

EXPLORING WOMEN'S LANGUAGE STYLES IN INSTAGRAM CAPTIONS DURING THE PALESTINE-ISRAEL CONFLICT

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Abstract: This research aims to examine the different language styles used in social media captions, particularly those related to the conflict between Palestine and Israel. Using a qualitative approach and descriptive analysis techniques, the study analyzes fifteen posts from various female Instagram accounts. Data collection involved accessing Instagram via smartphones, searching for relevant posts and hashtags, and capturing screenshots of posts with captions pertaining to the conflict. Martin Joos' (1976) theory on language styles was employed to categorize the data. The findings reveal four types of language styles: frozen style (23.8%), casual style (34.9%), formal style (12.7%), and intimate style (28.6%). The casual style emerged as the most prevalent, while the consultative style was absent, likely due to its common use in oral or direct conversations rather than written captions. This study highlights the predominance of casual language in social media discourse related to sensitive geopolitical issues.

Keywords: Language styles, social media captions, Palestine-Israel conflict, Martin Joos.

INTRODUCTION

Social media has become a central platform for networking and sharing information, sentiments, and experiences (Kaplan & Haenlein, 2010). Various platforms such as social networking sites (e.g., Facebook), microblogging sites (e.g., Twitter), and content communities (e.g., YouTube) enable the creation of social networks around shared interests and ideals. The concept of "social ties," also known as "social connectedness," is crucial in understanding these interactions, with the strength and extent of these ties determining their impact (Quinton & Wilson, 2016). Over the past decade, social media has evolved into a vital tool for information dissemination in politics, entertainment, business, and crisis management, largely due to its ability to facilitate the free exchange of public messages (Li & Leonidou, 2021).

Instagram, a popular social networking platform, allows users to upload photos accompanied by captions, enabling them to express or convey their ideas visually and textually. Instagram captions can provide information on a wide range of topics, including news, business, activities, and personal opinions (Sari et al., 2020). Users also have the capability to comment on photos uploaded by others, fostering interaction and engagement. The language used in Instagram captions varies significantly, especially when discussing sensitive topics such as the conflict between Palestine and Israel. Many women use empathetic, justice-oriented, and

peace-promoting language in their captions about this conflict. These captions often highlight the human aspects of the conflict, sharing stories of those directly affected by the violence, thereby fostering empathy, solidarity, and encouragement for peace.

Language style, defined as the choice of words used by a particular group in specific situations or how an author uses language in their work (Abrams, 1981), plays a crucial role in these interactions. Women's language style is often characterized by a more polite, emotional, and personal approach compared to men's language. This "female-typical language" has been found to be more popular and influential in digital contexts. Women's language styles on Instagram not only reflect their personal experiences but also contribute to the broader discourse surrounding the Palestinian-Israeli conflict. Through the strategic use of hashtags, emojis, and visual elements, women engage in online activism, mobilizing support for marginalized communities and advocating for social justice. Social media platforms enable the formation of "affective publics," where emotional engagement drives collective action and solidarity (Poell & van Dijck, 2019).

Several studies have examined the language styles used on social media. Hayuningtias (2022) explored the explanation of language style in captions by women in sociolinguistics. Indah, Wawan, & Dadang (2020) provided examples of language styles widely used by women on Instagram. Fazrani (2018) analyzed the different language styles and purposes in writing Instagram captions by male and female students of SMA Negeri 1 Medan. Indra & Hamzah (2018) discussed the types of language styles and the frequency of language used by Facebook users in Indonesia. While these studies highlight various aspects of language style on social media, there has been limited research specifically focusing on women's captions about the Palestine-Israel conflict.

This research addresses the gap in existing literature by focusing on the language styles employed by women in their Instagram captions about the Palestine-Israel conflict. Previous studies have largely overlooked this specific context, making this investigation particularly significant. Utilizing Martin Joos' theory (1976), the study categorizes and analyzes various language styles used in these captions. While earlier research has examined language styles on social media broadly, there is a lack of in-depth analysis concerning how women discuss globally relevant issues like the Palestine-Israel conflict on Instagram.

