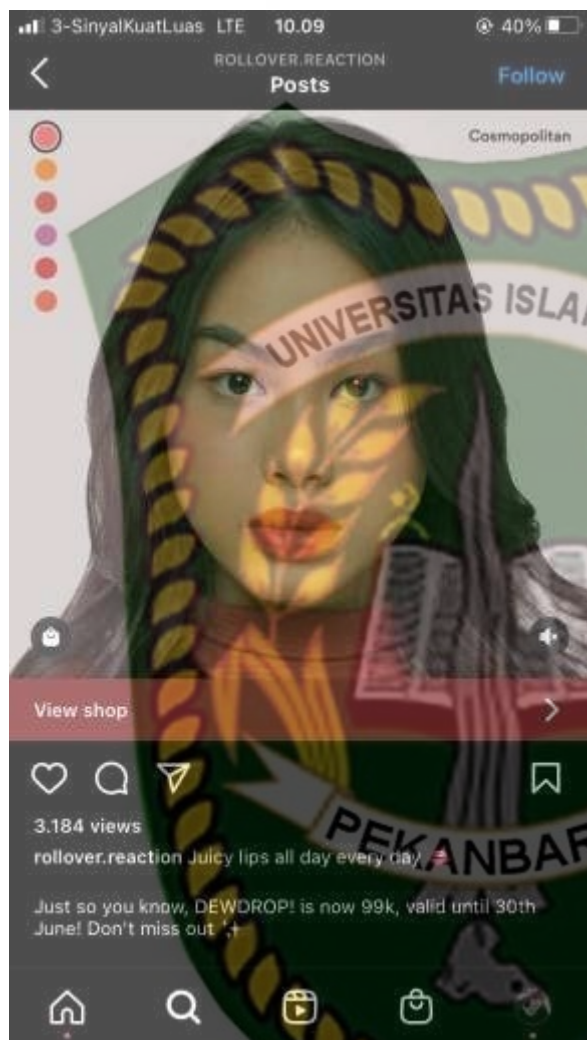
They are on the borderline between lexical items and substitutes. Not all general words are used cohesively; in fact has the referent whatever it is presupposing and when it is accompanied reference item. (Halliday and Hasan, 1976)

Data 11



The perfect here refers to to the jacket and the jacker more perfect if the costumer wear it. the word perfect is also a way to attract the customer's attention to buy the jacket with that sentence.

Data 39



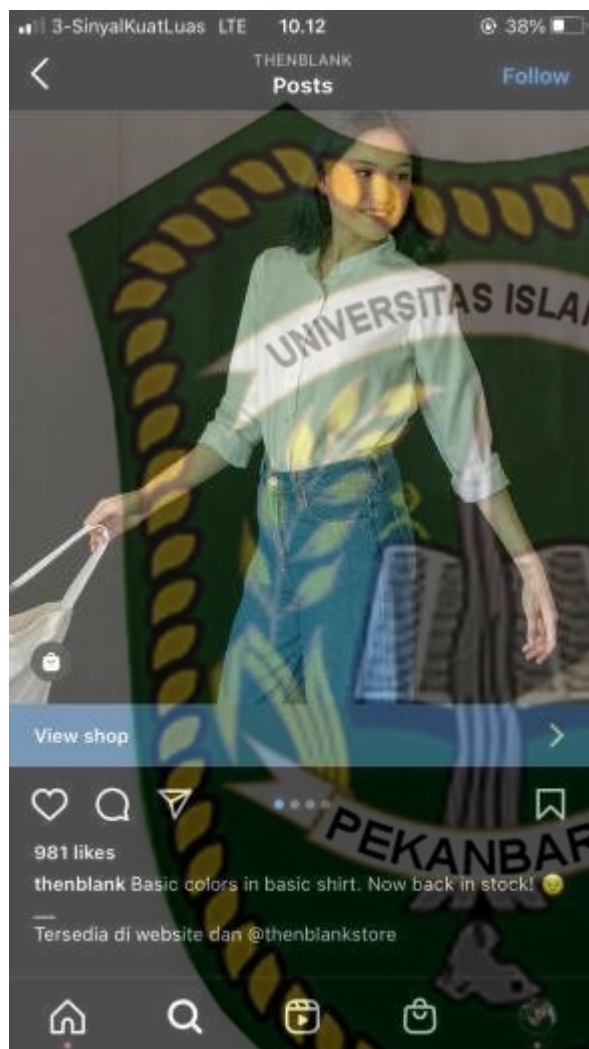
Froms data above, it can seen that juicy lips here means to make lips look healthy and not dry and by using this product the lips will look juicy every day and make even dry lips healthy, and the customers will be attracted to this product by claiming lips to be juicy.

