



Linguistics

# Investigating Figurative Language Usages and The Dictions on The Instagram Platform

Nur Alfiana Isnaini

Islamic State University Maulana Malik Ibrahim, Malang, Jawa Timur, Indonesia

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## CORRESPONDENCE

E-mail: [alfisnaini04@gmail.com](mailto:alfisnaini04@gmail.com)

## A B S T R A C T

This research aims to understand about the different usages of figurative language, the dictions on the Instagram platform and how both of those terms are used. However, the object of this research are two selected accounts that fit to this research, those are @moodcewekk and @test-psikologi. This research also applied the descriptive-qualitative research, because the data has been analyzed by describing the results and its forms are written text. Besides, the theory that used in this research is the sociolinguistic theory. Meanwhile, the way the researcher collected the data is through capturing the captions (screen shoot). Then, for data analysis, the writer used the annotating and heeding method to get differences of the data. Therefore, after doing the analysis towards the data, the researcher found the results of this research are personification which has two kinds, both of them are using complete sentences and other used subject and predicate only. For hyperbole, it has several usages, such as the prohibition, the declarative or statements, and the advices. Then, for metaphor, it contains of direct and indirect sentence. Besides, for Hypernym-Hyponym, @moodcewekk is less using the dictions than @test-psikologi. Finally, the polysemy can be categorized as noun, verbs and adjective.

## I. INTRODUCTION

Social media is one source where all languages can be found, especially *Instagram*. This is one of the most loved social media that many of them use attractive language and diction. Besides, many of these social media users are competing one and another to create the marvelous captions. Creating a caption just becomes an interesting skill, including the use of language and diction. In this case, I will focus on two *Instagram* accounts, @mood\_cewekk and @test-psychology. Both of them have a lot of followers because both accounts provide lots of advice, proverbs, talk about the meaning of life, self, and love. Researchers will also examine 3 types of language styles, namely personification, metaphor and hyperbole. Meanwhile, for diction, I only focus on hypernym-hyponym and polysemy.

This research has several references which

applying linguistic or sociolinguistic studies (Damayanti, 2018; Sebayang, 2019). Besides, there are the same research about the style of language, (Alfiyani, 2019; Damayanti, 2018). From previous research, novelty is very important to fill the gap in the use of language and diction on *Instagram*. This research is salient, because language style also has the improvement such as technology. For the increasing of technology, the language should have the improvements too. Then, this research will have the benefit for many people for instance, to increase their abilities and make the attractive caption among the *Instagram*. Besides, the diction has the same role. The Diction becomes very important because by choosing the right words, a sentence will be alive.

Therefore, it can be concluded that this research is very significant. One of them is, this research

compares two objects that have similarities in the number of followers and context. Furthermore, it will become a wider source because it has a lot of research subjects, including 3 types of language styles and two types of diction. In addition, to be a reference for the next researchers, this research has academic and non-academic functions. For the academic field, there is the application of linguistics in the reality of life, such as writing caption in social media. Related to non-academic aspects, this research can fill the lack of previous research results. Besides, this research can also be a reference for the poet or the writer to heed their literary works. Therefore, this research is very important to be learned.

Researchers have studied about some cases which are focused on some of the variety of figurative language and dictions. The research discussed the figurative language and dictions in the *Instagram* platform using the theory is the sociolinguistic approach and the method is qualitative-descriptive. The result provides that the first account has more examples than other accounts. Therefore, the reader has some limitations of knowledge, and reader also cannot compare one example to another example. It is related to my topic because my topic takes the same research subject (Damayanti, 2018).

Besides, other literature is the research discussed about the figurative language on the public figure *Instagram* account. The object is Mario Teguh. The method that she applied is qualitative-descriptive. Finally, the reader will face the difficulties in understanding the topic, because the theory and the other information among the research subject are very salient. This is suitable to my research because it has the same research subject namely the figurative (Purangga, 2017). Furthermore, other research is discussed about the figurative language of the poetry on the *Instagram* platform using the qualitative research and content analysis method. Meanwhile, the theory of the research applied the stylistic theory, because this research aimed to know the style of the text. This research is very important to my research because it makes this research has more knowledge that should be improved in the next researcher (Hapsari & Nurhidayati, 2017).