The novelty of this study lies in its detailed examination of how women use language to express empathy, solidarity, and calls for peace through their social media posts. This research provides new insights into the specific linguistic strategies women employ to engage with and influence their audience on a highly sensitive and globally significant topic. Focusing on this unique intersection of gender, language, and social media, the study enhances our understanding of digital communication and activism, highlighting how language styles can shape and reflect social and political engagement in the digital age.

METHOD

This study employed a qualitative descriptive approach grounded in postpositivism philosophy, focusing on the natural conditions of objects. The

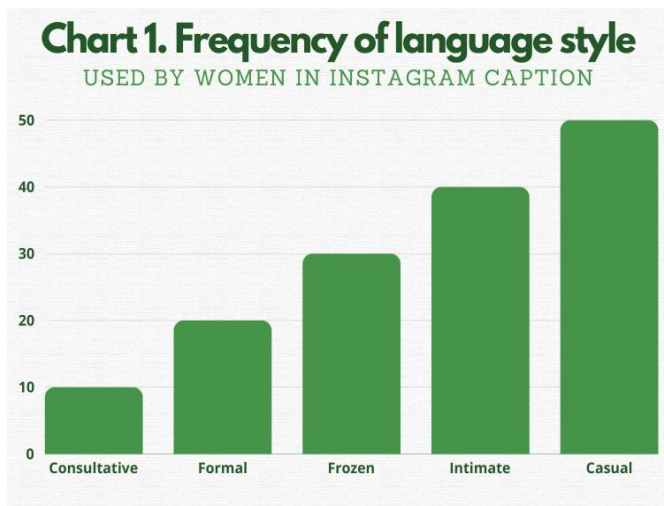
researcher acted as the key instrument, combining triangulation techniques for data collection and analyzing the data qualitatively. Emphasizing meaning over generalization, the study sought to provide an in-depth understanding of the language styles used in Instagram captions (Sugiyono, 2016).

Data was collected from several female Instagram accounts through a systematic process. First, the researcher accessed Instagram social media accounts via a smartphone and internet connection. The next step involved searching for Instagram posts by women that included captions and hashtags related to the Palestinian-Israeli conflict. Relevant posts were captured using screenshots, which were then organized for analysis.

The data analysis followed a structured process to ensure a thorough examination of language styles. Initially, the researcher collected captions and hashtags from various female Instagram accounts discussing the Palestinian-Israeli conflict. The collected data was then categorized based on the form or type of language style used in the captions. The researcher investigated relevant theories on different types of language styles, particularly focusing on Martin Joos' theory (1976). The analysis involved identifying and categorizing the types of language styles employed, examining the context and literal meanings of the language styles found, and explaining the form, context, and style of language used in the Instagram captions. This comprehensive approach provided insights into the nuanced use of language styles in digital communication.

FINDINGS

In this study, the researchers analyzed the types of language styles used by



women in their Instagram account captions. The women's Instagram accounts whose captions refer to the conflict between Palestine and Israel were examined. The researchers' analysis is based on sociolinguistic theory. According to Joos (1976) in Hayuningtias (2022), five different language styles are identified: frozen style, formal style, consultative style,

intimate style, and casual style. The researchers found 15 examples that were examined for the type of language style used. Based on the analysis, the casual style is the most widely used by netizens. It is a straightforward, clear, and unambiguous language style that can occur in situations when someone expresses strong disagreement, frustration, or anger or when they want to assert authority

or dominance. Casual style is used for informal situations and is suitable for making captions because the language is easily understood by the audience. Casual style often involves the omission of unstressed words, especially at the beginning of the sentence.

Casual style

Casual language style refers to a relaxed and informal way of communicating, using expressive language to enhance understanding. It is suitable for talking with friends or sometimes family, such as during vacations, recreation, sports, and similar activities. This style often features very fast pronunciation, heavy use of slang, shortened utterances (*allegro*), and morphological or syntactic variations. The elimination of unstressed words, especially at the beginning of sentences, is another characteristic of casual language style. This casual language style can be used in various situations, including online communication. Many people prefer this style because it makes communication more relaxed and effective. This language is relaxed and practical for communication, making it easily accepted by a wide audience.