Data 40



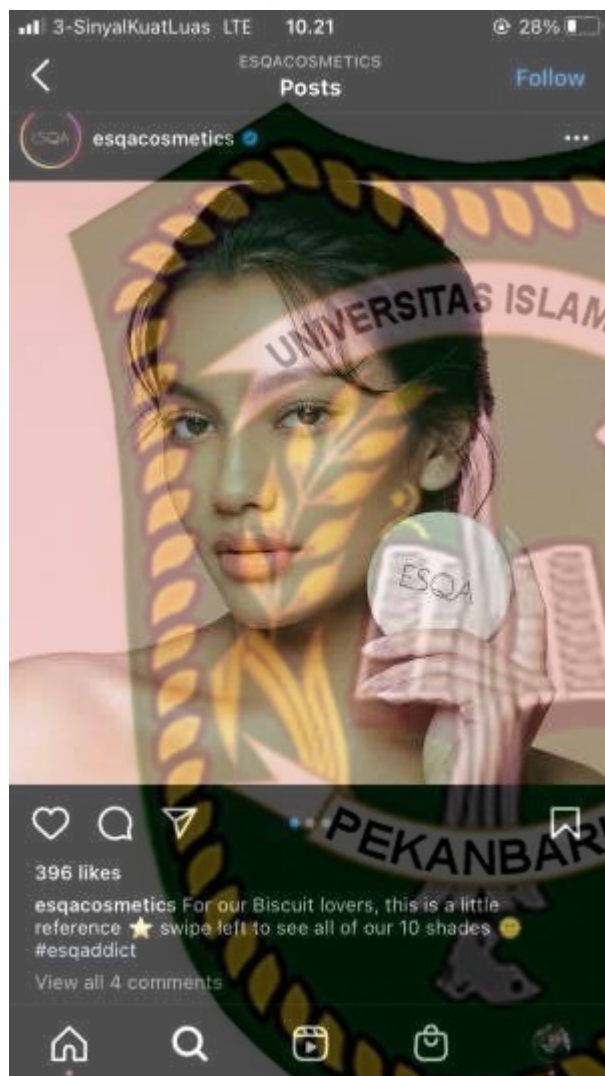
Chocolate caramel here means that if you like chocolate caramel, this lipstick is suitable for customers who like chocolate caramel, and the lipstick is named with mimosa and if the customer is interested with the lipstick, the customer can directly buy it with the name shade mimosa.

Data 41



From data above, it can be seen that the advertisement talks about basic colors that very well suit with anything and can wear anytime, and basic colors are the favorite by many people. With that, the advertisement invites customers to buy their goods with the color they sell, which is the basic color.

Data 42



From data above, it can be seen that the word of biscuit is addressed for customers who like biscuits, they can buy a cushion with a shade that is similar in color to the biscuit, this method can attract the attention of customers who like biscuits and buy the cushion.

4. Antonym

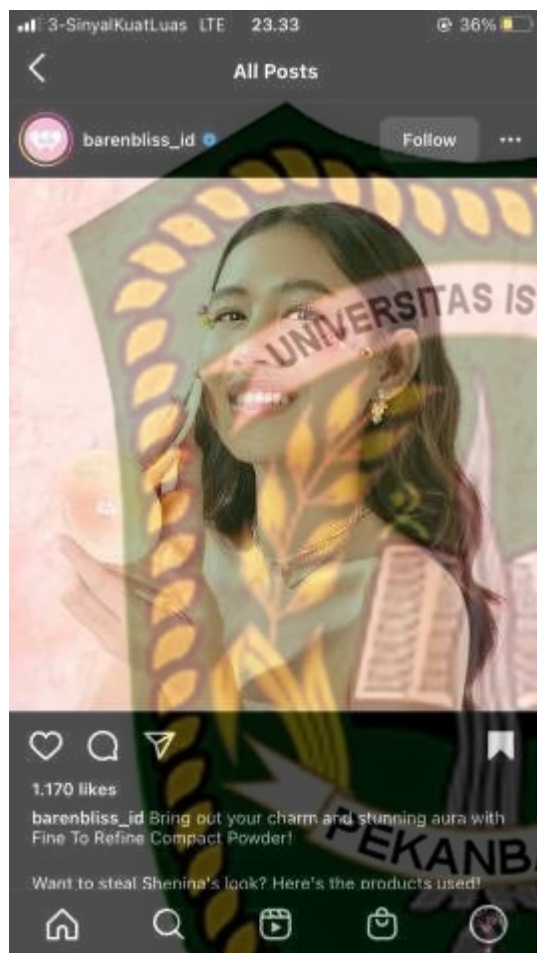
According to Palmer (1981) antonym is used for oppositeness of meaning. Word that they are opposite is antonym. Antonym is regular feature of language.

