THE GOVERNMENT LANGUAGE STYLE VARIATION ON COVID-19 POST ON INSTAGRAM

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Abstract

This research aim's to investigate language style variation used by the government on a covid-19 post on Instagram. This research is applied the descriptive qualitative method that focused on two objectives of the study. Firstly, to investigate situations types of language style variation were found in social media and secondly, to investigate realized of language style variation in social media in posting Coronavirus disease (covid-19). The data were collected through caption by the government that related to covid-19 found in Instagram. The data were collected through identified language style, do note-taking, and collecting references related to data. The researcher used Martin Joss's theory (1976: 153-155) to analyze the type of language styles such as are formal style, consultative style, and casual style. The research finding showed that 8 data were used by the government in a formal style, 7 data were used by the government in a consultative style, and 5 data were used by the government in a casual style.

Keywords: Language Style Variation, Corona Virus Disease (Covid-19), Instagram

Introduction

Language has a lot of functions for people in daily life. People use language for different purposes. They use language for communication, persuasion, information, introduction, negotiation, and socialization. Language plays a significant role in many aspects of human life especially on social media in various contexts that aimed at delivering information, sharing ideas and arguments that showed on their social media Instagram that interesting in this era not only students, parents, society even our government also used it to share their opinion through words and pictures. Government is the system or group of people governing an organized community, generally a state. Sometimes government becomes a society role model because they can show good or bad impact through their action, the way they communicate, and the language style that they used. The language style is used by people based on some factors such as educational background, social status, age, and sex of the speakers. In language style, a speaker speaks differently with other people according to the situation and the context during communication. This case was related to a government's post on Instagram that related to covid-19, their arguments about that disease, and post it by using different language styles. The way they convey their post gave an impact on the society who read it.

The use of social media for sharing and communicating nowadays increase sharply and influences the language. Many people these days use social media to communicate with each other. One of the social media applications with the largest number of users and defeated the other social media application is Instagram. The selected word and language style used on Instagram captions and posts can portray the user account itself. Language style draws the connection between social construction and language used by society. Thus, people could predict what language style will be used in their communication according to the running situation. The application of language style is implicated during the conversation. It depends on the condition and the context. To use language style is to formulate the listener and the reader understands what is being said.

The various languages put forward by the government are socialized to the public through social media such as Instagram. By using and sharing their opinion on Instagram, they can give opinions referring to Covid-19 and hope that the information will expand, both in the number of people and the area that can be reached. The variety of language spoken by the government is packaged in confusing vocabulary, uses a distinctive language style, and contains figurative, not denotative meanings, making it difficult for the public to understand. Also, there are many problems in the variety of language that is camouflage, meaning that something is pronounced differently from its true (ironic) purpose. For example, the government who protested against existing inequalities said by the government to be anti-establishment. The government says that people who hold demonstrations to demand their rights are counterproductive, and so on.

Language variation is a form of language dynamics that always comes up based on a certain situation to reach communication balances or language interaction feedback. It also could be seen in the social media of how its user's post and comment about any issue in it through their language variation ability and language trend. The use of language in social media is not just a language production but also a process of self-representation, the process of dialogue between capitalism and users, the process of constructing identity by the social media users. Social media chatter put words, phrases, or sentences arbitrarily, which is quite communicative and also very popular among them. They are very creative in modified words and create new words that can be understood easily.

Style is one type of language variety. Moore (2004) states that styles in speaking involve the ways speakers, as agents in social (and sociolinguistics space), negotiate their positions and goals within a system of distinction and possibilities. The language style is influenced by some factors such as educational background, social status, age, and sex of the speakers. In language style, a speaker speaks differently with other people according to the situation and the context when they communicate. A speaker will note the choice of the words, grammar, and structure of the sentences according to the context and with whom the speaker speaks. The usage of different language styles can also be found and observed on Instagram.

The Swift Information and public conversations in social media are evidenced by Coronavirus or Covid-19 that often occupy popular words in social media. Some media provide further information and a different perspective on Coronavirus reporting. Information that spreads through social media and traditional media, as well as through governments or health ministry has reached the largest scale, which is surely unprecedented in human history. In cases of emergency and pandemic, the media play an important role as a mouthpiece between the

government or health workers and the public by reporting the latest news and important information related to handling and prevention that can be done at the individual level. Media policy in deciding news that is suitable for publication also contributes to shaping the public conversation. The media can direct what things are duly shared.

The use of language style related to covid-19 depends on who is the user, who is the writer or author of the topic, and who is the target, and what is being shared. For example, we can see on the government's post in their Instagram account, it used formal language style because the topic that shared is a formal topic such as coronavirus disease news. The target or readers of the topic are the citizens, so the language that users should in a formal style to the reader got the point of the news. This is important because social media allows people to share a topic or any other in a different language.