Example 1:

Free, Free Palestine

#fashionweek #streetstyle #freepalestine

The caption "Free, Free Palestine #fashionweek #streetstyle #freepalestine" from a photo post on Instagram by the @melodiajeng account on March 15, 2024, skillfully utilizes casual language style to convey a serious political message within a broader, informal context. The combination of hashtags related to fashion and street style events with a political statement indicates that the post is aimed at a wide, less formal audience. Although the message supports a serious cause, the inclusion of hashtags like #fashionweek and #streetstyle gives the post a trendy and approachable vibe. This approach aligns the political message with popular culture, making it more accessible to users who might not actively seek out political content but are engaged in social media's daily discourse.

The casual style is further evidenced through the concise and direct phrase "Free, Free Palestine." This brevity is typical of informal communication, where clarity and impact are achieved without unnecessary elaboration. The repetition of "Free" not only emphasizes urgency and passion but also adheres to the informal style of rhetoric, reinforcing the key message in a memorable way. The use of hashtags categorizes the content, enhancing its visibility and engagement potential among users interested in fashion and lifestyle topics. This strategy creates a bridge between a serious issue and the lighter, everyday language of social media, facilitating wider dissemination and relatability.

Moreover, integrating serious political content with casual references to fashion events reflects a relaxed communication style, showing how important topics can be seamlessly woven into everyday conversations. This technique makes the message more relatable and less intimidating to a broad audience, suggesting that activism and awareness can coexist with leisure and lifestyle interests. Employing a casual tone likely appeals to a younger, more diverse demographic that is more open to informal and fashionable language, thereby broadening the reach and impact of the political message.

The caption also exemplifies the elimination of unstressed words, a common characteristic of casual language. Condensing a more detailed statement such as "We support a free Palestine" into the succinct "Free, Free Palestine" makes the message more immediate and impactful. This linguistic economy enhances the memorability and shareability of the message, essential qualities for content aimed at going viral on social media. In essence, the caption "Free, Free Palestine #fashionweek #streetstyle #freepalestine" demonstrates how casual language style can effectively communicate serious messages within the informal, fast-paced environment of social media, making the message accessible, engaging, and impactful to a broad audience.

Example 2:

Have we been grateful today?

Sudahkah kita bersyukur hari ini?

#savekids #freegazarafah #ramadhankareem

In the caption "Have we been grateful today? #savekids #freegazarafah #ramadhankareem" in the photo post on Instagram by the @nurrauda account on May 5, 2024, the use of hashtags and language related to the welfare of Palestinian children indicates a sympathetic and informal tone. Although the content conveys a serious message (sympathy for Palestine), the inclusion of hashtags gives it an informal impression, making it accessible and engaging.

Casual style is evident in several aspects of this Instagram post. The hashtags #ramadhankareem and #quotesislami are commonly used on social media to categorize content and increase its visibility to a broader audience. This practice creates a relaxed and trendy atmosphere, aligning serious messages with popular culture and the colloquial language typical of social media platforms. The message "Have we been grateful today?" is concise and direct, embodying the casual style that prioritizes brevity. This approach ensures that the message is clear and impactful, prompting sympathy and reflection on the situation.

The combination of serious hashtags like #savekids and #freegazarafah with more casual and informal references such as #ramadhankareem and #quotesislami illustrates how serious topics can be seamlessly integrated into

everyday conversations. This blend makes the message more relevant and relatable to a wider audience, suggesting that important issues can be discussed within the context of daily life and popular trends. The informal tone and language are likely designed to appeal to a lighter, more diverse audience that is more receptive to casual and fashionable expressions. This strategy effectively disseminates information and garners support in a spontaneous and easy-to-understand manner, broadening the reach and impact of the message.

