SEMANTIC ANALYSIS OF THE USE OF ENGLISH ABBREVIATION IN INSTAGRAM CAPTIONS

A Thesis
Submitted in Partial Fulfillment of the Requirements
for the Bachelor Degree

By :
NIZAR MUARIF ALFARISYI
NPM. 1811040244

Study Program	**: English Department**
Advisor	**: M. Sayid Wijaya, M.Pd.**
Co- Advisor	**: Zakiyah, M.Pd.**

TARBIYAH AND TEACHER TRAINING FACULTY
RADEN INTAN STATE ISLAMIC UNIVERSITY
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1446 H/ 2024 M

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ABSTRACT

Abbreviations are a form of shortening of words that still contain the same meaning. Understanding abbreviations is necessary to help us decipher and understand spoken and written English more efficiently in person and on social media. Therefore, analysis is used to study the meaning of words and the meaning of sentences as an effort to describe and understand the essence of meaning in language that can be understood. This research aimed to analyze the semantic meaning, the most common types of abbreviations abbreviations, and the functions of the abbreviations used in Vony Felicia's Instagram captions.

This research used a descriptive qualitative method.The research data used captions containing English abbreviations on Vony Felicia's Instagram account. Data collection was carried out using documentation. Testing the credibility of this research used triangulation of investigators as examiners in the analytical process. The data source for this research is the captions on Vonny Felicia's account from 2019-2023.

The research results found that there were 26 English abbreviations contained in Vony Felicia's Instagram caption. Semantic analysis of English abbreviations from the meanings and types of abbreviations in Vonny Felicia's account found a total of 26 meanings consisting of a maximum of 12 connotative meanings, 10 conceptual meanings, and 4 affective meanings. Furthermore, there are 18 types of abbreviations, 11 Clippings, and 5 initializations. From these results, the researcher concluded that the meaning that appeared most frequently was connotative meaning and for abbreviations, namely contraction.is semantic, the English abbreviation of meaning, and the type of abbreviation in Vonny Felicia's account found a total of 26 meanings consisting of a maximum of 12 connotative meanings and 10 conceptual ones. meaning, and 4 effective meaning. Furthermore, there are 18 types of abbreviations, 11 Clippings, and 5 initializations. From these results, the researcher concluded that the meaning that appeared most often was connotative meaning and for abbreviations it was contraction.

Keywords: Abbreviations, Instagram Captions, Semantics

DECLARATION

I, a student with the following identity:

Name	:	Nizar Muarif Alfarisyi
Student Number	:	1811040244
Thesis	:	Semantic Analysis of the Use of English Abbreviations in Instagram Captions

declare that this thesis is completely my own work. I am fully responsible for the contents of this thesis. The opinions of other researchers or research findings contained in the thesis are quoted or cited in accordance with ethical standards.

Bandar Lampung,   , 2024
The Researcher,

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APPROVED

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ADMISSION

A thesis entitled: **"Semantic Analysis of The Use of English Abbreviation in Instagram Caption"** by **Nizar Muarif Alfariysi, Students' Number: 1811040244, Study Program: English Education,** has been successfully defended as thesis defence of the Tarbiyah and Teacher Training Faculty State Islamic University of Raden Intan Lampung. The thesis defence was held on: Thursday, February 01th 2024.

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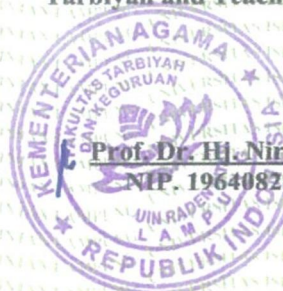
Prof. Dr. Hj. Nirva Diana, M.Pd
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MOTTO

لَا يُكَلِّفُ ٱللَّهُ نَفْسًا إِلَّا وُسْعَهَا

"Allah does not burden a person but according to his ability"
(Q.S Al Baqarah: 287)[1]

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[1]Maulawi Sher 'Ali, The Holy Qur'an, Arabic Text and English Translation, Present Ed (UK: Islam International Publications Ltd, 2015), p 65.

DEDICATION

From the bottom of the researcher's heart, this thesis is dedicated to everyone who cares and loves him. He would like to dedicate this thesis specifically to:

1. My beloved parents, Mr. Apri Farobaya and Mrs. Dwi Septri Astuti who always love and care. They both keep praying and motivate me for my life and success.
2. My beloved brother Miftakh Huda Alfa Risyi and my younger brother Fatih Farobaya who continue to motivate me to quickly complete my thesis and graduate.
3. My beloved extended family who always support and provide advice.
4. My beloved friends who have supported and helped me in completing my thesis.
5. My beloved almamater UIN Raden Intan Lampung.
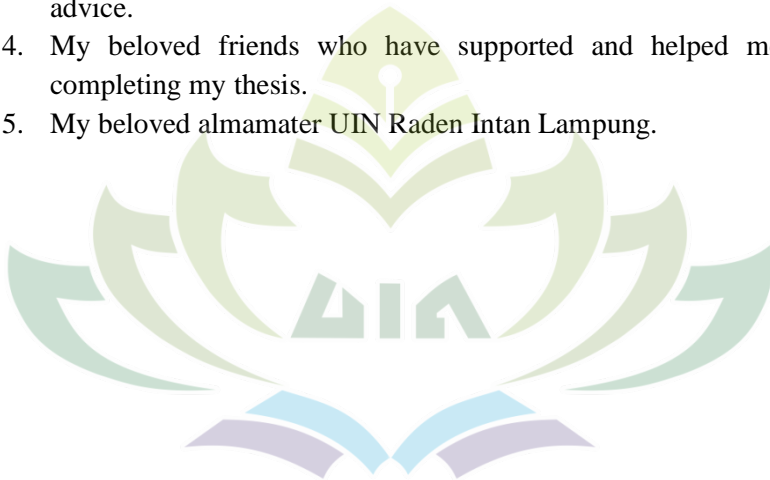
CURRICULUM VITAE

The name of the researcher is Nizar Muarif Alfarisyi. His nickname is Nizar. He was born in Sidomulyo, South Lampung on December 26th 1998. He is the second of three children from his father's partner. Apri and Mrs. Septri Astuti. He has an older brother named Miftakh Huda Alfarisyi and a younger brother named Fatih Farobaya. In terms of his academic background, he studied at SDN 1 Sidorejo and graduated in 2011. Then, after he graduated from elementary school, he decided to continue his studies at SMPN 1 Sidomulyo and graduated in 2014. After graduating from junior high school, he continued to pursue higher education at SMKN 1 Kalianda and graduated in 2017. In the same year, he was accepted at one of the best universities in Lampung, namely Raden Intan State Islamic University from Lampung. He was accepted through UM-PTKIN and was accepted as an English student at The State Islamic University of Raden Intan Lampung.
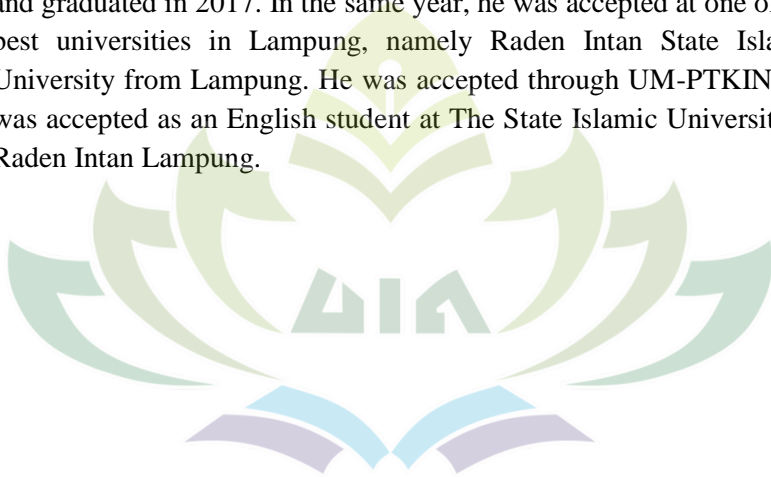
ACKNOWLEDGEMENT

First, all praise is due to Allah SWT, the most merciful, the most beneficent for his blessing and mercy are given to the researcher during his study and in completing this graduating paper successfully. Then, peace and salutation always be with our prophet Muhammad SAW who has guided us from the darkness to the lightness. This thesis entitled "Semantic Analysis of the Use of English Abbreviations in Instagram Captions".

This thesis is presented to English Study Program of UIN Raden Intan Lampung. The primary aim of writing this thesis is to fulfill a part of student's task in partial fulfillment of the requirement to obtain an S-1 degree. However, this thesis would not have been completed without the aid, support, guidance, help, advice, and encouragement of countless people.

Therefore, the researcher would like to express the deepest sense of gratitude to:

1. Prof. Dr. Hj. Nirva Diana, M.Pd. the Dean of Tarbiyah and Teacher Training Faculty of Raden Intan State Islamic University of Lampung.
2. M. Ridho Kholid, M.Pd. as the head of English Education Study Program at UIN Raden Intan lampung.
3. M. Sayid Wijaya, M.PD. the first Advisor, who has patiently guided and directed the researcher for the completion of this thesis as well.
4. Zakiyah, M.Pd. the Co-Advisor, who has guided with full of patience since the first till the researcher completed this thesis.
5. Hasanul Misbah, M.Pd. as the validator of the results in the data analysis of this research who is happy and friendly to take the time to validate the data analysis so that his thesis can be said to be valid.
6. All lecturers of English Education of Tarbiyah and Teacher Training Faculty who have taught the researcher a lot of valuable lessons.

7. My beloved friends(Albi, Ferdi Indra Kusuma, Agung Bayu Saputra, Ferdi Yolanda, Avi Cenna, Iriansyah, Dimas Dwi Aria, Deyan Iswan, Ahmad Ridwan, Zulkurnain, Chandra Aditia, Rizki Rahma, Nabila Rizkia, Masrifah Nurlail) who support and assist him to complete his undergraduate thesis.

8. Last but not least, I wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work, I wanna thank me for having no days off, I wanna thank me for never quitting, I wanna thank me for always being a giver and trying to give more than I receive, I wanna thank me for trying to do more right than wrong, I wanna thank me for just being me at all times.

Finally, nothing is perfect neither this thesis. Any corrections, comments, and criticisms for the goodness of this thesis are always open-heartedly welcome.

