A Transitivity Analysis of Ria Ricis and Atta Halilintar's Promotional Captions on Instagram

Putri Rizki Lestari, Eri Kurniawan*, Ruswan Dallyono*
English Language and Literature
Universitas Pendidikan Indonesia
putrilestari@student.upi.edu

ABSTRACT

This study aims to discover the lexico-grammatical features and social function of Ria Ricis and Atta Halilintar's, promotional captions on Instagram. There were some frameworks used to guide this research, such as Gerot and Wignell's explanations about the lexico-grammatical features and social function of descriptive, procedure, and recount text (1995), and Halliday's transitivity analysis (2014). The qualitative method was used to conduct this research. The results show that promotional captions could consist of descriptive, procedure, and recount texts with different lexico-grammatical features and social function for each text type. Relational Processes dominate descriptive texts, while Material Processes appear frequently in procedure texts. In terms of recount texts, Ria Ricis' recount texts are dominated by Material Processes while Atta Halilintar's recount texts contain Material Processes, Mental Processes, and Behavioral Processes. The social function of promotional caption is to sell products and services online. However, each text type has different social function. In promotional captions, procedure texts are used to give the readers instruction on how to buy or get more information about the products. Meanwhile, recount texts are used to tell the readers about the Ria Ricis and Atta Halilintar's past experiences which are related to the products. Lastly, descriptive texts are used to give details about the products.

Keywords: *caption, Instagram, lexicogrammar, promotion, social function*

INTRODUCTION

Instagram is considered to be one of the most popular social media. It is used as a medium for sharing moments through photographs and words. As De Veirman, Cauberghe, and Hudders (2017) stated, the feature of Instagram enables the users to share photographs and videos. To write something that describes the photographs or the moments, Instagram provides a space called 'caption' feature. In addition, this social media is known to have a huge number of active users. According to Statista (2019) the number of Instagram active users in June 2013 was 90 millions and increased in June 2018, when Instagram reached 1 billion active users. In other words, in the last five years Instagram has successfully gained an additional 910 millions users. From 1 billion Instagram active users, 6.2% of them or 62 million active users come from Indonesia.

Among those 62 millions Indonesian Instagram users, there are some people who have influence over their followers. They are called social media influencers, the people who usually have more than 10,000 followers. They provide unique contents for the followers and actively share posts on their Instagram accounts. According to De Veirman, Cauberghe, and Hudders (2017) the term "social media influencer" refers to the one who builds a sizeable social network with the followers. It means that their followers trust them and what they post and write on social media.

RESEARCH METHOD

This research aims to discover the lexico-grammatical features and social functions of Atta Halilintar and Ria Ricis' promotional captions on Instagram. The research method which was used to conduct this research was qualitative. Qualitative was used because this research analyzed qualitative privative documents, guided by some frameworks. Halliday's transitivity analysis (2014) was used to analyze the lexico-grammatical features of each text type found in Atta Halilintar and Ria Ricis' promotional captions.

This research involved detailed analysis lexico-grammatical features and social functions of the promotional captions. The data of this research was textual, since it was taken from written promotional captions that belong to qualitative privative documents.

As stated in the research design, this research examined how two participants, Atta Halilintar and Ria Ricis, wrote promotional captions on Instagram. There were fifty random promotional captions taken from Atta Halilintar's Instagram account while other fifty promotional captions were taken from Ria Ricis' Instagram account. The length of promotional captions in both Atta Halilintar and Ria Ricis' Instagram accounts were short. Meanwhile, this research was intended to find the patterns of promotional captions. Thus, small amounts of data might not be enough. However, if the amount of data is more than 100, it might reach data saturation point. Therefore, 50 promotional captions were taken from each Instagram account.

FINDINGS AND DISCUSSION

The Lexico-Grammatical Features of Procedure Text in Promotional Captions

This sub-section provides the lexico-grammatical features of procedure texts in Ria Ricis and Atta Halilintar's promotional caption.