On the other hand, the researcher was looking upon the function of language in social media and the performance of the society in linguistics behavior which is to identify the difference in language style. A whole people can share all of the information they want to share, no exception in the act of investigating the language style carried out by people in spreading Coronavirus disease (Covid-19) news. Chaika (1982:31) states that communications could be transformation messages to the listener from the speaker. Therefore, people are conveyed by intonation or inflection is given by language style itself. Language style generally focuses on a projected social message rather than obtaining the message of communication.

In this study, the researchers focused on investigating language style variation on Covid-19 Post used by the government in Instagram studies style as a kind of a language variation. The researchers use Instagram because in this era many people use Instagram to get information. Instagram has also become a conduit for spreading both rumors and deliberate misinformations, many preparatory that develop sites to create a sense of panic and confusion. Also, the researchers found many styles on Covid-19 on the instastory of social media.

Literature Review

Language Style

Language is what the members of a particular society speak. When two or more people communicate with each other in speech, it calls the system of communication that they employ a code. In many cases that code will be something, it may want to call a language. Therefore, language is an important component in a variety of languages. Eckert states (2001:1) Style is the locus of the individual's internalization of broader social distributions of variation. A good style should contain three elements, including honesty, courtesy, and interest. The language style is an alternative tool that is used to convey the message in a variety of languages. All the language used has different meanings depending on the style of language used when communicating. Language styles also have different types depending on the circumstances.

According to Missikova (2003:16) language style is a way of speech or a kind of utterance that is formed using conscious and intentional selection, systematic patterning, and implementation of linguistic and extra-linguistic means concerning the topic, situation, function, author's intention, and context of utterance. It means language style is the element and kind of utterance that describe the sentence in speaking the ways that the author uses words. Social context also affects language style in communication like topic, situation, and function. In communicating, we will use a variety of language styles in different situations. In a formal

situation such as meeting at the office then someone will be required to use formal language, as well as in non-formal situations we have to use informal language. It is one example that shows that the social context influences the style of language.

Wardhaugh (2006: 51) says that people may try to relate the level of formality chosen to a variety of factors: the kind of occasions; the various social, age, and other differences that exist between the participants; the particular task that is involved, e.g., writing or speaking; the emotional involvement of one or more of the participants; and so on. It means that the level of formality in language style is also influenced by the level of social diversity.

Kinds of Language Style

The analysis is focused on the context of the situation, subject in the movie. The researcher uses the same Sociolinguistic theory purposed Martin Joss claim (1976: 153-155) that which is discusses five styles of language: frozen style, a formal style, a consultative style, a casual style, and intimate style the explanations of those styles as follows :

a. Frozen Style

Frozen style is a style that is used in a very formal situation such as in a palace, church, the speech of state ceremony, and some other occasions. This style is more elaborated than another style. The part of the sentence which are complicatedly related to this style requires high skill and is almost used exclusively by a specialist, professional orators, lawyer, and preachers.

b. Formal Style

Formal style is generally used in a formal situation where there is the least amount of shared background knowledge and where communication is largely one-way with little or no feedback from the audience.

c. Consultative Style

Consultative style is generally employed in a semi-formal communication situation, such as between military of different rank, this style is one type of language, which is required by every speaker since this style is the central point in the system because it is chiefly involved in language style.

d. Casual Style

The casual style is used among friends, co-workers, or strangers when an informal atmosphere is appropriate it is also desired such as outside the classroom where students have a chat yet, there are two devices of casual style. First is makes most of the differences between casual grammar, which requires a shorter form. For friends, acquaintances, insiders, make use of slang, ellipses, and verbal formulas. The second is slang that is a prime indication of in-group relationships. Casual conversation is the type of talk in which we feel most relaxed, most spontaneous, and most ourselves and are concerned is to negotiate such important dimensions of social identity as gender, generational location, sexuality, social class membership, ethnicity, and subcultural and social group affiliation. Types of casual conversation are narrative, anecdotes, recounts, exemplum, observation or comment, opinion, gossip, joke-telling, sending up, and chat.

e. Intimate Style

Intimate style is a completely private language developed within families, lovers, and the closest friends. Normally the intimate group is paired with the intimate labels are dear,

darling, honey, and even mom, dad, or other nicknames might be used in this situation. One of the systematic features of intimate style is extraction. It is the speaker who extracts a minimum pattern from a casual style.