Bandar Lampung,   , 2024
The Researcher,

Nizar Muarif Alfarisyi
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CHAPTER I
INTRODUCTION

A. Title Confirmation

In order to the purpose of the research title and avoid mistakes in understanding it, it is explained in this section. This research is entitled **"Semantic Analysis of the Use of English Abbreviations in Instagram Captions"**. Several terms in the title of this research are described as follows:

1. Semantic Analysis

    Lyons describes the definition of semantics as the study of the sentences, words, and, phrases.[1] Semantic analysis is used as a method for investigating and studying language symbols in the form of words or sentences and understanding the concept of meaning contained in these symbols. It can be said that semantic analysis is used to analyze the meaning of language.

2. Abbreviations

    Ying defines abbreviation as the process of removing part of a word or a combination of words to become a new word.[2] Then, abbreviation is the process of shortening a word or phrase by removing a portion of a word consisting of one or more letters to form a new word. In addition, the abbreviation is also part of the process of combining several different words, but the meaning remains the same as the full form.

3. Instagram Captions

    Miles said the caption is the main message that contains information for people to be interested in so we can involve

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[1]Riemer, N. (2010) *Introducing semantics*. Cambridge University Press page 151.

[2]Garland Cannon, (2011) *Abreviatons and Acronyms*, The Amsterdam Dialect Society and Duke University Press page 23

them in activities.[3] Instagram captions are a part of the Instagram application feature that contains a message description or visual explanation, which is in the form of a photo that you share on Instagram to provide the right description to followers. In this text, you can express your style in your way or according to what you want. Instagram captions are used by users to provide captions that are written under the posts they upload.

Based on the explanation, it can be concluded that the purpose of this research is to analyze the meaning of English abbreviations in the Instagram caption of Vonny Felicia's account using semantic studies. Therefore, the title "Semantic Analysis of the Use of English Abbreviations in Instagram Captions".

B. Background of the Problem

Language is a communication tool that is the basis of all human activities. Through language, it can be used to convey information and express feelings and opinions. Finnociaro argues that in Amir, language is an arbitrary vocal symbol system that has the possibility that everyone in a particular culture or other people has studied the cultural system to communicate and interact.[4] In this era, communication is not only done directly, but if the distance between one individual and another is far, it does not hinder the communication process because the existence of communication tools such as social media cannot be separated from one's life. As is the case with the younger generation, they are

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[3]Yovita, *Why Do They Use It? An Analysis of English Caption Usage on Instagram Posts by Business Account Users in Pontianak*, Elsa Journal English Language Studies and applied linguistics journal Vol. 2, No. 2, May 2022 page 26

[4]Ba'dulu and Abdul Muis, *Introduction to Linguistics*, First Edition. Makassar: Publishing Agency

Makassar Public University. 2009, page 1.

used to communicating on various social media such as WhatsApp, Instagram, Twitter, Facebook, YouTube, and others.[5]

Semantics is a technical term that also means "study of meaning", with the assumption that being part of language means semantics is part of linguistics.[6] Apart from being a branch of linguistics, semantics also has the task of examining the meaning of words, how they develop, and the causes of changes in the meaning itself in a language.[7] Therefore, meaning has a role in the use of language as a tool to provoke certain messages, thoughts, and intentions. This shows how semantics examines the process of transposition of word meanings in language use.[8] The semantic study is the study of meaning. This is inseparable because it always is attached to what is said. Griffith's Study of the meaning of words and the meaning of sentences is an attempt to describe and understand the nature of knowledge about meaning in language that one can understand through language.[9]

Cruse argues that meaning can be less logical; therefore, it is necessary to provide a kind of container to start the search for meaning. This certainly supports the relationship between meaning and language use.[10] Interpreting a word by knowing the existing context is very important because it can help the speaker's communication be effective and precise, and not give an ambiguous interpretation or misinterpretation of its meaning. Furthermore, Kridalaksana explains that the semantic study itself is divided into two parts: the first is part of the language structure,

[5]M Ivan Mahdi, *Social Media Users in Indonesia Reach 191 Million in 2022*, accessed on https://dataindonesia.id on June 3, 2022.

[6]Luh Mega Safitri, *Semantic Tagline Analysis on Instagram to Promote Rat Tourism*, TRAVEL Volume 3 Number 1, December 2020, page 41.

[7]Setiowati, Indah. Rijal, Shamsul, Purwati, *Naming Unique Food Names in Samarinda City: Semantic Study*. Cultural Studies: Journal of Language, Literature, Arts and Culture, Volume 6, Number 2 2022, page 707.

[8] Griffiths, P, Introduction to English semantics and pragmatics. Edinburgh university press page 15.

[9]Fitri, Amalia. Astri, Widyaruli Anggraeni, 2017, *SEMANTIC (Concept and Example of Analysis)*, Malang: Madani Publishers page 6.

[10]Gek Wulan Novi Utami and Ni Luh Desy Suari Dewi, *Semantic Feature Analysis in Teaching English Category*, Literature Journal of Language and Literature Vol. 6 No. 1 January 2020, page 2.

which is related to the meaning of an expression, and the second is the structure of the meaning of a speech. Second, the system and analysis of meaning and meaning in a language in general.

In studying semantics, several problems will be faced such as The meaning of words, phrases, or concepts is often subjective and can vary between individuals or groups. This makes it difficult to generalize the meaning universally. Words often have many meanings (polysemy) or some words have similar meanings (synonymy). This may cause confusion or difficulty in determining the appropriate meaning in a particular context. The meaning of words or phrases may change over time or based on cultural, social, or contextual changes. Researchers must take historical and cultural context into account to understand changes in meaning. The meaning of a word or phrase can depend on background knowledge or hidden references that are not explicitly implied in the text. This can be difficult for readers who do not have sufficient knowledge of the context. Some semantic concepts, such as implicature and hidden meaning, are difficult to explain formally and often depend on complex pragmatic contexts. Dialectical and Cultural Variations can vary between different dialects or cultures. This can make it difficult to understand the universal meaning or determine the most general meaning.

Abbreviation is the process of forming new words from the first letters of a series of words according to Plag's opinion.[11] Abbreviations have the same properties as mixtures because both mixtures and abbreviations are a combination of different parts of words. Abbreviation can be said to be a shorter representation of a longer word, phrase, or term. It is often used to save space, time, or effort in written or spoken communications. Abbreviations can consist of the initial letters of words in a phrase, fragments of words, or combinations of symbols or numbers that represent specific words or phrases.

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[11]Ingo Plag, (2003), *Word-Formation in English*, New York: Cambridge University Press page 161

The abbreviations used on Instagram are a way to communicate through the process of word formation that can show the general trend of globalization by Kostina.[12] The use of abbreviations in English written in Instagram captions certainly has various meanings; each individual has a different interpretation. Differences in views regarding the meaning contained in English abbreviations can certainly lead to misunderstandings and errors in understanding the meaning contained. This is because the use of abbreviations without writing the word extension can make individuals uncommunicative. After all, the meaning cannot be understood, which means that the meaning contained in the writing cannot be directly understood.[13]

Several examples of English abbreviations found in Instagram captions were found on the @satupersenofficial account, namely QLC, FOMO, and POV, then on the @riskiyasser Instagram account, several English abbreviations were found in text messages, such as the abbreviations LOL, LMAO, and SMH, and lastly, @vonyfelicia has the abbreviations found in text messages, such as the abbreviations OOTD and TYSM. The use of English in communication is widely used in various social media applications, one of which is an abbreviation derived from English. This phenomenon then occurs, such as the use of English abbreviations in writing text messages on social media. However, because of this phenomenon, many users of English abbreviations on social media do not know the meaning of the abbreviations or understand the meanings contained. English abbreviations in Instagram captions have a variety of different meanings and purposes. Among readers who are unable to understand the meaning and purpose of the caption, it can certainly cause misunderstandings. To understand the meaning contained in English abbreviations, this research tries to use a semantic study. Lestari explains that semantic studies are a branch of linguistics whose role is to examine the meaning of a

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[12]Hasjim, M., Arafah, B., Verlin, S., and Genisa, R. A. A, P*rinciples Behind Semantic Relations Between Common Abbreviations and Their Expansions on Instagram*, International Journal of Criminology and Sociology, 2020, 9, 2270-2276, page 2270.

[13]Ibid, page 2271.

word, and how it originates, develops, and causes changes in meaning in language.[14]

The phenomenon of abbreviations represents a multifaceted process that is closely related to the evolution of language and the development of society. This complexity requires an interdisciplinary approach, drawing on insights from multiple disciplines. Abbreviations not only serve as linguistic shortcuts but also reflect changing communication needs and patterns in modern society.[15] Contrary to being considered a linguistic aberration, abbreviations are an integral part of the evolution of language and are shaped by human factors. As Borisov rightly notes, the formation of the semantics of abbreviations occurs simultaneously with the process of abbreviation itself, which underlines its regularity and inherent significance. Lipatov Stated further emphasizes human agency in infusing meaning into abbreviations, highlighting their role as a means of communication shaped by human creativity and need. Indeed, the prevalence of abbreviations in various fields of human activity underscores the importance of contemporary language use.[16]

Understanding abbreviations helps us to decipher and understand spoken and written English more efficiently. Abbreviations are commonly used in a variety of contexts, such as academic texts, professional documents, social media, and everyday conversations. Knowing the meaning increases the overall understanding of English usage. Astuti stated in the form of written language, abbreviations are considered shorter, simpler, and save words. Form of a word or phrase that is shortened and becomes the shortest form.[17] The abbreviation is the resulting form

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[14]Nadya Fitri Lestari, Mohd. Harun, and Siti Sarah, *Changes in the Semantics of Absorbed Foreign Language Vocabularies in Indonesian,* PHONOLOGIElJournal Of Language and Literature, Volume 2, Number 1 December 2021, page 118.