Data 16



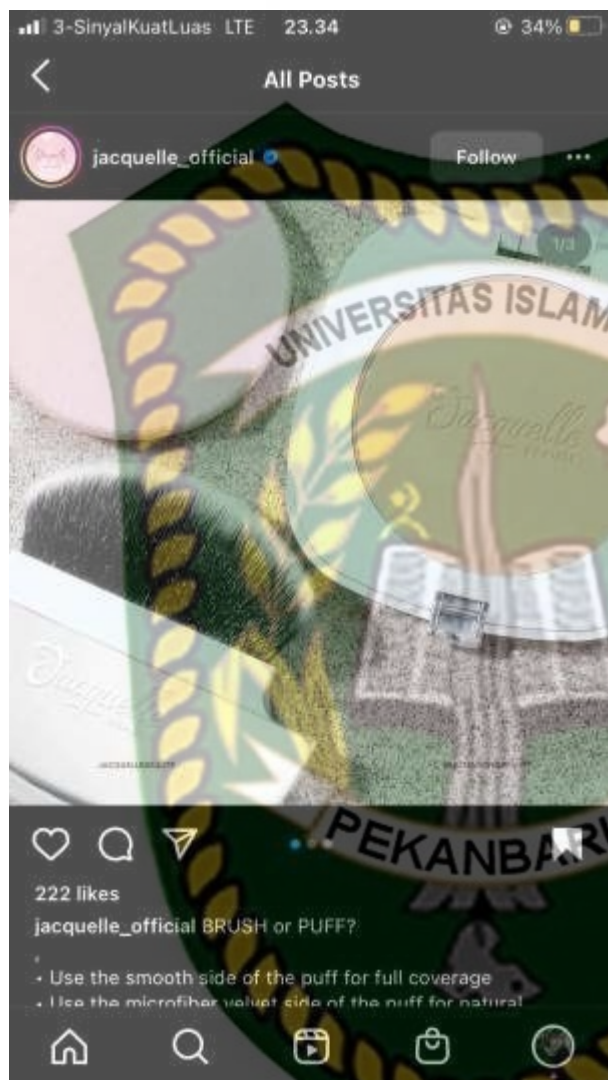
The antonym in that advertisement are “*good stuff*” and “*bad stuffs*”. To differentiate two conditions between good and bad as found from data above.

Data 44



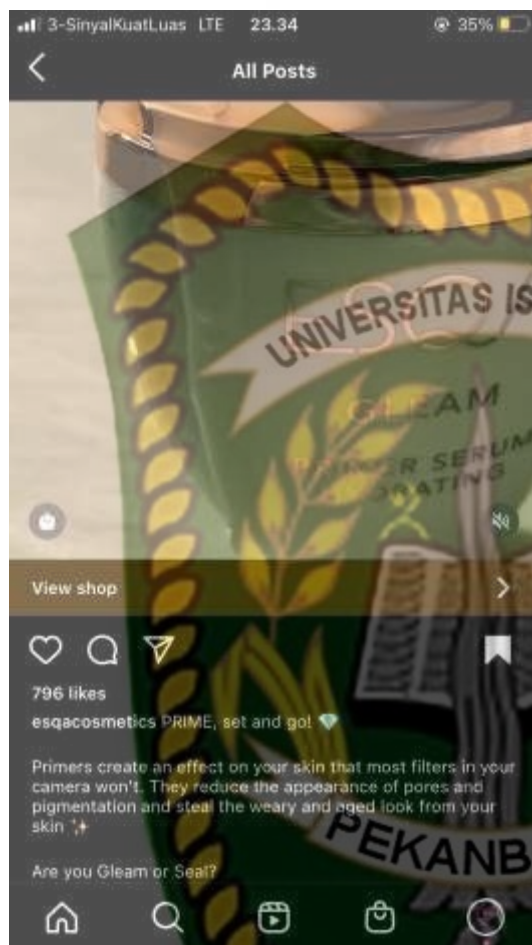
From data above, it can be seen that the antonym in that the advertisement are “*charm*” and “*stunning*” if you use that product, it will make the appearance and face looks attractive and if the customer read a sentence like that, the customer will be interested to buying the product.

Data 45



From data above, it can be seen that in that advertisement the customers are asked to choose between brushes and puffs, each of which has their own advantages, because the brand has both products to promote to customers.