Corona Virus Disease (Covid-19)

A new Chinese coronavirus, a part of the SARS virus, has infected hundreds of people since the outbreak began in Wuhan, China, in December. Scientist Leo Poon, who first decoded the virus, thinks it likely started in an animal and spread to humans. "What we know is it causes pneumonia and then doesn't respond to antibiotic treatment, which is not surprising, but then in terms of mortality, SARS kills 10% of the individuals," Poon, a virologist at the School of Public Health at The University of Hong Kong, said. It's not clear how deadly coronavirus in Wuhan, but fatality rates are currently lower than both MERS

and SARS. Experts stress that it will change as the outbreak develops. Coronaviruses are a large group of viruses that are common among animals. In rare cases, they are what scientists call zoonotic, meaning they can be transmitted from animals to humans, according to the US Centers for Disease Control and Prevention. The virus can spread from human contact with animals. Scientists think MERS started in camels, according to the WHO. With SARS, scientists suspected civet cats were to blame. Officials do not yet know what animal may have caused the current outbreak in Wuhan. When it comes to human-to-human transmission of viruses, it happens when someone comes into contact with an infected person's secretions, such as droplets in a cough. A coronavirus is a type of common virus that can infect your nose, sinuses, or upper throat. They can spread much like cold viruses. Almost everyone gets a coronavirus infection at least once in their life, most likely as a young child. Depending on how virulent the virus is, a cough, sneeze, or handshake could cause exposure. The virus can also be transmitted by touching something an infected person has touched the mouth, nose, or eyes. Caregivers can sometimes be exposed by handling a patient's waste, according to the CDC. Human-to-human transmission is concerned for the Wuhan coronavirus, but experts are now trying to understand who is transmitting it most, who is at most risk, and whether the transmission is occurring mostly in hospitals or the community. SARS and MERS were largely transmitted inside hospitals, Horby said. Some people are also considered to be "super spreaders."

The novel coronavirus disease (Covid-19), which is caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), has spread to many countries, including Indonesia. The outbreak started in early March 2020 it just less than a month the virus has infected 1285 patients and 114 death in Indonesia by March 30, 2020. It does not only people's lives but also our colleagues as health care providers. On behalf of the Indonesian Journal of Cancer, we would like to express our deepest condolences to all patients and especially to our doctors, nurses, and all health care workers, who could not survive in the battle against this virus.

Social Media

Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and another expression from virtual communities and networks. Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphones or tablet, but the truth is this communication tool started with computers.

This misconception stems from the fact that most social media users access their tools via apps. The power of social media is the ability to connect and share information with everyone on Earth, or with many people simultaneously. Globally, there are more than 3 billion social media users. Social media is an ever-changing and ever-evolving web-based platform. According to the Pew Research Center, social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media.

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video-sharing, business network, virtual worlds, reviews, and much more. Even governments and politicians utilize social media to engage with constituents and voters. For the individual, social media is used to keep in touch with friends and extended family. But, also social media is used as a place to spread false information (hoax).

Instagram

Instagram is the most popular social network used to post photos. Users upload photos digitally, apply filters to edit their appearance and share the photo with another user (Lansverk, 2014). Instagram announced that it had already reached one million members after only two months in operation less than a year later, more than 150 million. Some researchers analyze language style variation such as :

Alfina Gustiany Siregar, in her study, entitles. "Language Style in Facebook Status". The University of Quality. This research is aimed to find out language style, different ways of communicating, and the purposes of communication of males and females in Facebook status. The objectives of the study are; a) to find out the dominant type of language style used by males and females; b) to describe the way of communicating between males and females, and c) to describe the purposes of communication of males and females in Facebook status.

Muhammad Sood (2018), in his study, entitles. "Language Styles Used by Women Accounts on Instagram Captions" University of Islam Negeri Maulana Malik Ibrahim. Faculty of Humanities. This research aimed to examine some women's accounts with the most followed and including the top ten Instagram accounts with the most followers worldwide as of September 2018. Six different women accounts have been chosen by the researcher to analyze the types of language style on the captions, these six women accounts are; Selena Gomez, Ariana Grande, Beyonce, Kim Kardashian, Taylor Swift, and Kylie Jenner. Nevertheless, the researcher only took one or more posts along with the caption on each account. This research implements descriptive qualitative research since it describes and analyzes the particular issues of the social phenomenon on social media.

Those theses above have similarities with the writer's research. Alfina Gustiany Siregar and Muhammad Sood focused on language style in social media. All of the theses above discuss seven types of language styles but have a different object in analysis. The difference in this research, the researcher is using social media to investigate the language style variation on Coronavirus disease (Covid-19) through the government's Instagram account.