[15] Zerkina, N., Kostina, N., & Pitina, S. A. E. (2015). Abbreviation semantics. Procedia-Social and Behavioral Sciences, 199, 137-142. Page 138

[16] Ibid., page 139

[17]Luqman Muflihul Muniyf, Hilda Hilaliyah, Chadis, *Use of Abbreviations and Acronyms in Instagram Account @Aniesbaswedan*, HORTATORI: Journal of Indonesian Language and Literature Education, Volume 5, number 2, (2021), 135-143 ISSN 2579-7832 (Print) ISSN 2579-7840, page 142.

of a one-word short. Learning abbreviations adds new vocabulary, shortens the time spent writing sentences, does not require a lot of space in writing words, makes it easier to read or understand the sentence, and shortens the time spent pronouncing words. In addition, written language abbreviations are a common way of forming the words used. Abbreviations can be seen in various activities in human life.[18]

Understanding abbreviations is essential for understanding textbooks, research papers, and lectures. This makes it possible to understand complex concepts more effectively and participate in academic discussions with confidence. Additionally, proficiency in English abbreviations can be beneficial for exams, where time constraints often require rapid reading and comprehension of information. Familiarity with abbreviations can help increase reading speed, as we can quickly identify and understand them without the need for extensive decoding. This skill is invaluable when working with large volumes of written material or when time is limited. In the digital age, abbreviations are often used on online platforms, social media, and text messages. Learning English abbreviations allows you to more effectively navigate this digital space, communicate efficiently in online discussions, and understand online content more quickly. By learning English abbreviations, we can improve language skills, improve communication, and better navigate the various contexts in which abbreviations are commonly used.

Then, referring to "kemendikbud.go.id" explaining that the use of language in social media is starting to shift, users no longer refer to predetermined standard grammar. The lack of familiarity with the use of language in social media is caused by many factors, such as the technology itself, culture, regional languages, and language absorption in other social media from foreign languages. Usually, users prefer social media by using new vocabulary or abbreviations that are not standard or language that is often used,

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[18]Ira Dwi Rahmawati, Ismawati Ike Nugraeni, and Sri Widodo, *Analysis of English Abbreviations Found in the Jakarta Post's Article Publisher in January 2021*, Scripta English Department Journal vol. 9 No. 1, may 2022, page 72.

for example, the word "btw" which means by the way. Thus, the use of language on social media needs to be understood because more and more people are writing abbreviated messages.[19]

Reporting from Data "Indonesia.Id" revealed that there was a report from "We Are Social" that stated that active users of social media in January 2022 increased by 12.35% or 191 million people. This means that it can strengthen the fact that social media is widely used by individuals. One of them is social media (Instagram) where Instagram is the second-highest social media platform that is widely used, at 84.8%. Through Instagram, individuals can easily communicate via direct messenger, write and reply in the comments column, or create captions in feed posts or Instagram stories. When communicating through social media (Instagram), if users cannot convey messages using one language, the language can be changed to make it easier to understand. They usually use their language because they hear from other people or the influence of movies or songs.[20] In addition, the number of new words or expressions that appear can indirectly be followed by people who read them, one of which is an abbreviation in English.

Instagram captions play a crucial role in enhancing the appeal and engagement of images shared on the platform. According to Sociality.io, crafting great captions involves skillfully blending hashtags, mentions, and emojis to complement the visual content.[21] Additionally, as highlighted by Utami Widiati and Zuliati Rohmah, captions serve to provide context and intrigue to the accompanying image, rather than merely describing its details.[22] Referred to as cutlines, these texts aim to entice viewers to explore the image further while imparting meaningful insights or values associated

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[19]Harlin, *Use of Language in Social Media*, accessed at https://kantorbahasamaluku.kemdikbud.go.id/2019/pemakaian-bahasa-dalam-media-sosial/ on February 12, 2023.

[20]Tri Indah Rezeki and Rakhmat Wahyudin Sagala, *Semantics Analysis Of Slang (Saos) In Social Media Of Millennial Generation*, Jurnal Kredo Vol. 1 No. 1 Oktober 2019, page 36.

[21] Sociality.io. (2021). How to Write Engaging Instagram Caption. Accessed on Sociality.io. page 4

[22] Utami Widiati, Zuliati Rohmah, dan Furaidah. (2018), English education. page.34

with it. Therefore, understanding the dynamics of Instagram captions is essential for deciphering the nuances and intentions behind visual content shared on social media platforms.

However, in this era, communicating and participating actively by using text media as well as photos and videos on social media is becoming a common thing to do. The fact that occurs is that social interaction among people who use social media is seen as a tendency to establish social contact with other people using language through written text to convey certain messages. This is the reason the researcher chose Vony Felicia's account as a research source because Vonny Felicia is one of the young people who have many followers because of her achievements, such as being a Pocari Sweat ad star in her group, namely POCARI7, her friend Yaiou Yui Oguri, a member of AKB48. Vonny was also a member of AKB48. a finalist for the 2016 Cover Girl shows when she was 16 years old, starring in a series called "Have a Nice Date", which airs on Vision+. She has a talent for singing, so thanks to her multi-talent, Vonny Felicia was recruited by ONIC Esports.

This shows that there is interaction from his followers to like and comment on his posts, even up to hundreds of thousands, and it is inevitable that there is social contact using text between Vony Felicia's account and his followers. Then, another reason researchers chose to use Vony Felicia's Instagram social media account is that she often posts photos or videos with captions that use English abbreviations. In addition, Vony Felicia's account has never been used as a source of research data on semantic studies, especially English abbreviations. This is done to avoid the similarity of data sources in this study with other studies.

Based on the background explanation, this research tries to analyze the semantics of English abbreviations in Instagram captions using Vony Felicia's account as the research object. Through semantic analysis, this research tries to reveal the meaning contained in the English abbreviations found on Instagram social media. Then, this research begins with the title

"Semantic Analysis of the Use of English Abbreviations in Instagram Captions".

C. Focus and Sub-focus of the Research

Based on the research background that has been presented, the focus and subfocus of this research are explained. The focus of this research is to analyze the semantics of English abbreviations in Vony Felicia's Instagram captions, which appear in posts from 2019-2023. The reason for using posts in 2019-2023 is because during that year it was found that writing abbreviated captions in English was suitable as a research source. Captions that are made tend to be short and easy to read, so they are focused on analyzing the semantics of the findings of English abbreviation captions on Instagram. The use of Instagram social media, especially in writing captions in English, was chosen because Instagram social media can also be used as a learning medium for teenagers and adults. As in language learning, students or college students can use information technology to provide knowledge, skills, and abilities in writing English through the Instagram social media platform, which can be published so that many know their English skills. Thus, the use of the Instagram social media platform can also have a positive impact on language learning.

D. Problem Formulation

Referring to the formulation of the problems in this research are :

1. What is the Semantic meaning of English abbreviations used in Instagram captions Vony Felicia's?

2. What are the most common types of abbreviations used in Instagram captions Vony Felicia's?

3. What are the functions of the abbreviations used in Instagram captions VonnyFelicia's?

E. Objectives of the Research

Referring to, the purpose of this research are :

1. To describe the Semantic meaning of English abbreviations in Instagram captions Vonny Felicia's.

2. To carry out semantic analysis of the use of abbreviations in Instagram captions.

3. To identify the functions of using abbreviations in Instagram captions.

F. Significance of the Research

The results of this research are expected to help many people know about the meaning of English abbreviations commonly used on Instagram. Then it is hoped that this research can make it easier for them to understand the English abbreviations used in Instagram captions. The used of the research are:

1. Theoretical Contribution, It is hoped that this research can be helpful and useful in understanding what English abbreviations are, especially in Instagram captions, which are conceptually more systematic.

2. Practical Contribution,

Practically, this research is expected to contribute to English language research to increase understanding of linguistic studies, especially semantic studies, for students, educational institutions, future researchers, and other communities.

a) For College Student

The results of this research help students understand what English abbreviations are so that they are not confused in understanding the abbreviations, better understand communication trends that are developing among students, and can help students improve their vocabulary. It is hoped that students can be helped by this research.

b) Educational Institutions

This research can contribute new guidelines and modules related to the study of linguistics, especially semantic learning related to current phenomena, it can attract interest to find out more about semantic studies within the scope of social media and help them stay current with communication trends and best practices in using social media as an educational tool.

c) For Researcher

The results of this research contribute to research in almost the same cases, even though the social media used is different. It is hoped that this research can be an additional reference that can help other research.

d) For Society

The results of this research help not only Instagram users but also the general public understand abbreviations, making them less confused when translating English abbreviations and helping them use English abbreviations correctly in the future.

G. Relevant Previous Research

Several studies that are relevant to this research, namely the first research conducted by Tri Indah Rezeki and Rakhmat Sagala, entitled Semantics Analysis of Slang (Saos) in Social Media of Millennial Generation. Our work is to broaden current knowledge of the phenomenon of semantics analysis of slang (SAOS) in social media of the millennial generation. This research investigated: 1) the classification of SAOS used by the millennial generation in social media; 2) the meaning of SAOS used by the millennial generation in social media; and 3) why the millennial generation used SAOS in social media. The data showed that the millennial generation used slang language in their communication on social media, namely 33 slang languages on Facebook and 31 slang languages on Instagram. Types of slang were fresh and creative, flippant, imitative, acronym, and clipping. The millennial

generation used SAOS in their social media for reasons such as to address, initiate relaxed conversations, express impressions, and show intimacy.[23]

The second research by Luh Mega Safitri, entitled Semantics of Tagline Analysis on Instagram for Promoting Mice Tourism (Case Study: Phenom Event Business Accounts), This research aimed to identify, analyze, and describe the types of meanings and implicative factors in the English tagline. The results also showed that the aspect of the meaning of persuasive goals was mostly used in tagline posts on Instagram. The factors that affected implicature were intention and path factors. The tagline is used as a media to increase brand awareness and marketing strategies by using short, concise, and effective writing.[24]

The third research is from Luqman Muflihul Muniyf, Hilda Hilaliyah, and Chadis, Use of Abbreviations and Acronyms in Instagram Account @Aniesbaswedan. The purpose of this research was to determine the number of abbreviations and acronyms used on the Instagram account @aniesbaswedan. The results showed that the total findings were 98, consisting of abbreviations, as many as 55, findings or 56%, and acronyms 43, findings or 44% of the total 100%. The use of abbreviations is more widely used by administrators than acronyms in informing the public.[25]

The fourth research was conducted by Atik Pujiyanti, Senowarsito, and Sukma Nur Ardini, Analysis of Acronym and Abbreviations IJAL Journal. The purpose of this research was to find out as well as identify the acronyms and abbreviations in IJAL Journal, Vol. 7 no. 3 and Vol. 8, No. 1. Based on the results of the research and analysis, it was concluded that there are 35 acronyms

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[23]Tri Indah Rezeki and Rakhmat Wahyudin Sagala, *Semantics Analysis of Slang (Saos) in Socsial Media of Millennial Generation*, Jurnal Kredo Vol. 1 No. 1 Oktober 2019, page 1.

[24]Luh MegaSafitri, *Tagline Analysis Semantic on Instagram for Promoting Mice Tourism*, Journey Volume 3 Number 1, December 2020, page 1.