Table 1.1 Lexico-grammatical features of Ria Ricis' procedure text

Caption	Lexico-Grammatica
Kemarin ricis ketemu topi unik ini di tokopedia lucu banget kan yaa? Cocok banget buat dipake di panasnya jakarta ini, kalau kalian cari barang unik yang sama kayak gini atau rekomendasi ricis yang lain, langsung cek profile aku di app tokopedia atau langsung aja klik link di bio aku!	**Actor**: Ricis, kalian **Material Processes**: kete cek, klik **Goal**: topi unik, barang rekomendasi Ricis yang aku, link **Carrier**: Implied *topi unik* **To be**: - **Attribute**: lucu banget, co **Circ. Time**: Kemarin **Circ. Place**: di Tokope Jakarta ini, di Tokopedia, **Circ. Manner**: langsung

Ria Ricis' promotional caption in Table 1.1 consists of Material Processes and Relational Attributive Processes. The Material Processes are used to retell her past

74

events, stating the goal, and giving instructions to the readers. Meanwhile, the Relational Attributive Processes are used to describe *topi unik* that Ria Ricis found in *Tokopedia*. Moreover, it has circumstances of place, circumstances of time, and circumstances of manner.

Table 1.2 The Lexico-grammatical features of Atta Halilintar's procedure text

Caption	Lexico-Grammatical Features
Guys!! Pasti kalian suka pada bingung kan barang yang aku rekomendasiin tuh belinya dimana? Atau kalian pernah sampe bingung cek postingan aku satu-satu buat tau apa aja yang aku suka pakai? Ini aku kasih tau kalian sebenarnya bisa bisa temuin #RacunAlaAt ta dengan cek profil @Tokopedia aku. Mulai dari Sepatu, Perlengkapan Vlog, aksesoris setiap hari, dll bisa kalian temuin dengan klik link di bio aku. Yuk langsung search dan follow "Atta Halilintar" di app tokopedia atau cek bio link aku sekarang.	**Actor**: kalian, aku **Material Processes**: suka, rekomendasiin, belinya, sampe, cek, buat tau, suka, pakai, bisa temuin, klik, search, follow **Goal**: barang, postingan aku, apa aja, Racun Ala Atta, profil Tokopedia aku, Sepatu, Perlengkapan Vlog, aksesoris setiap hari, "Atta Halilintar" *Tokopedia* account, bio link aku **Sayer**: aku **Verbal Process**: kasih tau **Recipient**: kalian **Circ. Time**: sekarang

	Circ.
	Place: di app Tokopedia, bio aku
	Preposition: pada, yang
	Pronoun: di mana
	Adverb: pernah, sebenarnya
	Adjective: bingung

Atta Halilintar's promotional caption in Table 1.2 contains Material Processes and Verbal Process. Material Processes dominate the promotional caption, while Verbal Process is only used for stating the goal. *"Aku kasih tau kalian…"* The clauses that belong to Material Processes have entities (*kalian* and implied you) that physically do something to other entities (*barang*, *postingan*, link in his Instagram biodata and Atta Halilintar's Tokopedia account).

The Lexico-Grammatical Features of Recount Text in Promotional Caption

This sub-section provides the lexico-grammatical features of recount texts in Ria Ricis and Atta Halilintar's promotional captions. Ria Ricis uses the recount text to tell the readers about her experience when she checked her own book in Lippo Mall Karawaci. Meanwhile, Atta Halilintar uses the caption to tell his past events.

Table 1.3. Lexico-grammatical features of Ria Ricis' recount text

Caption	Lexico-Grammatical Features
Lagi main ke Lippo Mall Karawaci nih ngecek buku Ricis. Alhamdulillaaahh rameeee. Ayooo kita main ke gramedia. Udah mau abis dan skrg ricis lg lanjut buku keduanyaaa.	**Actor**: Ricis, kita, unmentioned kalian **Material Processes**: main, ngecek, habis, lanjut, sampai, kehabisan, bisa pesen

Jangan sampai kehabisan. Bs pesen onlinen juga di +6285716990012 atau di @ricisstyle	**Goal**: buku Ricis, buku keduanya **Circ. Place:** ke Lippo Mall Karawaci, ke Gramedia, di +6285716990012 atau di @ricisstyle **Circ. Time:** sekarang **Adverbs:** lagi, udah mau, jangan **Adjective**: rame

Ria Ricis' promotional caption in Table 1.3 is dominated by Material Processes. They are used to tell her past events, for example: *"Lagi main ke Lippo Mall Karawaci nih ngecek buku Ricis."* Furthermore, the Material Processes are used to give the readers instructions. "*Bs pesen onlinen juga di +6285716990012 atau di @ricisstyle."*