Research Method

The type of this study is descriptive was qualitative research. The data of this research was the captions of government in Instagram that were collected in different situations gender, education, age, and social class. The data was collected from April – September 2020. After collecting all the data, the research is finally investigated only 20 language styles as the primary data. The data of the research are involved in covid-19 outbreaks found in social media posts on Instagram. The data are classified specifically into five types such as Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style.

Result and Discussion

Types of Language Style Variation

The analysis was done by using Martin Joss's theory (1976: 153-155) which discusses ve styles of language: frozen style, a formal style, a consultative style, a casual style, and an intimate style. The analysis is brie y investigated below:

a. Type of Formal Style

1. The researcher found the formal style of language in Wiku Adisasmito's caption. The data above consist of an extensive vocabulary and learned words. Wiku choose diction based on avoidance of construction. The sentences are relatively long, the characteristic of formal style by Martin Joos theory (1976). Wiku made that caption to inform and persuade his followers at once, for example in the sentence "Pray for us, that the ideal multisectoral collaboration can all be built with the spirit of Bhineka Tunggal Ika." Therefore, Wiku used a formal style to make sure his followers about what he is being said, for example in the sentence "we struggle every day to make data integrated, reliable and up-to-date". The integrated, reliable, and up-to-date data is the sentence that Wiku and the team fought for in handling the spread of covid-19. Wiku makes it truthfully with a formal language style. Finally, his followers ensure through the caption from a post by Wiku Adisasmito. The other reason, why this caption is formal style is because the setting factor he is in the office handling the spread of covid-19. In this place, Wiku delivers data related to Covid-19 that must be conveyed to the wider community using formal language. Formal places, formal circumstances, and formal topics must use formal language.
2. The caption written by the Minister of Social Affairs, Jualanri Batubara takes place in the government office of the Ministry of Social Affairs means that all activities are in a formal state. As seen from the sentence " These actions are a follow-up to the President's instructions to take preventive measures at work". He wants to convey what things they are doing to fight the spread of covid-19. Using correct grammar is one of the characteristics of a formal style. In another hand, Julianri avoid abbreviated sentences, there was no contraction on that sentence because it would be nice to use formal language informal places and circumstances. Another factor that is the reason why this post is in a formal style is the social status seen in the Instagram feed, he was a minister whose social status was higher than the others.

3. Sigit Purnomo as deputy mayor of Palu provides a policy regarding territorial entry into the hammer city area, contained in the sentence “We convey to the whole community that anyone who wants to enter the territorial area of Palu city, including through the airport route (Mutiaras SIS Aljufri Airport), is obliged to have their health checked by the Covid-19 prevention team under the coordination of the hammer city government before leaving the airport area”. The sentence written in the caption is long and uses correct grammar, one of the characteristics of formal style. In a formal style, there is no need for feedback between speakers and listeners, this is intended to make policies without the need for questions and arguments.
4. The researcher found the formal style on Jokowi's caption. Formal style is used on special occasions that call for dignity and seriousness. It does not use contractions. It strives for absolute grammatical accuracy. Generally, formal style is often used in the formal events, talk about a serious problem such as in the formal speeches and official meeting. There are several reasons, why this caption is included in a formal style; first, the use of the language stated in the caption is written in formal language, using standard language without ellipses, the second Jokowi shares pictures with formal topics, namely about health protocols. He makes illustrations that make it easier for people to understand health protocols. The third, Jokowi informed in a sentence that "Nine months in a pandemic are nine months of testing for our patience and strength as a nation." It is part of the characteristics of formal style. Formal style is designed to inform messages, policies, and appeals without any objections and does not require feedback from others. Fourth, "never be negligent, never slack, don't be discouraged," is a policy implemented by society and this is a reminder to stick to health protocols that we must always maintain. Although this data does not seem too long, other factors prove that this data is included in the formal style.
5. Another caption by dr. Arsyad Lubis as a member of the Covid-19 deployment task force in Medan was clarified into formal style. According to Joss's theory (1976), formal style is generally used in a formal situation, where there is the least amount of shared background knowledge and communication is one-way communication with little or no feedback from the listener. From the data, including a formal style, seen from the situation Arsyad is in the covid-19 handling post with the Governor, TNI, and members of the Pemprov Sumut handling team. They are holding a meeting to discuss the problems that are being faced at this time and require the people in it to use formal language. Formal style is a style that is designed to inform, it is dominating characters. In the sentence Nothing that Allah created was in vain, not even viruses or diseases, this is the initial information written by Arsyad in his Instagram account. Arsyad uses correct language structure, without ellipses. On other hand, the data does not need feedback from others because that's the characteristic of formal style. Arsyad also conveyed a direction in the sentence "we are only required to make efforts". Although the caption written by Arsyad is relatively short, the topic, situation factor, the participant is the main factor why this caption is included in the formal style.
6. Formal style is defined as the style of language that used for important and serious situation. Formal style is usually single topic-oriented then it is related to the fact, that