[25]Luqman Muflihul Muniyf, Hilda Hilaliyah, Chadis, *Use of Abbreviations and Acronyms in Instagram Account @Aniesbaswedan,* HORTATORI: Journal of Indonesian Language and Literature Education, Volume 5, number 2 2021 135-143 ISSN 2579-7832 (Print) ISSN 2579-7840, page 1

and 131 abbreviations found in IJAL Journal Vol. 7 No. 3 and Vol. 8, No. 1 in 2018.[26]

The fifth research by Ni Wayan Swarniti entitled The Analysis of Semantics Meaning Found in Comments of Instagram Account of Info Denpasar. The purpose of this research is to identify the types of semantic meaning contained in comments on social media, especially on Instagram accounts. Based on the analysis, five types of semantic meanings were found in comments on the Instagram Info Denpasar account. Specifically, contextual meaning, connotative meaning, social meaning, affective meaning, and thematic meaning. The most common type of meaning found is connotative meaning (45.8%).[27]

The research is indeed new, but this research has similarities with previous research. The first equation is the method used by almost all research using descriptive qualitative methods; the second equation lies in social media, namely Instagram; and the three instruments used are oneself because this research examines a phenomenon.

The most significant difference between this research and previous research is that the first difference combines semantic analysis with abbreviations, although no previous research has combined the two. Apart from combining semantic analysis with abbreviations, the second difference lies in the data source used, namely this research uses data sources from Instagram captions belonging to the ONIC Esports Brand Ambassador Vonny Felicia account which has never been used in previous research. This research also classifies the types of abbreviations that are often used in writing Instagram captions. It can be concluded that this research is new and is not the same as previous research.

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[26]Atik Pujiyanti, Senowarsito, and Sukma Nur Ardini, *Analysis of Acronym and Abbreviations in IJAL Journal*, Journal of English Language Learning (JELL), vol. 3 No.2, September 2021 ISSN 2599-1019, page 1.

[27]Ni Wayan Swarniti, *The Analysis of Semantics Meaning Found in Comments of Instagram Account of Info Denpasar*, Faculty of Teacher Training and Education, Dwijendra University 2021, page 1.

H. Research Method

This stage explains in more depth several methods in research, such as research design, data and data sources, research instruments, data collection, data analysis, and data reliability.

1. Research Design

The research is qualitative descriptive research to analyze data and provide an overview of a problem. Hosein explained that the purpose of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what than how or why something happens. Research involving qualitative and naturalistic data without intervention or manipulation of variables. In obtaining data through various data collection tools such as classroom observations, field notes, interviews, questionnaires, focus groups, etc.[28] It means actual data; exact data is the value behind the visible data. Therefore, qualitative research does not emphasize generalization but rather the understanding and construction of phenomena.

2. Data and Data Source

Data in qualitative research is material or data expressed in the form of words, phrases, sentences, expressions, narrations, and pictures. The data in this research are words or sentences in English abbreviations found in Vony Felicia's Instagram caption. This data was obtained from posts from May 18th, 2019 to May 8th,2023 with a total of 244 posts. The captions on Instagram accounts for 2019 consist of 21 posts, 2020 there are 39 posts, 2021 there are 42 posts, 2022 there are 103 posts, and 2023 there are 39 posts. Furthermore, the data source in this research is the subject whose data is collected based on the research objectives. It can be said that the source of this data comes from the caption of Vonny Felicia's Instagram account.

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[28]Nassaji, H. (2015). Qualitative and descriptive research: Data type versus data analysis. Language teaching research, 19(2), 129-132. Page 1

3. Research Instrument

The instrument for this research is the researcher himself Robert K. Yin qualitative research you the researcher is the main research instrument. So, the data is found and recorded, collected, analyzed, and reported back, and the researcher himself does it.[29] Data collection instruments are inseparable from data collection methods. It can be said that other instruments that support the task of humans or researchers as data collection tools in qualitative research are questionnaires, interview guidelines, observation, and guidelines.

4. Data Collecting Technique

The data collection technique used in this research is documentation. Robert K Yin, explains one way of collecting data using the collecting method which contains personal documents, other printed materials, graphics, archival records, and physical artifacts.[30] Data collection in qualitative research usually used three methods, namely interviews, participant observation, and document analysis.[31] The data collection technique uses in this research is documentation. The main task is to identify, find the location, and learn how to get it. Documents described in qualitative research can be in the form of writing, drawings, or monumental works of the object to be studied.[32] The initial steps taken in collecting data are:

a) In the first stage, I opened the Instagram application and looked for Vonny Felicia's Instagram account, which is the source of this research data.

b) In the second stage, read the captions on all of Voony Felicia's Instagram posts one by one carefully to get research data. This

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[29]Yin, R. K. (2015). Qualitative research from start to finish. Guilford publications. Page 138.

[30]Ibid., page 139

[31]M. R. Fadli, *Understand the design of qualitative research methods. Humanics,* General Subject Scientific Studies, 2021, 21(1), 33-54, page 40.

[32]E. Barlian, *Metodologi penelitian kualitatif & kuantitatif*. (Sukabina Press:Padang 2018), page 56.

is done several times so that the data obtained is specific and meaningful.

c) In the third stage, we recorded the data obtained in the form of English abbreviations listed on the caption of the Instagram account. Then the data is identified and grouped according to the table that has been made.

d) In the fourth stage, it re-examines the data obtained and ensures that the data is in the research context.

5. Data Analysis

Data analysis in this research refers to Miles and Huberman, where data analysis consists of three paths: data condensation, data display, and conclusion drawing or verification.[33] The explanation of the three streams is as follows:

a. Data condensation, in this section, refers to the process of selecting, focusing, simplifying, abstracting, and transforming data that appears completely obtained from written field notes, interview transcripts, documents, and other empirical materials. As a process of collecting data, coding, and generating categories, this condensation process is carried out after the field data collection and reports are completed. After all the data has been collected, a re-examination is carried out by the researcher to ensure that the data is relevant to the focus of the research. If there is some irrelevant data, then it is requested to be deleted, but the relevant data is still used.

b. Data display, in general, is a collection of information that is organized and can allow conclusions and actions to be drawn. Display data includes several types, such as matrix, chart, and network. All of this is designed to gather organized information into a concise form so that the researcher can see what happened, draw conclusions, or move on to the next step of the analysis. In this section, the researcher classifies the results of abbreviations in the form of abbreviations, reveals

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[33]B . Miles Matthew, H. A. Michael, & Johnny, S. Qualitative data analysis: A methods sourcebook (2014), page 12.

the meaning contained, and describes the types of abbreviations. Researchers can present data using charts that have been made, which can then be concluded.

c. Conclusion drawing or verification, the third stage is the conclusion drawing or verification. During the data collection process, the researcher may draw light conclusions that emerge that are vague at first and become increasingly explicit. These conclusions depend on the size of the field notes, the method of coding, storage, and retrieval used (the ability of the researcher and the required deadlines). The conclusions obtained are then verified during the analysis by referring to the field notes as a whole, the data that has been tested for validity, and the arguments that might arise from the researcher. The researcher in this case draws conclusions in the form of what meanings are contained in the English abbreviations and the types of abbreviations used after going through a series of processes of drawing conclusions. Therefore, at this stage, it can be the findings of the research.

Based on the analysis of the data that has been submitted, it can be interpreted that the researcher analyzed the research data in 3 steps, namely data compaction, data presentation, and drawing conclusions or verification. Each step described is related to one another to complete the data analysis.

6. Trustworthiness of the data

Onwuegbuzie said Triangulation "involves the use of multiple and different methods, investigators, sources and theories to obtain corroborating evidence".[34] Qualitative research has four criteria for testing the validity and reliability of data, namely credibility, transferability, dependability, and confirmability, which are explained as follows:

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[34]Anney, V. N. (2014). Ensuring the quality of the findings of qualitative research: Looking at trustworthiness criteria. Page 276

a. Credibility

The explanation regarding credibility is a trust test carried out on research data so that the results are not in doubt. Data credibility can be achieved to meet the data reliability criteria.

b. Transferability

Transferability refers to the degree to which the results of qualitative research can be generalized or transferred to other contexts or places. In this case, the researcher is responsible for generalizing and reporting the results of the research by describing the context in which the research was conducted. The description report must be disclosed specifically so that the conclusions and research findings obtained are understood.

c. dependability

The dependability test was carried out in qualitative research with the aim that research results generally have consistency where other people conduct similar research. The dependability test is carried out by means of an audit of the entire research process. The method is carried out by an independent auditor or supervisor to audit all research activities when the research takes place. Starting from determining the problem or focus, entering the field, determining data sources, conducting data analysis, testing the validity of the data, and drawing conclusions, the researcher must be able to show it.

d. Confirmability

Confirmability or objectivity refers to research results that the researcher finds can be confirmed or can be selected by other people who read or other parties related to the research objectives. After the research has been carried out, other people can conduct data audits that test data collection and analysis so that they can determine if there are possible distortions and biases. It can be said that the confirmability

test is the same as the objectivity test of the results of the research that has been done.

In this case, we test using credibility for this research. One type of credibility, namely triangulation, is as follows:

Investigator Triangulation

The use of investigators to interpret the same data is carried out through investigator triangulation. Investigator triangulation includes "examining members", namely informants who are invited to read the transcripts or summaries of the analysis results provided for their comments. Any comments on results, disagreements with interpretations, or additional information should be reintroduced in the analytical process. This increases credibility and reduces bias in data collection and analysis. The data validation of this research invited a linguistics lecturer from the English education department as a validator.

To ensure the authenticity of the data that has been obtained, on November 28th, 2023 the researcher consulted with Mr. Hasanul Misbah, M.Pd as data validator related to semantics. He checks the data that has been obtained so that the data is valid.

I. Systematic Discussion

The systematic discussion in this research is divided into three parts, namely, as follows:

CHAPTER 1: This chapter contains Confirmation of the Title, A Background of the Problem, Focus and Sub-Focus of the Research, Problem Formulation, Research Objectives, Research Significance, Relevant Previous Research, Research Methodology, Trustworthiness of the Data, and Systematic Discussion.

CHAPTER 2: This chapter presents theories related to the research topic, including the following: Definitions of Semantics, Definitions of Meaning, Types of Meaning, Definitions of Abbreviations, Type of Abbreviation, Instagram, and Mini-Biography of Vonny Felicia.

CHAPTER 3: This chapter contains an overview of the object of research, the presentation of facts, and research data to show the results of the data analysis to be presented.