Data 46



In that advertisement above is explained that if use that primer, the face will be easier to set up for make up and simple to use in everyday life and and can cover pores. The meaning of the words “set” and “go” is that the brand introduces something simple.

Data 47



If the customer use that lipstick, your lips will look glossy at the beginning and staining at the end, with this product you can make your lips look like that, many women like these claims, namely "glossy" and "staining".

5. Superordinate

Superordinate is term for words that refer to the upper class itself. In contrary, term for words that refer to the lower class itself is hyponym.

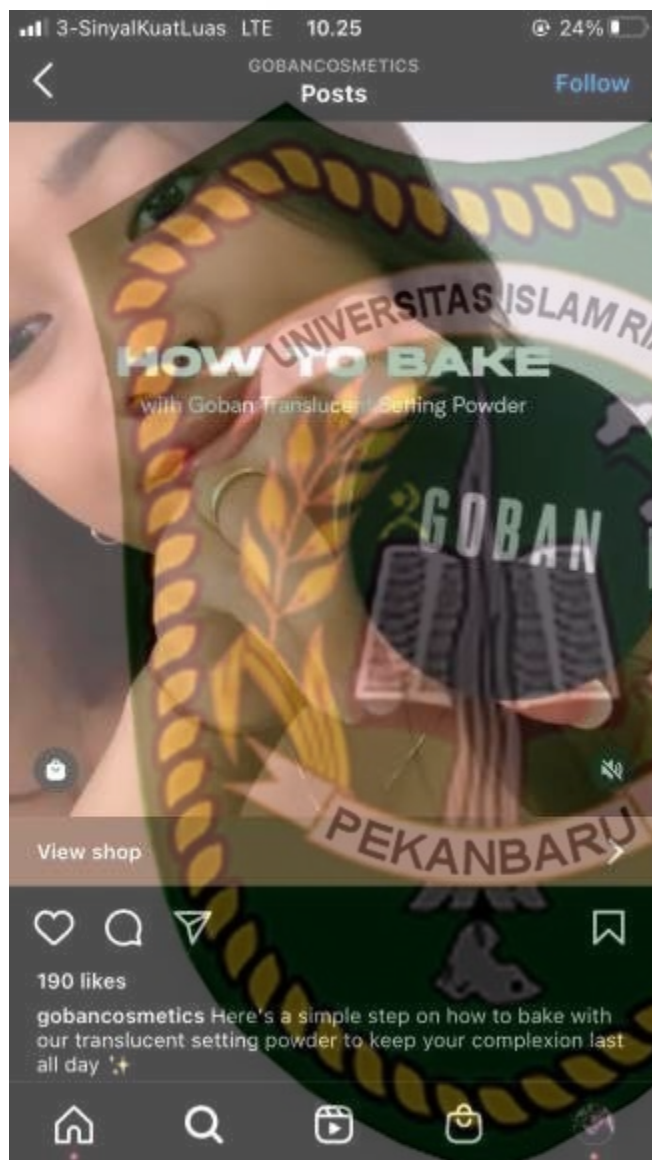
Data 21



*“May our **face** be as dewy and fabulous just like these **donuts**!”*

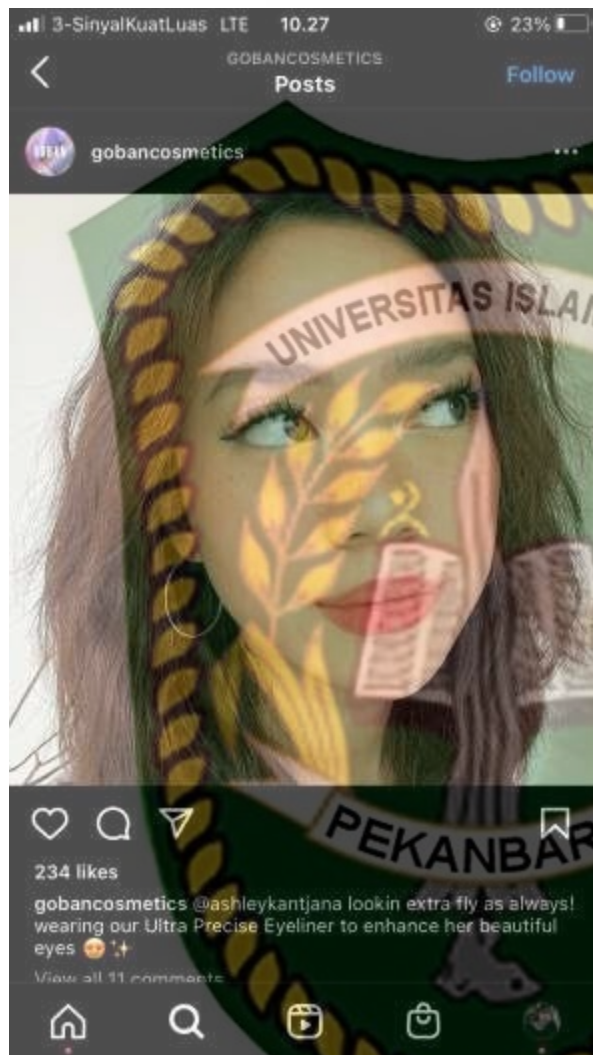
Here, the *face* is a superordinate of *donut* and the purpose of that advertisement is for customers who want a dewy and fabulous face can use that serum.