formal writing is technical. The caption written by Ridwan Kamil as Governor of West Java, it is included an informal style, because there are several reasons are; First, Ridwan Kamil uses correct language. The second, long sentence is included in the characteristics of the formal style. Ridwan wrote a long but understandable caption. The third is used in formal discussion topics and formal situations. Ridwan Kamil was in the room wearing personal protection explaining the formal problem is "Simulation of preparation for teaching and learning activities" a policy he wrote through his personal Instagram account. The caption does not have any feedback because the use of formal styles is not a suggestion or rebuttal. This already explains why this caption is included in the formal style. According to Martin Joss's theory, formal style is generally used in a formal situation, where there is the least amount of shared background knowledge and communication is one-way communication with little or no feedback from the audiences. In this case, the caption that was written from 'lawancovid-19' on the government's account posted with the formal topic, was talking about "the recognize the symptoms of covid-19 early on". The caption explains how to recognize the symptoms of the Covid-19 from the first day of exposure to the virus. Formal style is defined as the style of language that is used for an important or serious situation. That is one of the characteristics of a formal style designed to inform something. That caption appeals to people so that they do not need feedback just heard and executed according to the orders that have been agreed upon. The use of sentences in this caption is relatively long and used the correct grammatical with the formal language but is still easier to understand. With the analysis above, it becomes evident that this data is one of the kinds of language variation in a formal style.

7. The researcher found the formal style in the caption written by Wiku Adisasmito. According to Joss's theory (1976), formal style is defined as the style of language that is used for an important and serious situation. Formal style is usually single topic-oriented and it is related to the fact, that formal writing is technical. From the data above the researcher clarified into formal style with several reasons, they are; formal style is used in topic formal and situation formal. Viewed from the pictures, Wiku was in front of the camera wanting to share the information for people about covid-19. In the write the caption, Wiku used the correct sentence according to grammatical rules. One of the characteristics of formal style is using the long sentence and the caption is included in a long sentence. The setting factor also affects the use of the formal style, Wiku is in a formal place, namely the office of the Covid-19 task force which requires him to use formal language. There is no feedback here because Wiku just give the information about covid-19. These are the analysis of why this data is included in a formal style.
8. The choice of a word used by Wahidin relates to a formal style. The sentence used by Wahidin is relatively long. Besides that on the sentence "Good morning, the people of Lebak and its surroundings" is a polite sentence that is used by Wahidin in the formal situation. Say good morning is one of form expression familiarity indicated by Wahidin which made the atmosphere of the meeting more meaningful. Formal style is defined as the style of language that is used for an important or serious situation. This

is one of the characteristics of a formal style that is designed to inform something for example in the sentence "In order to improve public health, Governor of Banten Wahidin Halim, provides free services in the form of a free rapid test drive-thru". This is the policy given by Wahidin in dealing with Covid-19 in his area and this is also a good detector in the spread of covid-19, with the analysis above, it becomes evident that this data is one of the kinds of language variation in a formal style.

b. Type of Consultative Style

1. In Akhyar Nasution's Instagram account, he writes the caption with consultative style. Consultative style is the most neutral or unmarked of the styles. In using the style the supplies background information which assumes that the hearer needs to have it in order to understand what the speaker means. Then, consultative style uses in some group discussions, regular conversation at companies, schools, trade speech conversations, etc. In the caption above, there are several reasons why these sentences are included in a consultative style, they are: (1) in the first sentence, Akhtar writes the sentence with the label code "I know" it is the part of characteristics of the consultative style. This is related to Joss's theory (1976), one of the characteristics of consultative style there is a label code, such as I know, I see, Umm, That's right, so on. The consultative style could be identified by giving some feedback. In the picture that Akhyar post, he is in the market area, interacting with people while proving information related to the spread of covid-19. It is certain that there is feedback between them. The data above indicated simple sentences and command words, it is part of the characteristics of the consultative style. The other reason why this data includes into consultative style is that it is influenced by the situation, for example in the sentence "but still try not to leave the house if it is not urgent". Furthermore, this caption includes consultative style in kinds of language style because the participant, setting, and situation related to the characteristics of the consultative style.
2. In the posting of Erick Thohir's Instagram account, the Minister of BUMN wrote a caption using a variety of stylistic consultative languages. Consultative style is a style that is used in the semi-formal communication situation. The use of language in a consultative style is not too formal but rather by choosing the right words. This variety is used to maintain neutral relationships so it is often used to communicate with people who are not yet known. In the data above the caption is identified in consultative language for various reasons, including Erick Thohir using words that are not too formal. He uses the right words to write the caption so that his followers can better understand what he said being. The second reason, why it is the consultative style Is Erick with a doctor doing a medical check-up and this is a part of the characteristics of the consultative style. In this case, there are two participants and it is certain that there will be feedback between them. The setting factor also becomes the reason why this caption includes in a consultative style, seen from the pictures, they are in the special room to do a Swab test. All of this has proven that Erick Thohir's post is consultative style.
3. In the caption written by Wahidin Halim, a Banten governor on his Instagram account, the researcher can determine that this sentence is included in the consultative