CHAPTER 4: This chapter contains a research analysis consisting of research data analysis and research findings.

CHAPTER 5: This chapter contains a cover consisting of conclusions and recommendations.
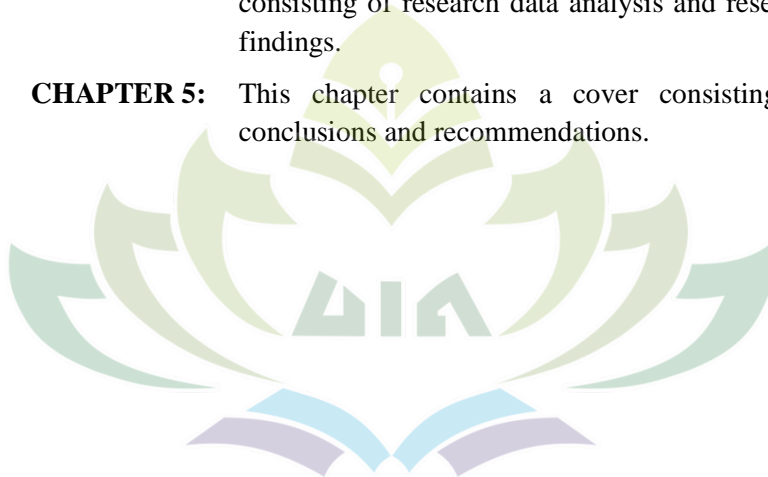
CHAPTER II
LITERATURE REVIEW

A. Definition of Semantic

Semantics is a branch of linguistics that, along with pragmatics, has responsibility for this task. Semantics is one of the richest and most fascinating parts of linguistics.[35] Heasley and Smith explained that semantics is the study of meaning in language.[36] Semantics according to Griffiths, is the study of the meaning of words and the meaning of sentences as an attempt to describe and understand the nature of knowledge about meaning in language that one can understand through language.[37] The term semantics is defined by Paul R. Kroager as the study of meaning and the relationship between linguistic forms and meanings. When studying semantics we try to understand the system of shared rules that enable the listener to correctly interpret what the speaker is communicating. In a narrower sense, semantics relates to the meaning of words and sentences as linguistic expressions, which come from the way a word or sentence is used.[38]

Riemer explains that the first important task of semantic linguistics is to distinguish between the various types of meaning and to make clear where each one belongs. Several things are part of semantics, such as its definition, the meaning conveyed precisely, the relationship between the mind of the user of the language and the things referred to by the words, the relationship between the meaning of a word and the context in which the word

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[35]Riemer, N. (2010) *Introducing semantics*. Cambridge University Press page 2.

[36]Hurford, J. R., Heasley, B., & Smith, M. B. (2007). *Semantics: a coursebook*. Cambridge university press. page 1.

[37]Griffiths, P, *Introduction to English semantics and pragmatics*. Edinburgh University press page 15.

[38]Paul R. Kroeger. 2018. Analyzing meaning: An introduction to semantics and pragmatics, Textbooks in Language Sciences 5. Berlin: Language Science Press. page 4.

is used, whether all languages express the same meaning, and how meanings can change. It is clear that semantics is a broad subject, and most importantly, about "meaning".[39]

Cann R explained that semantics is the study of meaning, which is abstracted from aspects originating from speakers, their psychological state, and socio-cultural aspects of speakers. A semantic theory must have everything from languages, such as the nature of the meaning of words, phrases, and sentences, be able to explain the nature of the relationship between them, be able to recognize the existence of ambiguity in the expression of a language, and finally be able to characterize and explain the systematic meaning relationship between words, phrases, and sentences of a certain language.[40]

Based on the explanations of several experts, it can be concluded that semantics is a branch of linguistics that discusses the meaning of a language in each of its elements, such as morphemes, words, or sentences; therefore, there is no conveying of ambiguous or misinterpreted meanings to the interlocutor, and it can help someone to be able to speak, communicate effectively and efficiently.

B. Definition of Meaning

Informally, it is easy to agree that meaning is the heart of language. Meaning, we might say, is what language is for; to have a language without meaning would be like having lungs without air.[41] Charles W. Kreidler the notion that every word has a single meaning and every meaning is expressed by just one word is utterly wrong and an obstacle to recognizing complexity in

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[39]Riemer, N. (2010), *Introducing semantics*. Cambridge University Press page 2.

[40]R. Cann, Formal Semantics: An Introduction/Ronnie Cann. University of Cambridge. page 1.

[41]Riemer, N. (2010) *Introducing semantics*. Cambridge University Press page 3.

meaningful expression and in the meaning expressed.[42] Meaning is inseparable from semantics and is always attached to what is said. The definition of meaning by Kridalaksana is the intention of the conversation, the influence of the application of language in the perception or behavior of a person, and the relationship in the sense of equivalence or incompatibility between language or speech and the things it shows.[43]

Meaning is formulated as a relationship between language and the outside world that has been mutually agreed upon by the user; therefore they can be understood by each other by Aminudin.[44] Furthermore, the study of meaning as an integrated component within the total theory of how language works by Leech.[45] Study of meaning as expressed by the words, phrases, and sentences of human languages. It is, however, more usual within linguistics to interpret the term more narrowly, as concerning the study of those aspects of meaning encoded in linguistic expressions that are independent of their use on particular occasions by particular individuals within a particular speech community.[46]

Meanings are mental states or activities, and as such cannot be directly observed.[47] Meanwhile, Palmer argues meaning is only related to the elements in the language itself.[48] Thus, meaning is an important aspect of a language because the meaning itself can provide an understanding of many things that are discussed at that

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[42]Charles W. Kreidler, *Introducing English Semantics*, Publisher: Routledge 1998. Page 58.

[43]Fitri, Amalia. Astri, Widyaruli Anggraeni, *SEMANTICS (Concepts and Examples of Analysis)*, Malang: Madani Publishers 2017, page 6.

[44]Ibid., page 7.

[45]Geoffrey Leech, *Semmantics The Study of Meaning Second Edition*. England: Penguin Books 1982, page 10.

[46]R. Cann, (1994). Formal Semantics: An Introduction/Ronnie Cann. University of Cambridge. Page 1.

[47]G. P. Delahunty and J. J. Garvey, The English Language: From Sound to Sense. Colorado: WAC Clearinghouse, 2020. doi: 10.37514/per-b.2010.2331, page 28.

[48]Ni Wayan Swarniti, *The Analysis of Semantics Meaning Found in Comments of Instagram Account of Info Denpasar*, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Dwijendra 2021, page 194.

time. Then, communication can run smoothly, and people can understand each other automatically.

In the explanation regarding the definition of meaning that has been described, it can be concluded that meaning is the intention of each language element consisting of morphemes, words, or sentences spoken by the speaker, has a relationship with the outside world, and has been mutually agreed upon by language users in accordance with linguistic rules; therefore, the intent conveyed can be more easily understood by each other.

C. Types of Meaning

Geoffrey Leech, in his book 'Semantic: A Study of Meaning', breaks down meaning into seven types or ingredients, giving primacy to conceptual meaning. The seven (7) types of meaning divided by Leech are as follows:[49]

1. Conceptual Meaning

    Conceptual meaning in semantics refers to the abstract and mental representation of the core idea, concept, or thought associated with a word, phrase, or symbol. This is different from the grammatical or structural meaning of language, which focuses on the way words and symbols are combined to form sentences and convey information. Conceptual meaning relates to the fundamental ideas and concepts represented by words and expressions. Geoffrey Leech stated that "conceptual meaning" usually refers to the basic, objective, and non-emotional meaning of a word or expression, which is often synonymous with "denotative meaning" or "referential meaning". It represents the basic dictionary definition of a term. It is logical, cognitive, or denotative content. It is also known as primary meaning, in which its meaning appears in the dictionary to show the real meaning of an object. This meaning may vary depending on its use in a particular context.

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[49]Geoffrey Leech, *Semantics The Study of Meaning Second Edition*. England: Penguin Books 1982, page 22.

This context of use includes situations, environments, or relationships with other concepts. Concepts may have connotations (emotional associations or associated values) and denotations (literal or descriptive meanings). Understanding these two aspects helps in a more complete understanding. It is important to understand how the concept relates to other concepts in a particular domain or field of knowledge. Knowing the history or origins of a concept can provide additional insight into its meaning and development. The way the concept is expressed in language and communication plays an important role in conceptual meaning. This includes the use of words, phrases, and sentence structures related to the concept. How each individual feels or understands a concept personally can influence the conceptual meaning. This involves factors such as life experiences and individual values. Some concepts can change meaning over time. Understanding the evolution of the meaning of a concept can provide a better understanding of the concept. HIV (Human Immunodeficiency Virus): NASA (National Aeronautics and Space Administration): The abbreviation "NASA" reflects the concept of the United States' national space agency involved in space exploration and outer space scientific research.

2. Connotative Meaning

Connotative meaning in semantics refers to the additional associations and implications, often of an emotional or evaluative nature that a word or expression carries beyond its primary, denotative, or literal meaning. Connotation is an additional layer of meaning that is not explicitly defined in a dictionary but is based on cultural, social, and personal associations with a word. Connotative meanings can vary from person to person and can be influenced by cultural, historical, and contextual factors. It is communicated by virtue of what language refers to. Geoffrey Leech stated Connotative meaning includes additional emotional, cultural, or evaluative associations and implications that words or expressions may carry. This goes beyond basic dictionary definitions and can be

influenced by context, tone, and cultural factors. It is also meaning for an expression shown to an object communicated in a certain conceptual situation. Connotative meaning is often related to certain feelings or emotions that can be evoked by a concept. Assessing how the concept triggers emotional reactions can provide insight into connotative meaning. Some words or concepts can carry certain cultural values. Understanding these values can help in identifying connotative meanings that may be associated with a concept. Individuals may have personal associations with a concept based on their life experiences or views. Seeing how people personally relate the concept to their experiences can provide a picture of connotative meaning. Connotative meaning can vary depending on the context of use. Seeing how a word or concept is used in a particular context, such as in literary language, politics, or advertising, can provide further understanding. Some words can have certain color associations or visual images that strengthen the connotative meaning. This can be related to visual perception or other sensory experiences. Looking at how a concept is used in popular culture, such as in films, music, or advertising, can provide insight into how connotative meaning is formed and maintained. Looking at the historical connotation of a word or concept can provide an understanding of how the concept has developed and is connected to a particular event or period in history. In literature, the use of metaphor, symbolism, or other language styles can enrich the connotative meaning of a word or concept. The connotative meaning of a word or concept is not static and can change over time. Assessing how the connotation has developed or changed can provide insight into the dynamics of connotative meaning. Seeing how a word or concept is used in research or the media can provide an idea of how the concept is interpreted For example, LOL (Laugh Out Loud): The abbreviation "LOL" is often used in chats or text messages to express laughter. The connotative meaning is

cheerfulness and humor. It expresses that something is funny or invites laughter.