However, Pertiwi (2019) stated the research aimed to know the mistakes of the use of language among the caption, comments, even the short story. Furthermore, this research applied the descriptive

as the method of the research. Meanwhile, pragmatics is applied for the research theory. This research is important to my research, because it has the same purpose in elaborating the *Instagram* as the field of this research. In addition, this research is about the Hypernym-Hyponym in the discourse. The method that used in this research is qualitative-descriptive. Meanwhile, the theory that applied is the naturalistic. This research is equal for me because it has the same object with this research, then I can collect the data wider (Supriyanto, 2014).

Other research has the purpose to understand and to know the use of Polysemy that used in the discourse. This research used the descriptive method. Meanwhile, for the theory that is not stated clearly, it makes the reader and the others are confused about it. Therefore, the connection between my research and this research has further information that had been given in the text (Sulissusiawan & Syahrani, 2018). Other research is about mastering the vocabularies through the ability of the children which is used the quantitative-descriptive method. While in the theory, there are no special signs that what the data will be discussed. Then, this research told us that Hypernym-Hyponim has a connection to the ability of making the exposition works. Thus, this research is suitable for my research references because this research leads me to know how Hypernym-hyponym is being the reason when mastering the vocabularies (Sari et al., 2016).

Besides, other research aimed to describe the meaning of *tsukeru* and its relation with the figure of speech. This research is applied the qualitative-descriptive method, and for the theories that used in this research are polysemy, meaning relation, and semantic, word class, and others. Therefore, the reader cannot check the references of the literatures to add their insights. This research fits to my research because it provides more information about polysemy and its types (Agustin, 2013).

As discussed in previous studies, several studies are similar to my research. With the similarity in a study, it will greatly help the next researchers because it can contribute very much to the research. In this case, I found similarities in the subject, namely *Instagram*. Some researchers had been choosing *Instagram* as their subject (Cahyanto, 2017; Damayanti, 2018). From the previous researches, for those who use language style as objects and the object is studied about language style (Alfiyani, 2019; Ibrahim, 2011). According to the research that they have examined,

there were many styles of language found in social media or books. Also, after reading some of the results of previous studies there are results or conclusions that they focus on linguistic aspects.

Although previous studies have some similarities, this research will have differences. Among the differences are the data, methods and theories used in the research. Some researches, they discussed on the same research method, descriptive (Damayanti, 2018; Hapsari & Nurhidayati, 2017; Purangga, 2017). For the theory and data that focus on caption with sociolinguistic theory (Damayanti, 2018). Meanwhile, one of the researcher is focused on the communication leader caption (Purangga, 2017). In this research, I will focus on language style and diction, because they are salient in producing amazing writing. Besides, the previous research did not do comparison. Therefore, the more you master language style and diction, the more you write the marvelous caption.

Furthermore, one of the other important things which should be stated in the research is the theory. The theory is significant to break down and separate the data that the researcher has collected. This research has two main research questions that become more basic things of this research and those are to understand and to know the difference between the two chosen accounts in the use of language style and the dictions. Besides, this research has a relation with society life especially the users of *Instagram*. Moreover, the researcher limits the focus either on language style or the dictions. The language style will discuss about Hyperbole, Personification, and Metaphor. Meanwhile, the dictions will discuss about Hyponym-hypernym and polysemy. For those reasons, this research applies the sociolinguistic theory for the tool of breaking down the data.

#### Sociolinguistics

Sociolinguistics is one of the branches of linguistic studies that discuss how the language is used and it has society's relation. Many researchers are interested in discussing their research topic by applying the sociolinguistic theory, because this theory will break the data closely related to the language (Sumarsono, 2004). Besides, the claims that the sociolinguistic conducts of two terms those are sociology and linguistic (Chaer, 2004). If the sociolinguistic conduct of the two terms, thus it will focus on it only. If the society is discussed by the sociology, then the language is discussed by the linguistic. In addition, the sociolinguistic theory

will be focused on the three things that it should be considered, language, society, and the relation among them.