Table 1.4 Lexico-grammatical features of Atta Halilintar's recount text

Caption	Lexico-Grammatical Features
2018 Adalah Tahun Terbaik Aku! Di 2015/2016 remaja tanggung yg punya duit Ratusan ribu aja di ATM karna ada ujian yg menimpa aku... tapi Aku selalu ga pernah nyerah sejak kecil dan selalu punya Mimpi Besar! Tidak menyangka di 2018 yg tadi nya hanya dibayangan pas tidur di karpet ruang tengah karna gapunya kamar. Bisa tinggal ditempat nyaman bisa beli seauatu yg tidak masuk di nalar ku. Bisa	**Token:** 2018 **Relational Identifying Process:** adalah **Value:** tahun terbaik aku **Carrier:** remaja tanggung **Relational Attributive Process:** punya **Attribute:** duit ratusan ribu, mimpi besar, keluarga terbesar, kamar

menghidupi banyak keluarga bisa buka banyak lapangan kerja yg terus bertambah Dan bisa melihat banyak orng senyum dan punya Keluarga Terbesar di ASIA TENGGARA. Segitu dulu ceritanya nanti aku bakal tuangin di @ahhapublishing 2019!	**Actor:** ujian, aku **Material Processes:** menimpa, beli. tuangin **Goal:** aku, sesuatu yang tidak masuk di nalarku, di @ahhapublishing **Behaver:** aku **Behavioral Processes:** nyerah, tidur, tinggal, menghidupi, buka, senyum **Range:** banyak keluarga, lapangan kerja **Senser:** Implied I **Mental Processes:**	menyangka, melihat **Phenomenon:** banyak orang **Circ. Place:** di ATM, di bayangan, di karpet, ruang tengah, di tempat nyaman, di Asia Tenggara **Circ. Time:** sejak kecil, 2015/2016, 2018, nanti, 2019 **Preposition:** karena, yang, tapi **Adverbs:** selalu, tidak, pernah, tadinya, hanya, bakal

Atta Halilintar's promotional caption in Table 1.4 has Relational

Identifying Processes, Relational Attributive Processes, Material Processes, Mental Processes, and Behavioral Processes. To open the caption, Atta uses Relational Identifying Process. He identifies 2018 as his best year. However, Atta uses various Processes to retell his past events. Relational Attributive Processes are used to tell what he has now and what he had then. Meanwhile, the rest of the story is described using Material Processes, Mental Processes, and Behavioral Processes.

The Lexico-Grammatical Features of Descriptive Text in Promotional Caption

This sub-section provides the lexico-grammatical features of descriptive text in Ria Ricis' promotional caption. It is used to describe *SYB Body Serum*.

Table 1.5 Lexico-grammatical features of Ria Ricis' descriptive text

Caption	Lexico-Grammatical Features
Body serum terbaik favorit aku ya SYB sparkling body serum. Body serum pemutih instan yg cocok banget untuk hangout atau pemotretan. Sparkling body serum ini ada glitternya jadi bikin kulitmu terlihat natural glowing.Yg penasaran, yuk visit IG nya di @sybofficial.id ya	**Token:** Body serum **Value:** terbaik **Carrier**: body serum terbaik favorit aku, body serum pemutih instan, sparkling body serum ini **Relational Attributive Processes**: ada, terlihat **Attribute**: SYB sparkling body serum, cocok banget, glitternya, natural glowing **Actor**: yang penasaran **Material Processes:** bikin, visit

Goal:
kulitmu, ig nya

Circ. Place: di @sybofficial. id

Adverb: buat, yang

Nouns: hangout, pemotretan

Table 1.5 shows Ria Ricis' promotional caption which is used to promote *SYB Sparkling Body Serum*. It consists of Relational Identifying Process, Relational Attributive Processes, and Material Processes. The Relational Processes are used to identify and describe the product. Meanwhile, the Material Processes are used to tell product benefits and to give instructions to the readers, for example: *"Yg penasaran, yuk visit IG nya di @sybofficial.id ya."*

The lexico-grammatical features of each text type that appears in Atta Halilintar and Ria Ricis' promotional captions were covert. As an example, Gerot and Wignell

(1995) believed that procedure text contains temporal conjunction. Conversely, most procedure texts that appeared in Atta Hallintar and Ria Ricis' promotional captions did not contain temporal conjunction. It was because most of the procedure texts only had one instruction. There were some procedure texts that had more than one instruction, but the instructions usually acted as optional instructions, for example: *"Yuk langsung search dan follow "Atta Halilintar" di app tokopedia atau cek bio link aku sekarang."* Material Processes dominate Ria Ricis' and Atta Halilintar's procedure texts.