3. Social Meaning

Social meaning in semantics refers to the cultural and societal aspects of language that influence the interpretation and understanding of words, phrases, and symbols. It includes the ways in which language reflects and shapes social norms, identities, power dynamics, and cultural values. Social meaning is closely related to the concept of sociolinguistics which studies the relationship between language and society. Geoffrey Leech stated that social meaning is related to how language use reflects and shapes social norms, identity, power dynamics, and cultural values. It includes aspects such as politeness, power relations, identity in language, and the way language is used to convey social roles and relationships. then social meaning as language is used to direct social interactions, convey respect or familiarity, and manage face-threatening actions. Additionally, his studies of indirectness and implicature provide insight into how social meaning can be conveyed indirectly in communication. It is communicated through the social circumstances of language. It is also related to the values built into society and the customs of a certain community. Social meaning means a concept or action that is in line with or contrary to the social norms that apply in society. It includes informal or formal rules that govern behavior. The way a concept or action influences social relationships between individuals or groups. This may include considerations about the balance of power, collaboration, or conflict between members of society. This meaning can include ethnic, religious, or other social group identity. Influence on social class or social structure that exists in society. This involves considerations about the distribution of wealth, power, and access to resources. This concept influences or is reflected in the differentiation of sex and gender roles in society. For Example, CEO (Chief Executive Officer): The abbreviation "CEO" refers to the highest position in a company and reflects a person's social role in organizations and businesses.

4. Affective Meaning

Affective meaning in semantics refers to the emotional associations or attitudes and implications carried by words, phrases, or symbols. It includes the ways in which language can evoke or convey emotions, moods, and personal attitudes. Affective meaning differs from the literal or denotative meaning of words and adds an emotional and subjective dimension to language. Affective meaning includes the emotional or attitudinal associations and implications that words and expressions can evoke beyond their literal or conceptual meaning. This can involve conveying emotions, attitudes, or judgments. Leech's research in theories of politeness, indirectness, and evaluative language contributes to the understanding of affective meaning. It communicates the feelings and attitudes of the speaker through language. This meaning also appears based on the situation or conceptual situation faced by the speaker). Assess the emotional associations that arise when someone encounters a word or concept. This includes feelings such as joy, happiness, anxiety, or fear. Seeing where a concept falls on the emotional continuum, whether it tends to produce positive, negative emotions, or even a mix of both. Affective meaning also refers to reminding someone of certain personal experiences that can trigger an emotional response. Personal experience can contribute to affective meaning. Observe facial expressions and body language when someone speaks or listens to a concept. These expressions can provide clues about emotional responses and some concepts may be related to certain colors or shapes that have emotional connotations. For example, bright colors may be associated with positive emotions. For Example, ILY (I Love You): The abbreviation "ILY" is used to express love or affection. The affective meaning is feelings of love and affection.

5. Reflected Meaning

Reflected meaning, in its broadest sense, refers to the way words or expressions can evoke certain images, ideas, or concepts in the mind of the speaker or listener that are related to, but not part of, the primary meaning of the word. This concept is sometimes used in literary and linguistic analysis to discuss how words can carry additional layers of meaning or associations beyond their literal or dictionary definition. In the context of Leech's work, language usage can reflect and convey secondary or reflected meanings. These meanings are often influenced by factors such as context, tone, speaker intention, and the relationship between interlocutors. Reflected meanings can include implied connotations, emotional nuances, social implications, and indirect implications. It is communicated through associations with another sense of the same world. It also builds a multi-conceptual meaning of a word in one condition, and it depends on the speaker's knowledge of the word. Reflected meaning is also found in taboo words. This meaning refers to the level of self-awareness that arises when someone reflects on a concept or word. This includes understanding oneself, personal values, and beliefs that may emerge during reflection. This may include consideration of events, achievements, emotional experiences, individual roles, or failures related to the concept. For example, YOLO (You Only Live Once): The abbreviation "YOLO" reflects the attitude of living once and taking risks, and reflects the view that we should live life with passion and adventure.

6. Collocative Meaning

Collocative meaning in semantics refers to the association and tendency of words that frequently appear together or close together in natural language. Collocations are combinations of words formed through common usage and often convey particular nuances of meaning that go beyond the meaning of each word. In other words, collocations are words that "come together" because of their linguistic and semantic suitability.

Collocative meaning can be understood as associations and nuances that arise from the frequency with which a word or phrase appears together with a particular word in a linguistic context. These associations go beyond the literal or denotative meaning of individual words and involve patterns of use of words together. Collocative meaning is important in understanding how words are used in natural languages and how they acquire additional connotations through their distinctive associations with other words. Leech's research in corpus linguistics and lexical semantics contributes to the exploration of these patterns and associations, highlighting how language users interpret and convey meaning based on word collocations. It associates one word with another word to build a new word with a certain meaning. Collocative meaning is just a special characteristic of individual words. This meaning Assesses words that are often used together with the target word. These word associations can provide clues about additional nuances or meanings involved. Observe collocation patterns, namely combinations of words that often appear together. Some words have unique collocations that form collocative meanings. Look at words that might be considered opposing or contrastive words and look at accompanying words or supporting words that often appear together with the target word. The relationship between these words can influence the collocative meaning. For Example, PC (Personal Computer): The abbreviation "PC" is often collocated with words such as "desktop computer", "laptop", "gaming PC", and others. It creates a connection between personal computers and different types of computers or their uses.

7. Thematic Meaning

The thematic meaning of a word or phrase refers to the core or central meaning associated with it in a particular context or sentence. Thematic meaning is closely related to the concept of "thematic role" or "theta role", which is used to describe the relationship between different participants or arguments in a sentence and the action or state expressed by

the verb. This meaning relates to how linguistic elements, such as words, phrases, or clauses, are arranged to indicate the main topic or theme of a text. Organizing this information helps readers or listeners understand the main focus of a communication. Thematic meaning often involves identifying topics, themes, and rhymes (parts of clauses or sentences that comment on the topic) within a sentence or larger discourse. The organization of thematic information can vary across languages and texts, and this plays an important role in discourse coherence and comprehension. It is communicated by the way in which the message is organized in terms of order and emphasis. It makes the speaker organize the hearer to focus on a certain theme. The subject of a sentence or phrase often carries information about the main theme or topic. Identify the subject and its role in the sentence. Pay attention to certain words and terms that relate to the main theme or topic. This choice of words may reflect a focus on a particular aspect of the conversation. Sentence structure and word order can reveal important aspects related to the theme. Identify how words are arranged to convey information. The use of pronouns and pronouns in the context of a sentence can indicate a reference to a particular theme or topic. Pay attention to conjunctions and conjunctions used to connect ideas or information. This can help form relationships between elements related to the theme. The repeated use of certain words or phrases can provide clues about elements that are considered important in the context of the theme. Consider the pragmatic or situational context in which communication occurs. This can influence the way the thematic meaning is conveyed. An understanding of how sound effects and intonation in speech can highlight or emphasize certain themes. For Example, Theme: "UNICEF" is the main theme or subject in this sentence. This sentence focuses on the activities of providing assistance to children in need carried out by UNICEF (United Nations International Children's Emergency Fund). Description: "provides aid to children in need" is part of the sentence that provides information about

what UNICEF does. The theme of this action is providing assistance to children in need.

Based on this explanation, it is concluded that the types of meaning consist of conceptual meaning, namely the actual meaning or meaning that emphasizes the definition itself, and associative meaning, namely this is more implied and more related to one's level of mental understanding, which includes several meanings, namely connotative meaning, social meaning, affective meaning, collocative meaning, reflection meaning, and thematic meaning. related to the level of one's mental understanding, which includes several meanings, namely connotative meaning, social meaning, affective meaning, collocative meaning, reflective meaning, and thematic meaning. This research analyzes this type of meaning using connotative meaning, social meaning, affective meaning, collocative meaning, reflection meaning, and thematic meaning as described.

D. Definition of Abbreviation

The Abbreviation is a shortened word that has been refined in linguistic study, this kind of word formation has been familiar among people by David Crystal.[50] The use of this abbreviation is commonly used in communication. Plag states that Abbreviations are similar in nature to blends, because both blends and abbreviations are amalgamations of parts of different words, like truncation and blending. Abbreviation involves loss of material not the addition of material, as with affixation.[51] Furthermore, Delahunty and J. J Garvey mention abbreviation involves the

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[50]David Crystals, 2008, A Dictionary of Linguistics and Phonetics 6th ed. (New Jersey: Blackwell Publishing, Ltd, page 1.

[51]Ingo Plag, (2003), *Word-Formation in English*, New York: Cambridge University Press page 126

shortening of existing words to create other words, usually informal versions of the originals.[52]

Abbreviation, one of the most noticeable features of present-day English linguistic life, would form a major part of any super dictionary stated by David Crystal.[53] Kridalaksana argues that abbreviation is the process of cutting one word, some parts of the word, and the combination of words into new forms. Abbreviation is used by all kinds of people who share situations of interest, and it is often used in informal situations. Abbreviation is the shortening process of a word that still bears the same meaning. The use of an abbreviation is not only in daily conversation, discussion, or speech; it can also be found in online chat on social media.

An abbreviation is an item created from one or two first letters of all or most of the 1-5 constituents of an existing item, as stated by Cannon.[54] Meanwhile, according to the Cambridge Dictionary. Abbreviation refers to a shortened version of a word. It has becomes a more direct part of the vocabulary.[55] Nowadays, we can see the use of abbreviations in almost every part of human life. That is why people want to deliver their ideas in a more practical and concise way. Abbreviations are found in various studies and dictionaries in their attempts to classify the various types of shortened forms. Abbreviation is one of the forms of language variation. That is why people want to deliver their ideas in a more practical and concise way. In general, an abbreviation is a shortened form of a word or phrase.