Intimate style

The intimate linguistic style is distinguished by extraction and jargon. This style is characterized by the use of private codes and the manner in which it communicates with those closest to the speaker, making communication appear more relaxed and personal (Penalosa, 1981). Speakers who have close relationships, such as family, lovers, or best friends, use an intimate style of language (Trioktaviani & Degaf, 2023). In this context, intimate labels such as "dear" and nicknames like "Mom" or "Dad" are often used. Non-verbal communication, deletions, ellipsis, rapid and unclear pronunciation, and marked personal codes are common features of this style, often creating the smallest social components that are difficult for outsiders to understand. The analysis of language style based on this level of formality is highly dependent on the circumstances of the utterance, who is speaking, to whom, the language used, the time, place, and the issue being discussed.

Example 1:

O Allah, help and protect the people of Palestine. O Allah, ease their pain and suffering O Allah, bestower of Mercy, bestow your mercy on them.

Allah is sufficient for us, and He is the best disposer of affairs (3:173)

#qotd #dailyreminder #selfreminders #palestine #prayforpalestine #freepalestine #freepalestine #istandwithpalestine #facelessillustration #facelessart #digitalpainting #muslimillustrator

In the caption "O Allah, help and protect the people of Palestine. O Allah, ease their pain and suffering. O Allah, bestower of Mercy, bestow your mercy on them. Allah is sufficient for us, and He is the best disposer of affairs (3:173) #qotd #dailyreminder #selfreminders #palestine #prayforpalestine #freepalestine #freepalestine #istandwithpalestine #facelessillustration #facelessart #digitalpainting #muslimillustrator" of the photo post on Instagram by the @hestunim account on January 3, 2024, the use of hashtags and these words hint at a wider and less formal audience. Although the content conveys a serious message (containing Koranic verses), the hashtags give an informal impression.

The intimate style is evident in several aspects of this Instagram post. The use of hashtags such as #dailyreminder is common on social media to categorize

content and make it discoverable to a wider audience. This practice creates a trendy vibe and aligns the serious reminder message with the popular culture and colloquial language used on social media platforms.

The caption belongs to the intimate style because the use of prayers and religious sentiments indicates an emotional closeness to the subject at hand, while the hashtags such as #prayforpalestine and #freepalestine show deep support. Additionally, hashtags related to self-reminders and daily reminders suggest that the message is intended to remind oneself and others personally. This blend of intimate and informal elements makes the post both relatable and impactful to a broad audience.

Example 2:

MasyaAllah Tabarakallah (emoticon Palestine flag) #palestine #indonesiapersamapalestina #savepalestine

In the caption "MasyaAllah Tabarakallah (Palestine flag emoticon) #palestine #indonesiapersamapalestina #savepalestine" from the photo posted on Instagram by the @ewwiii_ account on November 26, 2023, a blend of serious religious expression and casual social media conventions is utilized to create a powerful yet accessible message. The phrase "MasyaAllah Tabarakallah," a common expression of praise to God, indicates a strong spiritual connection and sets a reverent tone for the post. The addition of the Palestine flag emoticon directly ties this religious sentiment to the political cause of supporting Palestine, creating a visual and emotional link between faith and activism.

The use of hashtags like #palestine, #indonesiapersamapalestina, and #savepalestine serves multiple functions. They categorize the content, making it easier for users interested in these topics to discover the post, and add an informal element to the message. Hashtags are a form of digital shorthand that conveys both solidarity and engagement with broader movements, suggesting that the issue is part of ongoing conversations in the digital public sphere. This practice, while functional, also aligns the serious message with the casual language used on social media platforms, making the post more relatable and engaging.

Despite the presence of multiple hashtags, the message retains a sense of intimacy and depth. The phrase "MasyaAllah Tabarakallah" signals a personal and heartfelt connection to the divine, while the Palestinian flag emoji conveys deep emotional support. This combination creates a layered message that operates on both a personal and communal level. The strategic use of language that merges the spiritual with the political allows the post to communicate a complex, multifaceted message that appeals to a wide audience while maintaining emotional depth and authenticity.