#### Instagram

*Instagram* is the application that launched in October 2010 by the students of Stanford University, the United States in America those are Kevin Systrom and Mike Krieger. *Instagram* is the two coined words, "*insta*" or "*instant*" that has the unique forms of social media, and it has more than 1 billion users. Besides, these features are amazing especially for the actress or public figure, because it is very simple in using it, and by the existing variety of filters, the users can access and edit their photos, videos, and others. Therefore, we can conclude that *Instagram* is the application that has the function to share the photo and videos to other people especially the family who are far away from us. It also has a few similarities with the twitter, but the features in this application deserve the ability to edit and manage the photos or videos to be more wonderful before posting it to the public.

#### Figurative Language

Figurative language (language style) is the term derived from the Latin words. The word "style", it has the meaning that the writer can write or create the wonderful sentences (Keraf, 2008). Besides, the figurative language has three basics those are the ability of making the sentences looks beautiful, the various effects, and the poet's language. By using figurative language, the writing is not monotone and bored, but by applying the figurative language, it will be alive and attractive. There are various kinds of Language style, such as personification which used the human traits to be applied to the inanimate things, hyperbole which is used to state the things in the non-reality or using the myriad and overused term to describe something, and metaphor used the words such as like, as and other words to make the similarity or in order seems similar between two non-similar things.

#### Diction

The dictions has the varieties too, such as Hypernym-hyponym. The hypernym is the words that can be categorized into one term. Meanwhile, a hyponym is more specific words that constitute a subclass of a more general word. Besides, **Polysemy** is one of the various dictions which are the semantic field that discuss about the word that has more than one meaning and there is the relation among the different meaning in that word.

## II. METHODS

### Participants/subject/population and sample

The primary data of the study were: (1) The written texts (words, phrases, and sentences) which stated through the captions; and (2) the language style that applied by two selected accounts on *Instagram* (@moodcewekk and @test-psikologi). Besides, these accounts are familiar among the *Instagram* users. According to the data, I can get it from the *Instagram* media, then I captured/screen shot it as the data. These two accounts were selected as the locus of this research since both of them have many followers which indicated that they are two of the famous accounts that used *Instagram* as their media to create their works, which they have affected the user's mind through their caption. Therefore, I preferred to use the document as the tolls of collecting the data.

### Instruments

Concerning the data characteristic, the study was designed in terms of descriptive-qualitative. Qualitative research is one of the research designs that usually consist of written result and documentaries, such as from the audio, video or others (Cresswell, 1998:24). Recently, for understanding the phenomenon in the society and others, this method is suitable for it. Besides, the research question that I will explain is to understand the distinction between two accounts that need to explore the data. Meanwhile, the data were from the written text which indicates that it remained the qualitative method.

### Data Analysis

For data analysis, I used the document as the method that it is the method for analyzing that use the document to break the data and find the answer, such as notes, letters, and others (Pupu, 2009). Meanwhile, the technique that I used is hearing and jotting down. The writing technique is using the annotating to find the relevance of the data (Subroto, 2007). Although the researcher used the annotating technique, it is still less information except for the additional technique such as heeding. Heeding is the other technique that I used to get the data easily. Therefore, this research will focus to analyze the diction and the language style of the two selected accounts on the *Instagram* platform.

## RESULT AND DISCUSSION

This research applied the documentation

technique to get the data that discussed by the writer. Furthermore, the documentation in this research was by capturing the caption or by screen shooting the caption on the *Instagram* platform. Besides, the writer also used the writing and heeding techniques for analyzing data, and comparing one and others. By writing and heeding techniques that used in this research, the writer was able to analyze and get the result of the data quickly and clearly. Using the writing technique through capturing the image or captions that stated on Mario Teguh account made her easier (Purangga, 2017). This research, the techniques are: 1. Screen shooting the captions, 2. Differentiating the data between one and others, 3. Classifying the same term became one folder, 4. taking the summary. After collecting the data and analyzing those data, the writer interpreted it as the following results:

**Table 1. Figurative Language Used in *Instagram* Accounts**

• Figura- tive lan- guage	• Accounts of <i>Instagram</i>	
	• @moodcewekk	• @test-psikologi
1. Personi- fication	<ul style="list-style-type: none"> <li>• Do not stop when you're tired, and stop when you're done until life <b>forces</b> you to stop</li> </ul>	<ul style="list-style-type: none"> <li>• When death <b>has arrived</b>, death will surely pick up.</li> </ul>
	<ul style="list-style-type: none"> <li>• It <b>does not choose</b> age and the hair's color. Although not graying if it's time, then it will <b>pick up</b> forcefully.</li> </ul>	<ul style="list-style-type: none"> <li>• When you got your soul <b>open-close</b> the refrigerator because of bored</li> </ul>
2. Hyper- bole	<ul style="list-style-type: none"> <li>• <b>Do not run</b> to be chased. <b>Do not hide</b> to be looked for it. <b>Do not be apathetic</b> to being ignored</li> </ul>	<ul style="list-style-type: none"> <li>• Albert Einstein <b>charged</b> someone a dollar for his signature and, then giving it for the charity</li> <li>• <b>Loving</b> to chase something that yet to be occurred and do not forget to take care what had and what was existed.</li> </ul>

3. Meta-phor	<ul style="list-style-type: none"> <li>You're playing with <b>the carousel</b>.</li> <li>Because <b>the day is a carousel</b></li> </ul>	<ul style="list-style-type: none"> <li>You are yourself?</li> </ul>
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Table 2. Dictions Used in Instagram Accounts

Dictions	Accounts of Instagram	
	@moodcewekk	@test-psikologi
1. Hypernym-hyponym	<ul style="list-style-type: none"> <li>Today is <b>very considerate</b>. Tomorrow will be <b>changed</b>. Today is <b>saying love</b>. Tomorrow will be <b>gone</b></li> </ul>	<ul style="list-style-type: none"> <li>The classification of the maturity size's level</li> <li>The description of someone traits, by choosing one of the outdoor theaters.</li> <li>The classification of the reasons why does the wife divorce her husband.</li> </ul>
2. Polysemy	<ul style="list-style-type: none"> <li>Whom will you choose to be <b>played</b>?</li> <li>But, overall is the mixed <b>signal</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Because if you think, giving to other should wait till we are <b>rich</b></li> </ul>

### III. DISCUSSION

According to the research question that we have was to understand the difference about the usage of figurative language and dictions between two selected accounts (@moodcewekk and @test-psikologi).

#### The figurative language

##### Personification

For instance on the @moodcewekk account, the example are:

- Stop for a moment to let go of feeling tired, because this self is just an ordinary human. Many obstacles and many things that are not desired are not used as an excuse to end. Even though humans have dreams does not mean forcing themselves not to know tired. Do not stop when you're tired, and stop when you're done

until **life forces you to stop**. (MC/21/3)

- In the bold sentence, it categorized as Personification due to the word "life" was given the human traits "forces" which is impossible to "life" to do "force".
- Suffice death as advice for you, it is more honest in advising, it is close but far from our minds **it does not choose age and the hair's color**. Although not graying if it's time, then **it will pick up forcefully**. It is the fastest event that makes all this history. (MC/29/3)
- In the bold sentence, it categorized as Personification due to the word "it" that indicated as "death" was given the human traits "does not choose" which is impossible to "death" to do "choose".

For instance on the @test-psikologi account, the example are:

- We and death do not have kinship, let alone friendship. No matter whether we are young, fit, lead a healthy life, diligent in sports, or whatever it is. **When death has arrived, death will surely pick up**. Then in the next episode, true friends are only good deeds. (TP/2/4)
- In the bold sentence, it categorized as Personification due to the word "death" was given the human traits "has arrived" which is impossible to "death" to do "arrive".
- When you got **your soul open-close the refrigerator because of bored**, just drink water as much as you can, it will stop the feeling of hungry because of the impulsive. (TP/3/4)
- In the bold sentence, it categorized as Personification due to the word "your soul" is given the human traits "open-close" which is impossible to "soul" to do "open-close".

##### Hyperbole

For instance on the @moodcewekk account, the example are:

- Do not run** to be chased. **Do not hide** to be looked for it. **Do not be apathetic** to being ignored. (MC/26/3)
- In the bold sentence, the writer want to deliver that "do not do something to

make another person confused”. In addition, the writer divided the sentence into three parts of sentences.