style. As we know that, consultative style is used for a discussion about something and the business topic is one of them. A speaker who uses this style usually does not plan what they want to say. It is related to this caption, for example in the sentence "Shopping to neighboring stalls". It is one of the businesses to grow the standard of living in the environment. Consultative is used to negotiate something and to inform something use sentences that are easy to understand, seen from the sentence "We recommend shopping at neighboring stalls" the word recommend is the word of appeal and invitation written by the Governor of Banten. Another reason, why this caption is consultative style is because used in a simple sentence and short sentence which is one of the characteristics of the consultative style.

4. In the caption written by Hengky Kurniawan Chova as Deputy Regent of West Java on his Instagram account, the researcher can determine that this sentence is included in the consultative style. Consultative style is a style that shows our norm for coming, to terms with strangers who speak our language but whose personal stock of information may be different. The use of this style is in a semi-formal communication style. From caption above indicated into consultative style because In the picture posted by the Instagram account Hengky Kurniawan, there are two participants Hengky as the main character and the second one as listeners. This is related to the characteristics of the consultative style. Second, the situation and the topic in the data above is a discussion that results in an agreement, for example in the sentence "Underwent a V3 Vaccine Test". Then, in this caption there is a negotiation about something, for example in the sentence "but, remember viruses cannot be killed" information provided by him which intends to remind that vaccines are only a preventive medicine not as a cure. The data above indicated simple sentences and command words, it is part of the characteristics of the consultative style. The other reason why the data above includes consultative style is that it is influenced by the situation. Furthermore, this caption includes consultative style in the kinds of language style because the participant, setting, and situation of participant related to the characteristics of the consultative style.
5. In the Instagram account, the Ministry of Health of the Republic of Indonesia provides information and appeals to the public regarding Covid19 in the Instagram account, explaining that this is not a personal problem and must be faced alone, but this is a situation that involves many people, therefore this pandemic must be faced and fought together, not only the government but the whole society. the researcher found the consultative style in writing the caption. The consultative style is style to considered to be the most operational style among the other styles. It is used in a semiformal situation where a speaker needs to provide background information because the listener may not be able to understand without it. In turn, the listener participants continuously by giving feedback, according to Joos's theory (1976). From the data above, the researcher identified this caption into consultative style for several reasons, they are: at the beginning of the caption, Retno Marsudi, a minister of foreign affairs of the Republic of Indonesia, thanked doctors and nurses for their services in dealing with Covid-19, related to the characteristics of the consultative style is the writer supplies background information and to inform each other to say

thank you to our heroes. The use of language that is not too formal is the next reason why this caption is included in a consultative language style that is easy to understand and is also included in simple sentences. There is the suggestion that was delivered by Retno, in the sentence “let us pray for them to be given health and safety”. These are the several reasons why this caption is included in consultative style.

6. Erick Thohir give the information which is related to the formal topic is about Covid-19, said: “physical distancing is effective to protect yourself from Covid-19”. The caption above is written to give a suggestion that is a simple and general sentence. Sentences that are often used by new people and close friends or family. The sentence of. “I invite all of you to always remember 5 things” is a sentence of suggestion who is written by Erick to his followers.
7. According to Martin Joss (1976), the Consultative style is a style that shows our norm for coming, to terms with strangers who speak our language but whose personal stock of information may be different. Here means that when using this style the speakers supply their background information and also it means that consultative style is formal enough but lower than formal style. Then, this caption relatively is long, but still easier to understand. These are several reasons why this caption is included in the consultative style.