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[52]G. P. Delahunty and J. J. Garvey, The English Language: From Sound to Sense. Colorado: WAC Clearinghouse, 2020. doi: 10.37514/per-b.2010.2331, page 136

[53]D. Crystal, *The Cambridge Encyclopedia of the English language*. Cambridge university press 2018 , page 130

[54] Garland Cannon, (2011) *Abreviatons and Acronyms*, The Amsterdam Dialect Society and Duke University Press page 116

[55]Emeliya Sukma Dara Damanik, Rahma Yanti Hasibuan, Sry Rahayu Harahap, Syafitri Angrika, Mustika Yanti, *Word Formation Process In The Jakarta Post 'Culture' Article,* Lexeme: Journal of Linguistics and Applied Linguistics Vol. 4 No. 2, 2022, page 174.

Kadhim said an abbreviation is a shortening of a word or phrase. However, there are several abbreviations that are abbreviated in writing but in spelling are still read or pronounced as complete words, for example, the abbreviation Mr is still read Mister, the abbreviation Ms is still read Miss, and the abbreviation hr is still read as an hour. For when writing days, there may be a shortening of the writing to (Mon., Tues., Wed., Thurs., Fri., Sat and Sun), but in pronunciation, it is still possible to pronounce it as a complete word.[56]

The presence of social media has changed many old words into new meanings, shortening has shifted from language to spoken language. According to Milan, through social media, abbreviations are increasing rapidly and bringing new styles to the English language. Based on research findings, many young people use various abbreviations such as ur (you are + your), smth (something), bday/BD/b'day/B-day (birthday) and several other abbreviations. When these abbreviations are used in writing they can cause misunderstanding or ambiguity. However, the research findings stated that although respondents used abbreviations when writing words on social media, they did not use abbreviations and acronyms when conveying words orally.[57]

Based on the theoretical description regarding the definition of abbreviations, it can be concluded that abbreviation is the process of shortening a word or lexeme by removing or combining parts of the word itself to make a new word to help simplify words or sentences that are too long; therefore, they become shorter, but the meaning remains the same as the full form.

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[56]Wisam Abd Mahdi Kadhim, Ghaith Saleh Mahdi, and Zahraa Razaq Maktoof, *Acronyms and Abbreviations in the Language of social media,* Zien Journal of Social Sciences and Humanities 2022, page 52

[57]Wisam Abd Mahdi Kadhim, Ghaith Saleh Mahdi, and Zahraa Razaq Maktoof, *Acronyms and Abbreviations in the Language of social media,* Zien Journal of Social Sciences and Humanities 2022, page 54.

E. Types of Abbreviations

In the process of forming English abbreviations that form new words, there are several types of abbreviations that can be found for this research. Based on the type of English abbreviation found. Theory of abbreviation type from Ingo Plag, there are 5 types of abbreviation, namely Clipping, Blend, Acronym, Initialism, and Contraction.

1. Clipping

Clipping is a linguistic phenomenon in which a word is shortened by removing one or more syllables from it, thereby producing a new, shorter word while retaining its core meaning. This is a common process in language evolution and is used to create informal or colloquial terms for ease and brevity. Clippings appear as a collection of abbreviated mixed forms of more significant words but have the same function, namely to express familiarity with the derived denotation. Thus, the lab is used by the people who work in the laboratory, the demo is part of the vocabulary of the people taking part in the demonstration, and so on. Some clippings reach larger communities of speakers, so they lose their group flavor. Shortening involves cutting or shortening one or more syllables from a longer word to form a shorter word. The words resulting from the clipping process are generally shorter than the original words because certain syllables are removed. Even though syllables are cut, the meaning of the word produced by clipping still reflects the meaning of the original word. In addition, words produced through clipping can often be used flexibly in various contexts. They can be used informally or formally, depending on the situation, and can then become very common and widely understood by various groups of society. Clipping occurs frequently in everyday use and can appear in informal conversation to create new words or shorter words that meet the need for efficient communication. For example, ads (for advertisements), fav stands for favorite, ur stands for

your, bio stands for biography, fam stands for family, Dept. (Department), and Prof. (Professor).

2. Blends

Blend is a word formation process that combines two or more words or parts of words to produce a new term. In the context of linguistic morphology, blending often involves overlapping or mixing the sounds and meanings of source words to produce a new word. Blends by formed from combining two or more words. Usually, parts of each word are combined to form a new word. This abbreviation involves reducing or cutting out part of each combined word. This can be in the form of combining the beginning or end of the words. This meaning reflects the elements taken from these words so that it reflects the flexibility of language and the ability of language to adapt to changes and innovations in society. Blends are often used in everyday conversation or more informal conversation situations and can have a more casual feel. These words can become part of everyday language and be reflected in societal usage so that they become popular and widely accepted, perhaps even appearing in dictionaries or official language references. Blends combine two (rarely three or more) words into one, removing material from one or both of the source words. Examples of blends are breath + analyzer = breathalyzer and motorbike + camp = mocamp.

3. Acronym

An acronym is an abbreviation that is formed by taking the initial letters of a series of words and creating a new word or abbreviation from these letters. They are often pronounced as words themselves, rather than as individual letters, and serve as a way to simplify and shorten complex terms in written and spoken communication. Acronyms are pronounced like regular words rather than pronounced as a series of words. An acronym can be pronounced as a word that can be pronounced fluently, not just as a series of individual letters. The letters in an acronym are usually capitalized, similar to initialisms.

Acronyms usually do not have separators such as spaces or hyphens between the letters. Acronyms are formed from the initial letters of words that form phrases or names. Often have a meaning associated with the phrase or name they are abbreviated to. These abbreviations are often more appropriate for spoken use than initialisms because they can be pronounced as complete words. Pronunciation may vary depending on the particular language or dialect, but generally, they are designed to have a pronunciation that can be remembered and pronounced easily. Pronunciation can evolve over time and usage. Sometimes, the pronunciation that was originally thought to be correct can change. For example "CARE" stands for Cooperative for Aid and Assistance Everywhere, and START stands for Strategic Arms Reduction Talks.

4. Initialism

Initialisms are a type of abbreviation formed by using the initial letters of a series of words to create a new abbreviation and are usually pronounced by pronouncing each letter, rather than forming a new word. Initialism is the spelling and pronunciation so that it can be spelled with capital letters or lower case letters, and can be pronounced by naming each letter of the abbreviation. Initialisms are usually written with a capital letter for each letter that forms the abbreviation. This abbreviation is read as a series of individual letters, not as a complete word. Usually, initialisms do not have separators such as spaces or hyphens between the letters. The letters chosen to form initialisms are usually the first letters of the words that form the abbreviation. Initialisms are static, meaning that the letters that form them remain unchanged even though the words that represent them may change. It should be noted that there is a difference between acronyms and initialisms. If the abbreviation can be pronounced as a complete word, then it is an acronym, whereas if it is pronounced as a series of individual letters, it is an initialism. For example, "FBI" is read as "Ef-Bi-Ai," not as the word "Fibi" or CIA (Central Intelligence Agency).

5.   Contraction

Contraction is one such word-formation process, and it involves the shortening of words by omitting one or more sounds or letters to create a more compact form. Contractions are often used in informal or colloquial speech and writing to enhance fluidity and ease of communication. A contraction is an abbreviated form where the letters in the middle of the full form are removed. Contractions have two forms, a shortened form of a word that ends with the same letter as the word itself and a further abbreviated form to write two words into one by writing both words simultaneously. Plagstated this abbreviation resembles blends by combining larger sets of initial and non-initial letters. One major indicator of a contraction is the presence of an apostrophe (') in a word. Apostrophes indicate where syllables have been dropped or combined. These abbreviations involve combining syllables within words and often give the impression of a word that is shorter and more informal than its original form. This often results in forms that are easier to pronounce and more efficient in oral communication in informal contexts depending on the context and writing style. This abbreviation involves combining pronouns and verbs. Combining Verbs and Auxiliary Words Verbs are often combined with auxiliary words and follow certain recognizable patterns, such as replacing certain syllables with apostrophes. Even though syllables are combined, they usually retain the way the original word is pronounced.[58] For Example the word "can not" becomes "can't" or "do not", "I'm" (I am), "you're" (you are), "he's" (he is), "can't" (cannot), "N" stand for "and", Mr for Mister, U stand for You, Bday means Birthday, kHz for Kilohertz and BSc for Bachelor of Science, Dr (doctor), and Jr. (Junior),

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[58]Ingo Plag, (2003), *Word-Formation in English*, New York: Cambridge University Press page 121

An explanation of the types of abbreviations concludes that there are five types: initialisms, acronyms, clippings, blends, and Contractions. This research is analyzed according to what has been explained. Analysis This research combines the three theories above.

F. Function of Abbreviation

Abbreviations also have several functions, the following are the functions of using abbreviations in communication by David Crystal:

1. Efficiency: Abbreviations help in save time and space in communication by summarizing longer words or phrases into a shorter form. This allows messages to be delivered more quickly and efficiently.

2. Convenience: Abbreviations are used to simplify complex or technical concepts, making them easier for readers or listeners to understand. Abbreviations make it possible to express ideas briefly and clearly.

3. Clarification: Abbreviations can be helpful in clarifying meaning or identifying specific terms, helping readers or listeners understand the context or topic being discussed.

4. Word Choice: Abbreviations can be used to avoid excessive repetition of words in writing or speech, providing variety and better flow in communication.

5. Style: Abbreviations are often used to add a certain style or nuance to communication, especially in casual or informal contexts. They can express speed, concise information, or familiarity with the reader or listener.

6. Identification: Abbreviations are often used to identify specific terms or brands known in a particular field or industry, facilitating communication among experts or practitioners.

7. Character Limitations: In written communications such as text messages, social media, or headlines, abbreviations help in

meeting limitations on the number of available characters, allowing for more concise and concise message delivery.

8. Memory: Abbreviations are often easier to remember than longer words or phrases, helping readers or listeners to remember information better.[59]

 Thus, abbreviations have various functions in communication, helping to facilitate the efficient, clear, and effective exchange of information between speakers or writers and listeners or readers.