➤ For instance on the @*test-psikologi* account, the example are:

- Albert Einstein **charged** someone a dollar for his signature and, then giving it for the charity. (TP/4/4)
- In the bold sentence, the writer wanted to deliver that “Albert Einstein has given us the best example to be followed by us to do the goodness”. In addition, the writer was debating the goodness into “charging a dollar”.
- **Loving** to chase something that yet to be occurred and do not forget to take care what had and what was existed. (TP/6/4)
- In the bold word, the writer wanted to deliver that “do not love something that is unclear yet”. In addition, the writer was put the word “loving” to describe the aims.
- It is **useless** for having the creative brain, if do not brave enough, for realizing it because of fear of lose, people will call you as a creative person through the real works, not only the thoughts and ideas. (TP/4/4)
- In the bold word, the writer wanted to deliver that “do not be shy to deliver your ideas”. In addition, the writer was put the word “useless” to describe that it is the prohibition to do “insecurity”.

### Metaphor

➤ For instance on the @*moodcewekk* account, the example are:

- But calm down, play as you please. Without realizing it, **you’re playing with the carousel**. (MC/23/3)
- The bold sentence explained that someone is the carousel. It means that between someone and the carousel has the similarity in function or other.
- There will be times when you want to get out but you can’t. Why? Because **the day is a carousel** cannot stop until dismissed. Just wait. (MC/23/3)
- The bold sentence explained that the day

is the carousel. It means that between the day and the carousel has the similarity in function or other.

➤ For instance on the @*test-psikologi* account, the example are:

- What does make **you are yourself?** (TP/7/4)
- The bold sentence is explained that you are yourself. Thus, between “you” has the similarity with “yourself/your soul”.

### 1. Dictions

#### Hypernym-hyponym

➤ For instance on the @*moodcewekk* account, the example are:

- Today is **very considerate**. Tomorrow will be **changed**. Today is **saying love**. Tomorrow will be **gone**. (MC/23/3)
- This sentence means that the bad men can be categorized to have two traits that mentioned on the caption.

➤ For instance on the @*test-psikologi* account, the example are:

- The classification of the maturity size’s level.
- In this caption, the writer classified that someone is categorized as “puberty” when on 19<sup>th</sup> years old and someone is also categorized as “old man” when on 24<sup>th</sup> years old.
- The description of someone traits, by choosing one of the outdoor theaters.
- In this caption has written that someone who has chosen the 1<sup>st</sup> picture then they categorized as someone who cares to others. For the 2<sup>nd</sup> picture, it means that they are categorized as a loyal and honest people. For the 3<sup>rd</sup> picture, it means that someone categorized as a kind people. Then for the 4<sup>th</sup>, it means that someone who is being cheerleader for his friend.
- The classification of the reasons why does the wife divorce her husband.
- In this caption has written that the factors which made the wife divorced the husband because some factors, responsibility, the economical factor, and the

husband's work.

### Polysemy

➤ For instance on the @moodcewekk account, the example are:

- Whom will you choose to be **played**? (MC/26/3)
- The bold word has two meaning, "playing like a doll" or "playing to be jobbed". In this case, the word "played" has the second meaning "playing to be jobbed".
- But, overall is the mixed **signal**. Between want and does not want. (MC/23/3)
- The bold word has two meaning, "signal as internet" or "signal as connection or relation". In this case, the word "signal" has the second meaning "signal as connection or relation".

➤ For instance on the @test-psikologi account, the example are:

- If there's someone who loved to give, do not say "they can do that because they are rich", but in the opposite, say "they like to give, therefore they are being rich". Because if you think, giving to other should wait till we are **rich**, thus your heart will never being rich, but you will feel the lack of needs.
- The bold word has two meaning, "has a lot of money" or "has the good attitude". In this case, the word "rich" has the second meaning "has a lot of money".

This research gave the field of sociolinguistic the new insight of the usages of figurative language and dictions on the *Instagram* platform and how they applied on the written text, especially on the caption.

### Personification

After analyzing the data, the writer found that in the writing of personification, the two accounts have the different in how to write it.