c. Type of Casual Style

1. Jangan lupa! Selalu gunakan masker! Butuh partisipasi seluruh elemen masyarakat supaya virus ini cepat hilang. “Do not forget! Always use a mask! It takes the participation of all elements of society so that this virus can quickly disappear”. In a post on Akhyar Nasution's Instagram account, a mayor of Medan wrote a caption using a variety of languages in casual style. This style does not need well-structured utterance/writing. The utterance usually uses construction, repetition, limited expression, slang, omission, and sentence is usually shortened or elliptical sentence as it is more practical. The caption is included in casual style because; First, at the beginning of the word Akhyar using this imperative sentence is one of the characteristics of the casual style. Imperative sentences are command sentences like the example in the sentence "don't forget!" this is a command sentence and an affirmative sentence because it uses an exclamation point. Second, in writing this caption, Akhyar uses short sentences and is very easy to understand. Third, although the background of the place shared by Akhyar of the post is in the North Sumatra city government office which uses formal language, it does not really affect the reason why the caption is included in the casual style sentence. The last is, from the sentence “the participation of all elements of society”, the sentence without explain. It is part of the characteristics of casual style is do not prioritize the explain but meaning, all of us know what he was being said. The analysis above is sufficient to prove that the caption is written using a casual style.
2. Selamat pagi lovely people. Semalam, saya abis melakukan pemeriksaan Covid-19 (lagi) 😊 yaaa secara saya tuh termasuk orang yang rutin Swab PCR. Dengan berbagai aktivitas saya diluar rumah, tentunya harus selalu waspada. Alhamdulillah hasilnya negative. Doakan yaaa semoga selalu sehat, semua lovely people juga,

Aaamiiiiin “Good morning, lovely people. Last night, I finished checking for Covid-19 (again) ☺ I am a person who routinely swabs PCR. With my various activities outside the home, of course, I must always be vigilant. Alhamdulillah, the results were negative. Please pray for good health, all lovely people too, Aaamiiiiin”. Based on the caption written by Reisa Broto Asmoro, a member of the Covid 19 acceleration task force team, the researcher found that this caption is Casual style. This is because in the caption; first there is the nickname 'lovely people', this is a call between a public figure or writer to readers or followers. Reisa tries to get closer to her followers. In accordance with the theory of Joos (1976) that the character of the casual style is that it is used to communicate with friends, family, in relaxed situations and includes a nickname or a form of greeting. Second, in the caption, Reisa uses a happy emoticon which means that she wants to convey her happiness in the post. And this is also one way to make a closer relationship with her followers. The three Reisa use ungrammatical sentences and repetitive sentences in the sentence "Yaaa" and "Aamiiiiin" this is not in accordance with the prevailing rules. The topic and situation factors of the characters also influence the variety of casual language used by the main character, Reisa. The situation and topic in the text above are activities regarding personal life, this can be seen in the sentence “Last night, I finished checking for Covid-19 (again) yaaa”. She wants to share what she has done, and her followers know that so that the relationship gets closer. The situation in her feed Instagram is also informal, they are at Reisa’s house to do a PCR Swab. The choice of language used by Reisa is certainly not formal either.

3. Masih banyak diantara kita yang nekad berkerumunan, tidak mengenakan masker dan menyepelekan masker dan menyepelekan COVID-19. Saudara-saudara, wabah ini belum tuntas, bahkan belum ada vaksin yang diciptakan. Ayolah kita harus bekerjasama, minimal jaga jarak dan pakai masker. Kamu yang baca ini mesti yang pertama menaati. Ajari keluargamu, kawanmu atau rekanmu. Kalau punya pacar, minimal ajari pacarmu. Ok bro? “There are still many of us who are desperate to the crowd, don't wear masks and underestimate masks and underestimate COVID-19. Ladies and gentlemen, this pandemic is not over, not even a vaccine has been created yet. Come on, we have to work together, at least keep our distance and wear a mask. You who read this must be the first to obey. Teach your family, friends, or colleagues. If you have a girlfriend, at least teach your girlfriend. OK, bro?”. In posting to the Instagram account of the Governor of Central Java, Ganjar Pranowo, the researcher found that the caption was written in a kind of language variations in the casual style. The use of casual style refers to the situation in which utterances are expressed. Casual style is a style used in informal situations and using informal language. The relationship between speaker and hearer is close, so they usually used words or term repetition and frequently use ellipse sentences. Based on data above, it is included in casual style, because; first, Ganjar Pranowo uses a nickname like Ladies and gentlemen, this is in accordance with Joss’s theory in 1976 that is used in the form of a nickname or a form of greeting. Second, the sentence of Come on, we have to work together, at least keep our distance and wear a mask, is one of the characteristics of casual style. There is an imperative sentence in the caption written

by Ganjar. Third, there is an ellipsis word in the sentence “boy”. Thus, setting factors and situations can influence the use of casual style in Ganjar’s caption. Viewed by the setting is in the outdoor and are crowding the citizens and this situation is relaxed. The choice of language used by Ganjar is not formal because of social status which requires him to balance who he is speaking to so that it is easier to understand.