Frozen style

Frozen style, also known as oratorical style, is the most formal style of language. This style is typically used in very formal situations that carry symbolic value (Indra & Hamzah, 2018). People use frozen style in formal situations and ceremonies, such as speeches in palaces, mosques, and state ceremonies. Only experts, professional orators, lawyers, and preachers use this style because the sentences are complex and require high skill. Frozen style sentences are long, not easily truncated or simplified, and strictly adhere to standardized writing and spelling norms. Both the speaker and the listener must pay serious attention to what is being said or written in this style (Hayuningtias, 2022).

Example 1:

(The struggle is not over yet, we will continue to stand until P4L35TIN4 is free)
 perjuangan belum selesai, kita akan terus berdiri sampai P4L35TIN4 merdeka
 #savepalestine #palestinamerdeka #stopgenocide

In the caption of the photo post on Instagram by the @netty_heryawan account on October 22, 2023, "The struggle is not over yet, we will continue to stand until P4L35TIN4 is free" and its Indonesian counterpart "perjuangan belum selesai, kita akan terus berdiri sampai P4L35TIN4 merdeka," a frozen style is evident. This formal and deliberate style is characterized by the serious and complex nature of its message, which is aimed at a broad audience through the use of social media. The inclusion of hashtags like #savepalestine, #palestinamerdeka, and #stopgenocide suggests that while the message is formal and significant, it is intended to reach and mobilize a wide and potentially informal audience.

Netty Heryawan, an Indonesian activist and politician, uses her social media platform to communicate important messages about the conflict between Palestine and Israel. In this caption, she employs the code "P4L35TIN4," which could have a special meaning or reference a particular movement or issue. The use of such a code adds a layer of intrigue and captures the reader's attention, requiring them to decode the message. This aspect of the caption, combined with the serious tone, aligns with the characteristics of the frozen style, which demands the speaker and listener to engage deeply with the content.

The frozen style in this context serves a dual purpose. Firstly, it elevates the gravity of the message, reflecting the significant political and humanitarian concerns involved in the Palestinian struggle. Secondly, it underscores the formal and deliberate nature of the communication, suggesting that the issues at hand require serious consideration and action. By using this style, Netty Heryawan ensures that her message is not only heard but also taken seriously, encouraging her audience to reflect on and engage with the ongoing conflict and its implications.

Example 2:

You can't beat a nation that carries a strong belief within its very soul that death is not the final chapter. Even in darkest of times, the Palestinians spirit remains unbroken. Don't stop talking about (emoticon Palestine flag) stand for (emoticon Palestine and fight) prayer for (emoticon Palestine). #peace #endthejustice #stopbloodshed #gaza #palestine #savegaza #savechildren #pray #peace #alaqsa

In the caption "You can't beat a nation that carries a strong belief within its very soul that death is not the final chapter. Even in the darkest of times, the Palestinians' spirit remains unbroken. Don't stop talking about (emoticon Palestine flag) stand for (emoticon Palestine and fight) pray for (emoticon Palestine). #peace #endthejustice #stopbloodshed #gaza #palestine #savegaza #savechildren #pray #peace #alaqsa" from the Instagram post by @mybeloveddeenislam on December 12, 2023, the language style strongly exhibits frozen style characteristics. The formal and enduring structure of the language, which does not undergo significant change or development over time, typifies the frozen style. This choice of style underscores the solemn and timeless nature of the message.

The caption poignantly addresses the social and political situation in Gaza, aiming to raise social awareness and foster international solidarity for peace in the region. The phrases "Don't stop talking about (emoticon Palestine flag), stand for (emoticon Palestine and fight), pray for (emoticon Palestine)" emphasize the necessity of continuous advocacy, support, and prayer for Palestine. This call to action is framed in a formal and structured manner, consistent with the frozen style, which demands serious attention from both the speaker and the listener.