Data 49



From data above, it can be seen that *bake* means the right way of make up with the powder in that advertisement, and it is explained that using that powder will make the make up look good and the customer will be interested with the powder.

Data 50



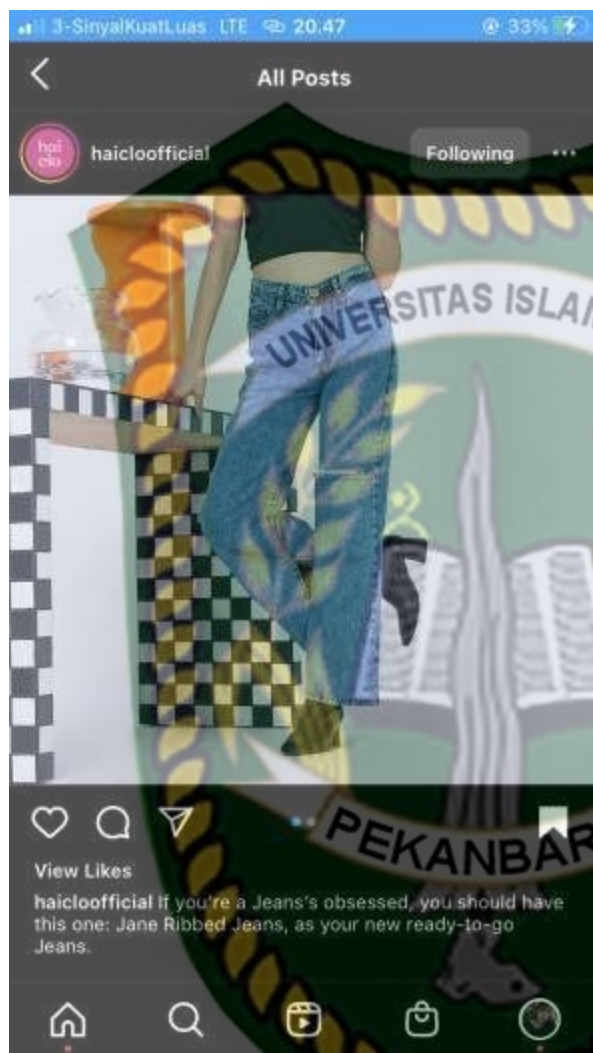
Extra fly here means to make the eyes look good by using that eyeliner, and if use that eyeliner the eyes will look extra fly every day, and by including photo above as a proof that using the eyeliner will make the makeup looks good. this is their way to get customers to be interested and believe with the product and then buy the product.

Data 51



From data above, can seen that *pandemic-proof* lip cream means that the product was released during pandemic and by using that sentence, the customer will be reminded and will remember the pandemic and buy the product.

Data 52



From data above, can seen that *jeans's obsessed* means or customers who like jeans, they can buy these products with new and good models to make their appearance more attractive.

3.1.2 Collocation

Collocation is lexical cohesion which depends upon their tendency to co-occur in texts.

For example:

*a little fat **man** of Bombay was **smoking** one very hot day. But a bird called a snipe flew away with his **pipe**, which vexed the fat man of Bombay (Halliday, 1985)*



CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

In this chapter, the researcher presents a conclusion and suggestion based on the analyzed data. First the researcher concludes the research. Based on the analysis that has been done. Many brands use English sentences for promoting their advertisements to attract consumers to buy their products, one of which uses a unique sentence, with that consumers will be curious about the product in that advertisement. The researcher conducted research in two aspects, reiteration and collocation. Reiteration is divided into five aspects, repetition, synonym, hyponym, antonym and superordinate and each can be found in advertisement on Instagram.

4.2 Suggestion

This research can give a contribution in linguistic and can be a reference for other students who want to know more about linguistic especially in stylistic.

For the readers, linguistic is good and unique because in linguistic so many features and about language because it relates to stylistic.

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