➤ For @moodcewekk account, for instance:

- It does not choose age and the hair's color (it contained subject, predicate, and object)
- Life forces you to stop (it also contained subject, predicate, and object)

➤ For @test-psikologi account, for instance:

- When death has arrived (it used the subject and predicate only)
- Your soul open-close the refrigerator because of bored (it contained subject, predicate, and object)

### Hyperbole

The results of analysis that found by the writer are the different between the two accounts in using Hyperbole has several functions:

- As the prohibition (**Do not run** to be chased)
- As the declarative or statement (Albert Einstein **charged** someone a dollar for his signature)
- As the advices (It is **useless** for having the creative brain, if do not brave enough)

### Metaphor

After analyzing the form of metaphor, the writer found that the difference is in the direct sentence and indirect sentence:

- Direct sentence (contain with main clause and sub clause): But calm down, play as you please. Without realizing it, **you're playing with the carousel**.
- Indirect sentence (contain of one clause): What does make **you are yourself**?

### Hypernym-hyponym

After analyzing the form of it, the writer found that @moodcewekk is lack of using this diction. Meanwhile, @test-psikologi is almost used this form to be its content of *Instagram*.

### Polysemy

The first account (@moodcewekk) is used the word of Nouns and Verbs as polysemy, but the second account (@test-psikologi) used the adjective. The writer found one example in the second account, besides the first account has more than one example. The other researcher states that if we choose the suitable word (diction) therefore the reader would understand the purpose of the writing well and quickly (Damayanti, 2018).

In addition, the previous research has the different result about the function of the figurative language and those are as the connotative and denotative advices of life (Samhudi et al., 2017). Some researchers that has the different result also claimed that figurative language has many functions, such as giving the beauty, making the

story became interesting, did not make the story looked stated, making the variety (Ayuningtias & Sari, 2017). Besides, the previous research that discussed about figurative language is too general, the writer identified all of figurative language and did not give the limitation (Purangga, 2017).

Furthermore, the strength of this research is, it found the several functions in the figurative language and the dictions. Then, this studies has given the sociolinguistics field has new insight how the users of *Instagram* used the figurative language and dictions in the several functions. Besides, for the weakness is the writer did not give more examples, and it just focused on choosing the locus for one week randomly of the data collection.

#### IV. CONCLUSION

To recapitulate, every owner of the *Instagram* account used the different functions that it was applied on their captions. In every term, the usage of the figurative language and the dictions has its functions and the ways of writing. The first figurative language in this research was personification. As the figurative language that used the human traits as the clue, it has some ways of how the *Instagram* user wrote the caption, for instance on @moodcewekk account, the writer used the rule of the complete sentence, but on @test-psikologi account, the writer sometimes used the rule of the complete sentence and sometimes no. Other figurative language is Hyperbole. It gave some functions, such as the prohibition (**Do not run** to be chased), as the declarative or statement (Albert Einstein **charged** someone a dollar for his signature), as the advices (It is **useless** for having the creative brain, if do not brave enough). Besides, the last figurative language is Metaphor. It has two functions, as the direct sentence and indirect sentence.

For the dictions, the first is Hypernym-Hyponym. It made the reader easy in understanding the point of the whole captions. Then, for Polysemy, it also has the differences in writing Polysemy. The ways of writing that used on the account (@moodcewekk), it took Noun and Verb as the Hyponym. Meanwhile, the other account (@test-psikologi), it took Adjective as the Hyponym in the caption. One of the researcher claimed that figurative language gave several roles for the story, such as giving the beauty, making the story became interesting, did not make the story looked stated, making the variety, satire language is also stated

in it, giving the greatness, to be more interactive (Ayuningtias & Sari, 2017).

Furthermore, other function of the figurative language is gave the aesthetic meaning, therefore the story became more fresh, and it distinguish about the advices in the connotative and denotative (Samhudi et al., 2017). Therefore, this research has participated in the linguistic field for the new insight that the writer got after the analysis.

Again, for the user of *Instagram*, they can decide what they will write in the caption by considering the functions and its ways of writing. Besides, before posting the captions, they also can consider their purposes when using the figurative language of the dictions. Thus, it will make the reader understand your captions well. For the extend studies, they should find the other function or the more vivid distinction between one platform with other platform.

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