The use of symbolic language, such as the emoticons representing the Palestinian flag, adds a layer of engagement and visual appeal while maintaining the formality of the message. The frozen style in this caption enhances the gravity of the situation, encouraging readers to deeply reflect on and support the ongoing struggle for Palestinian rights and identity. This formal and unchanging style reinforces the importance and timeless nature of the cause, ensuring the message resonates with the audience on a profound level.

Formal style

Formal style refers to the language used in important or serious situations. According to Richards (1985), formal style involves the careful use of language in terms of pronunciation, word choice, and sentence structure. Characteristics of formal language include careful and standard speech, low-tempo speech, technical vocabulary, complex and divergent grammatical structures, the use of full names in address, avoidance of main word repetition, and the use of synonyms. In schools, students, teachers, lecturers, and principals typically use a formal style that is focused on a single topic.

Example 1:

"From the River to the Sea" (emoticon watermelon) from hibah_musthafa

In the caption "From the River to the Sea" (watermelon emoticon) of the photo posted on Instagram by the @hibah_musthafa account on July 15, 2023, the formal language style is evident and contributes to raising international awareness and solidarity for peace in Gaza. The phrase "From the River to the Sea" carries a strong symbolic meaning in the context of Palestine, underscoring the seriousness and importance of the message. This use of formal language emphasizes the gravity of the situation and aligns the caption with significant political and social discourse.

The formal language style in this caption indicates that the post is more than just an informational update; it is a deliberate statement aimed at influencing public opinion and fostering solidarity. The phrase "From the River to the Sea" is heavy with historical and political connotations, enhancing its suitability for formal or official contexts. The absence of personal or familiar elements further reinforces the formal tone, making the caption appropriate for addressing serious issues and advocating for peace and justice.

The use of the watermelon emoticon adds a layer of cultural symbolism while maintaining the formal tone of the caption. This blend of formal language and symbolic imagery makes the message both poignant and impactful, encouraging the audience to engage with the post on a deeper level. The formal style used in this caption helps to underscore the importance of the issue at hand, ensuring that the message is perceived as significant and worthy of serious consideration.

Example 2:

"In the name of humanity" @shireenz

In the caption "In the name of humanity" of the photo post on Instagram by the @shireenz account on October 20, 2023, the use of a formal language style is evident and serves to raise international awareness and solidarity for peace in Palestine. This caption employs a universal and profound phrase that appeals to fundamental human values, emphasizing the struggle for humanitarian justice. The formality of the language underscores the seriousness of the message and its relevance to a broad audience.

The formal language style in this caption elevates it from a simple informational post to a compelling statement that calls for a collective awareness of humanity. By invoking "the name of humanity," the caption appeals to the shared values and ethics that transcend individual differences and national boundaries. This use of symbolic language underscores the importance of the issue

and the need for widespread attention and action. The gravity of the phrase enhances its impact, making it suitable for formal or official contexts, particularly in discussions about human rights and international solidarity.

Moreover, the caption's formal tone and structure highlight the urgent need for solidarity and support for Palestine. It suggests that the topic is of significant importance and requires serious consideration and engagement from a wide audience. The use of formal language in social media posts like this one demonstrates how digital platforms can be used to address critical issues and mobilize support for humanitarian causes. The caption "In the name of humanity" thus functions as a powerful call to action, encouraging readers to reflect on their values and stand in solidarity with those fighting for justice and peace.

DISCUSSION

This section provides a detailed analysis of the findings, focusing on the use of different language styles in women's Instagram captions related to the conflict between Palestine and Israel. The research identified five language styles: casual (34.9%), frozen (23.8%), formal (12.7%), intimate (28.6%), and consultative (0%). The most commonly used style was casual, while the consultative style was not found in any of the analyzed captions. The study aimed to categorize the data based on these language styles, examining the specific context of women's posts about the Palestine-Israel conflict.