G. Instagram

1. Definition of Instagram

 Instagram is one of the most commonly used social media platforms, with 63% of its users spread globally, according to Akkaş, Ali, Manca, Nirmalasari, and Liliani.[60] Most people use Instagram as a tool to communicate and share moments in the form of photos or videos in everyday life. Oliveira's statement that this platform allows individuals to post pictures and short videos, write and read captions in photo descriptions, comment, and send direct messages.[61]

 Mirsarraf stated that Instagram is one of the social media platforms that enables people to produce both visual and textual impressions, and other users can also react to the impressions.[62] Instagram, which can be accessed on mobile and computer applications, uses a browser. People can edit and upload visual content to interact with followers, namely through likes,

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[59] Crystal, D. (2009). Txtng: The gr8 db8. OUP Oxford., page 234

[60] Misnawati, Yusriadi Yusriadi, Saidna Zulfiqar Bin Tahir, *MALL in Learning English through Social Networking Tools: Students' Perceptions on Instagram Feed-based Task and Peer Feedback*, Computer-Assisted Language Learning Electronic Journal (CALL-EJ), 23(2), 2022, page 200

[61] Ibid., page 200

[62] M., Mirsarraf, Shairi, A. H. Ahmadpanah, *Social Semiotic Aspects of Instagram Social Network*, IEEE International Conference on Innovations in Intelligent SysTems and Applications (INISTA) 2017, https://doi.org/10.1109/INISTA.2017.8001204, page 978

comments, and shares, you can write the captions that have been provided by the platform. For now, Instagram can perform many functions: create accounts, post content (pictures or 15-second videos), apply filters, add captions, tag users, add locations, add hashtags, like content, add comments, browse and follow other accounts, check a feed generated by followed accounts, and explore (search for) hashtags and users according to Ali.[63]

Atmoko describes Instagram as a smartphone app designed specifically for social media and as one of the digital media with functions similar to Twitter. As a social media platform, Instagram enables its users to post images, videos, and messages. Instagram has new features, such as sharing stories called snapgrams. When sharing a story, users can use emoticons on their faces, share the location, add songs to the story, and add the temperature of the location where the user is. Another feature that Instagram has is the ability to make video calls and make live broadcasts on the accounts they have.[64]

We can see that Instagram social media is widely used by the public. That's why many people express their feelings or activities that are being carried out at that time, and then they upload them on Instagram. In line with the opinion of Trifiro, says that Instagram is a new social media stage, with many users connecting and engaging their members with online images. Bergstrom and Backman stated that Instagram is a free downloadable application on the App Store and Google Play, founded in 2010.[65]

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[63]Ali, Sebah Al. *"Embracing the selfie craze: exploring the possible use of Instagram as a language mlearning tool."* Issues and Trends in Educational Technology 2(2014) page 1-16.

[64]Dameria Purba, Bloner Sinurat, Herman, *Utilizing Instagram Social Media on Language Style: An Analysis to Teenagers as Millennial Generations in Their Captions*, Anglophile Journal Vol. 2, No. 1, October 2020, page 3

[65]Yovita, *Why Do They Use It? An Analysis of English Caption Usage on Instagram Posts by Business Account Users in Pontianak*, Elsa Journal English Language Studies and applied linguistics journal Vol. 2, No. 2, May 2022, page 27

Based on the explanation, Instagram, as one of the most popular media in the world, can take on many functions, such as creating accounts, posting content (images or videos), applying filters, adding text, tagging users, adding locations, adding hashtags, liking content, adding comments, browsing, and following other accounts, viewing feeds. Then Instagram can also be used to make live video calls on your account, which can be seen by many people. As a social media platform, Instagram allows its users to interact with each other.

2. Caption on Instagram

The caption comes from English which means page titles, chapters, writing under caricatures, pictures, and others. Captions are also termed sentences contained in a photo uploaded on Instagram, and in other languages, they can be called a status that contains a word or meaning conveyed by someone. In addition to functioning as an affirmation, a photo with a caption added also serves as information that must be understood by the reader because each caption has a meaning, which can be in the form of a conclusive or explicit meaning, according to Hartini.[66]

The caption is some sentences for clarifying the photos, which are usually used to represent the users' intentions. Instagram captions turn out to be an extensive thing because the users want to render information or messages about what they feel and do.[67] Amirudin and Triyono reported that people not only share their photos; some photos would be given with text called a caption as information about the situation, and it could

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[66]H. I, Hartini, and H. F. AR), *Language Politeness in Instagram Caption Comments,* Student Online Journal (JOM) in the Field of Teaching and Education, , 2017 4(2), 1-14, page 3

[67]S.Ashidiqi, *Interpersonal meaning analysis of caption on Instagram produced by Tertiary Students during 2017 thesis,* 2018, page 41

be their feelings or emotions.[68] That way, the caption can be said to be the language of emotion.

Tasker argues the caption, which is a text that we share below the image we posted, is a way to reach our followers in a meaningful way to build a strong relationship. Miles stated the caption is the main message, containing information for interested people so we can engage them. In Instagram, a caption is a text or piece of writing a user adds to an image to describe, explain, or contextualize the uploaded photo or video.[69]

Figure 1 Example Instagram Caption Use Abbreviation

Figure 2 Example Instagram Caption Use Abbreviation

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[68]Hena Rifa Fauziyah, Nunung Nurjannah, *An Analysis of Interpersonal Meanings realization of Instagram Caption*, Academic Journal PERSPECTIVE: Language, Education and Literature Vol 7 (2) November 2019, 91-100, page 92

[69]Yovita, *Why Do They Use It? An Analysis of English Caption Usage on Instagram Posts by Business Account Users in Pontianak*, Elsa Journal English Language Studies and applied linguistics journal Vol. 2, No. 2, May 2022 page 27

Based on the explanation, captions are complementary to posts you upload, such as photos or videos. Then, with the caption, it makes the photos or videos that you upload interesting to look at. Besides that, it is also helpful to clarify the information contained in videos or video objects.

3. Caption in Language Learning

Caption in learning, especially language, is a way of conveying information from an object, picture, or video. An object, image, or video has a certain meaning or purpose, but it is not clear. Therefore, it is important for us to write captions so that what is conveyed is clear and there are no mistakes in interpreting it. In language learning, captions also improve students' speaking and writing skills. It turns out that there are things that can be utilized from this. By using the Instagram platform as a medium, it's not just about assignments and capacity building; we can also sell English skills through a model of improving English skills, or what is commonly called "edupreneurship", which is taking what's in your head. your knowledge, your skills, your expertise, and your experience and turn them into profitable learning products or programs.[70]

Social media is not only used as a communication tool but can also be used as a platform for learning to write. For example, the current generation is more interested in using electronic media such as cell phones, the internet, and computers.[71] In connection with the phenomenon of using social media, social media platforms such as Instagram are indispensable in the process of teaching and learning English, especially to improve writing skills. As for developing English skills, writing skills are an important part of communication for students in their academic journey, where they can organize

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[70]Pramudana Ihsan, Eryna Rista Aulia, I*nstagram as Medium of Promoting English Speaking Skill: English Edupreneurship,* Jo-ELT (Journal of English Language Teaching), December 2020, Vol.7 No.2. page 106

[71]M. Avivi, & F. Megawati, Instagram post: Writing caption through process approach in developing writing skill. *EduLite: Journal of English Education, Literature and Culture*, (2020) *5*(2), 240-250. Page 240

their feelings and ideas clearly and convey meaning through well-organized texts.

Instagram captions are a great feature to support the process of learning English, especially in writing skills, because through captions, users can convey information from an object, uploaded image, or video and can write interesting captions for readers. The use of Instagram to improve students' writing skills can provide an advantage where learning can be made fun because it is related to the use of digital media.[72]

Based on the explanation, captions can also be used for language learning, where if you upload videos or photos that are not very clear, captions that clarify the contents of the upload ensure that there are no misinterpretations and clarify the purpose of the post. It can help readers understand the video or photo. The caption is not only a complement to make it interesting but also contains the meaning that is in the uploaded video or photo. The use of digital media technology, such as the Instagram social media platform, can be used as a medium for learning English in terms of writing skills.

H. Mini Biography of Vonny Felicia

The Instagram caption on Vonny Felicia's account was chosen for this research. Vonny Felicia, usually called Vony, is the ONIC Esports brand ambassador and President Esport Cup Ambassador, who was officially recruited on January 19th, 2022. She has been in Onic Esports for more or less 10 months until today. Vonny was born in 2000 therefore now she is 23 years old, she was born in Bogor, West Java. She has an Instagram account with the username @vonnyfelicia. She has 2.1M followers and 346 posts on her Instagram account. Vonny Felicia's account has existed since March 2013, and each of her posts gets around 100,000 likes with up to thousands of comments.

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[72]A. C. Y Bestari, M. H, Faiza, D., & Mayekti, Instagram caption as online learning media on the subject of extended writing during pandemic of Covid-19. *Surakarta English and Literature Journal*, (2020) *3*(1), 9-21. Page 50

Vonny Felicia is an alumnus of Bogor Unitary High School, and after graduating, she studied at the UNTAR Faculty of Communication Sciences, majoring in advertising. This beautiful-looking woman has several hobbies, such as cycling and mountain climbing. This can be seen from her social media accounts, such as her TikTok, @vonnyfelicia, and her YouTube channel, Vonny Felicia.

Onic Vonzy is the second child of three siblings; the difference in age from her older brother is about 2 years, while her younger sibling is 7 years old. Besides having expertise as a series-star advertising model, she also has a talent for singing. Her melodious voice often adorns her uploads on Instagram and can be seen on her YouTube account Vonny Felicia covering several songs.

As for her achievements as an ad star on Pocari Sweat in a group, namely POCARI7, together with her friend Yaiou Yui Oguri, a member of AKB48, Her moment was when she became the star of a Pocari Sweat commercial in Japan and shared it on her Instagram account feed. When she was 16 years old, Vonny was also a finalist on the Cover Girl show in 2016. She has also starred in a series called "Have a Nice Date," which aired on Vision+. Thanks to her multi-talent, Vonny Felicia was recruited by ONIC Esports. Even in her daily activities that are distributed on her Instagram account, Vonny often shares her moments with her pet cat, whom she named Mikasa.

The reason for choosing Vonny Felicia's Instagram account is that Vonny Felicia is an influencer, and her Instagram captions can be valuable research material that learns not only from books but also from Instagram captions. Analyzing the text in captions can provide insight into effective content strategies, audience engagement techniques, or the use of persuasive language. This information can help optimize learning with social media. Captions from Vonny Felicia's account have never been researched before. In observation, it was found that many English abbreviations were written in the captions of these accounts, which could be used as

research data. Vonny Felicia often posts photos or videos with captions that use English abbreviations. Research can help educators and researchers better understand communication trends that develop among students. This knowledge can inform teaching strategies and curriculum development. Understanding the use of abbreviations in an educational context can shed light on digital literacy skills for students. Future research in this area could provide valuable insights for educators and content creators looking to leverage social media platforms such as Instagram for educational purposes.

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