The recount texts in their promotional caption only contained one event or orientation only. Thus, there was nothing that needed to be written in sequence. Even though there were some recount texts that contained more than one event, the sentences moved without the help of temporal conjunction. As an example, even though Ria Ricis retells her past events in sequence, they are not marked by temporal conjunction. *"Hari ini bahagia melayani semua sahabat dari Surabaya*

jajan @*surabayapatata* *dan ludesss! Antrian gak berhenti. Semua pengen nyicip cake kekinian."* Material Processes dominate Ria Ricis' recount texts. However, Mental Processes and Behavioral Processes also appear in Atta Halilintar's recount texts.

The descriptive texts that appear in promotional captions consisted of product details, positive evaluations, and benefits of the products. This required the texts to be filled by adjectives that describe the writer's personal opinions. Relational Processes dominate descriptive texts in both Atta Halilintar and Ria Ricis' promotional captions. Various lexico-grammatical features are possible to occur, as stated by Bhatia (2005): "… It can boast of some of the most varied and innovative uses of lexico-grammatical and discoursal forms" (p. 2).

In addition, the word-choice in printed promotional texts were different from the word choice in promotional captions. The word-choice of printed promotional texts were more polite and formal. Conversely, the word-choice of

promotional captions were informal and friendlier. As an example, to offer the product, printed promotional texts contain the following clause: "*Dengan ini kami menyampaikan penawaran*" (Kristina, Hashima, and Hariharan, 2017, p. 428). However, promotional captions contain friendlier and more informal sentence, such as: "*Panda egg? Patpat zoo? Siapa mauu.*" Promotional captions were made by social media influencers and distance should be cut in order to make the followers feel closer to them.

CONCLUSION

In conclusion, the social function of promotional caption is to promote products and services and to make people interested in buying those products and services. Atta Halilintar and Ria Ricis' promotional captions contain descriptive, procedure, and recount texts. In promotional captions, procedure texts are used to give the readers instruction on how to buy or get more information about the products. Meanwhile, recount texts are used to tell the readers about the Ria Ricis and Atta Halilintar's past experiences which are

related to the products. Lastly, descriptive texts are used to give details about the products. In terms of lexico-grammatical features, Relational Processes dominate descriptive texts, while Material Processes dominate procedure texts. Mental Processes and Behavioral Proccesses appear frequently in Atta Halilintar's recount text. Meanwhile, Ria Ricis' recount texts are dominated by Material Processes.

The length of these promotional captions are short because they appear on Instagram, a multimodal medium. The readers' attention might be split between pictures and texts if the texts were too long and were not interested enough for the readers. Moreover, digital genre allows the readers read non-linearly. If they were uninterested to the texts, they could choose to leave the page.

REFERENCES

Barry *et al*. (2015). Alcohol marketing on Twitter and Instagram: Evidence of directly advertising to youth/adolescent. *Alcohol and Alcoholism*, *51*(4), 487-492. doi: 10.1093/alcalc/agv128

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798-828. doi: 10.1080/02650487.2017.1348035

Gerot, L., & Wignell, P. (1995). *Making sense of functional grammar*. Queensland: Antipodean Educational Enterprises Publishing.

Halliday, M. A. K. (2014). *Halliday's introduction to functional grammar* (4th ed.). Abingdon: Routledge.

Kristina, D., Hashima, N., & Hariharan. (2017). A genre analysis of promotional texts in an Indonesia batik industry. *International Journal of Applied Linguistics*, 7(2), 425-435. doi: dx.doi.org/10.17509/ijal.v7i2.8351

Statista. (2019). *Leading countries based on number of Instagram users as of January 2019 (in millions).* Retrieved from: https://www.statista.com/statistics/578364/countries-with-most-instagram-users/

Statista. (2019). *Number of monthly active Instagram users from January 2013 to June 2018 (in millions).* Retrieved from: https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/

Suwondo, J. S. (2018). *Stylistic analysis of beauty cosmetic advertising posts in Instagram captions* (Undergraduate thesis, Universitas Sanata Dharma, Yogyakarta, Indonesia). Retrieved from: http://repository.usd.ac.id/id/eprint/31563

Zai, R. M. (2018). *Rhetorical figures in Starbucks' Instagram captions* (Undergraduate thesis, Universitas Sanata Dharma, Yogyakarta, Indonesia). Retrieved from: http://repository.usd.ac.id/eprint/3088