The prevalence of the casual style can be attributed to several factors. Social media platforms like Instagram are inherently informal and personal spaces where users engage in relaxed and less structured conversations (Carr & Hayes, 2015). The casual style allows individuals to express their thoughts and emotions more freely and spontaneously, making their messages more relatable and engaging for their audience (Trioktaviani & Degaf, 2023). This style is particularly effective in evoking empathy and solidarity, which are crucial when discussing sensitive and emotional topics such as the Palestine-Israel conflict. Many posts related to the conflict include personal reflections, emotional appeals, and calls for peace and justice, which are often best conveyed in a conversational tone that resonates with a broad audience. The use of informal language helps to humanize the issues, making them more accessible and impactful to followers who might not be familiar with the intricacies of the conflict (Alberstein & Rothman, 2013).

On the other hand, the absence of the consultative style in the analyzed captions can be explained by its typical use and context. The consultative style is generally associated with semi-formal interactions, such as those between a doctor and patient or in a professional setting, involving a degree of formality and structured dialogue that is not commonly found in social media posts (Pohan & Pohan, 2021). Instagram captions are designed to be short and engaging, favoring

styles that can quickly capture the audience's attention and convey the message effectively (Walker-Ford, 2021). The nature of Instagram encourages brevity and visual appeal, making it more likely for users to engage with concise and emotionally resonant content rather than lengthy and formal posts (Abdul Rahman et al., 2022). The primary function of Instagram captions in the context of discussing the Palestine-Israel conflict is to share personal viewpoints, raise awareness, and foster community support, aligning more closely with casual and intimate styles, which facilitate personal connection and emotional engagement. The consultative style's more detached and formal nature would likely not achieve the same level of impact or relatability in this context.

In summary, the dominance of the casual style in women's Instagram captions about the Palestine-Israel conflict reflects the informal, personal, and emotionally driven nature of social media communication. The absence of the consultative style underscores the platform's preference for concise, engaging content that fosters quick and impactful connections with the audience. These findings highlight how the medium and context of communication shape the choice of language styles, influencing how messages are crafted and received in digital spaces. This study supports Martin Joos's (1976) theory of language styles, demonstrating its relevance in analyzing modern digital communication. The research found four of Joos's five language styles (casual, frozen, formal, and intimate) present in the data, with the exception of the consultative style. The findings affirm that Joos's framework remains applicable for understanding the diverse language styles used by individuals on social media platforms. The use of Joos's theory provided a robust foundation for analyzing the variety of language styles in Instagram captions, offering insights into why individuals choose specific styles to convey their messages.

These findings align with previous research on language styles in digital communication. Similar studies by Indra and Hamzah (2018) found that casual language is frequently used in social media captions. Hayuningtias (2022) also identified casual language as predominant in her analysis of female Instagram accounts. Similarly, Turnip et al. (2021) found casual language prevalent in the movie "Spider-Man: Far from Home." These studies, like the current research, employed qualitative descriptive methods and applied Joos's theory to analyze language styles, confirming the consistency and relevance of these methods and theoretical frameworks in studying digital communication.

This research not only confirms previous findings but also contributes new insights into the specific context of women's Instagram posts about the Palestine-Israel conflict. The focus on how women use language styles to express empathy, solidarity, and calls for peace provides a nuanced understanding of digital activism and communication. The casual style's dominance underscores the importance of

relatability and emotional engagement in social media discourse, reflecting broader trends in how individuals communicate about social and political issues online.

CONCLUSION

This study identified five types of language styles: casual, formal, frozen, intimate, and consultative. However, only four of these styles were found in the Instagram posts analyzed, with the casual style being the most frequently used. This prevalence of casual style suggests its effectiveness in conveying information and persuading the audience. The consultative style was notably absent, likely because the Instagram posts analyzed did not involve direct conversations, which are typical contexts for this style.

Despite the findings, this research acknowledges its limitations. The study focused solely on Instagram captions, which may have excluded other relevant data sources and contexts. Additionally, the research methodology might have introduced unintentional errors or biases. To enhance the robustness and comprehensiveness of future studies, researchers should consider collecting data from a broader range of sources to capture a more diverse array of language styles. Moreover, comparative analyses of language styles used by men and women from a sociolinguistic perspective could provide deeper insights into gender differences in language use. These steps will contribute to a more nuanced understanding of language styles in digital communication.

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