4. Teman-teman yang mau beraktivitas, jangan lupa pakai masker yaa. #wearamask and stay safe everyone! “Friends who want to do activities, don't forget to wear a mask. #wearamask and stay safe everyone”. The caption written by Agus Harimurti Yudhoyono is included in Casual style. The use of casual style refers to the situation in which utterances are expressed. Casual style is a style that used the informal situation and using informal language. From data above clarified into casual style because for the first sentence Agus use the nickname “Friends” which is one of the characteristics of casual style. The situation that occurs in Agus' posts is informal, as can be seen from the pictures posted by him with his wife Anisa. They were in the house, about to go outside using masks. This analysis can be seen in the sentence, “for those who want to do activities, don't forget to wear a mask”. The caption was written with a short sentence, it is part of the characteristics of casual style. There is an imperative sentence in a sentence, “wearamask and stay safe everyone!”.
5. Terus bergerak meski di rumah saja. “Keep moving even at home”. Deputy Mayor of Palu, Sigit Purnomo, who is familiarly called Pasha Ungu, posted a picture of his activities with the community on his Instagram account with the caption to keep moving even at home is a call and an invitation to stay active and productive even at home, because at home is also policies that must be implemented by the community to break the chain of the spread of covid-19. Based on Martin Joos’s theory (1976), the data above includes into Casual style. Where casual style is the style that is used in daily communication and relaxing situation. The casual style is usually applied to friends, family, and acquaintances. The data above indicated conversation with 3 people who already know each other, it includes characteristics of casual style. In the sentence “Keep moving even at home”. These sentences include incorrect sentences viewed from grammatical rules. Yet, casual style prioritized the understanding of meaning that the structure of the sentence. One of the characteristics of casual style is there is no article and subject at the beginning of the sentence. Then, the setting in Sigit’s post on his Instagram is in his house, it is part of the characteristics of casual style. The casual style is used in daily communication and relaxing situation. The other characteristic of casual style is most sentences/phrases are divided into three types: Interrogative, Imperative, and declarative. This sentence of “Keep moving even at home” who is written by Sigit is type of imperative sentence as characteristics of casual style.

Martin Joss (1976) defines language style as the forms of the language which the speaker uses and depends on the degree of formality and Joss divides the style of language into five styles. Those are frozen, formal, consultative, casual, and intimate style. On the analysis above, the researcher found some types of language styles that are used by the government of Indonesia,

those are formal style, consultative style, and casual style. On the formal style, the researcher found eleven data that include in a formal style. On the consultative style, the researcher found nine data that include into consultative style. The last is casual style. In this style, the researcher found ten data that include into casual style.

From the five styles that are stated by Martin Joss in the language style theory, the researcher did not find frozen and intimate styles. According to Joss (1976), frozen is the highest rank among the other styles. This style is typically is used in a long sentence with good grammatical and vocabulary and it is commonly used in formal places, special events, and formal ceremonies. According to Martin Joss (1976), intimate style is completely private languages developed within families, very close friends, lovers, and soon. Furthermore, this style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. On the analysis above, the type of language style mostly used in the caption is formal style. According to Joos (1976:156), formal style is generally used in a formal situation, where there is the least amount of shared background and the communication in this style is largely one way with little or no feedback from the audience.

The information about Coronavirus disease (Covid-19) posts on social media is rapidly shared through a lot of language styles. In this case, the researchers took the data using Indonesian government posts in their Instagram feeds, such as the President, Ministers, Governors, Mayors, Regents, and the Covid-19 Handling Task Force. Coronavirus news is news that is quite crucial in the world, especially in Indonesia. Many tried to inform the news about it, but enough news spread by the government was heard. The government tries to inform the news using variations of the formal style language. Because indeed, it is better if this news is informed by using a formal style so that there is no hoax coverage.

But in fact, the use of a formal style in informing news about coronavirus disease (Covid-19) is not very effective because choosing a complicated government language style in informing Covid-19 news risks causing misunderstanding among the public. The language style is important as a pattern for the government because Indonesian society is diverse and comes from various backgrounds. The communication carried out by the government instructs the public to obey the rule, so the society was placed as an object, not a subject. The public can be a subject who needs to understand the full context of the pandemic. The choice of terms is very elitist and only targets certain circles, the impact can create information gaps between the upper middle class and lower-middle-class society. For example in statements, social distancing, physical distancing, health protocols, and new habits. This term will only create new problems because people are confused with terms they may have just heard. They used simple language, that is why they have to speak with different language styles.

Conclusion

The researcher conclude that there were three types of language styles based on Martin Joss's theory, they are formal style, consultative style, and casual style. On the formal style, the researcher found eleven data. On the consultative style, the researcher found ten data. The last is a casual style, the researcher found nine data. In the caption analysis, the researcher found formal style as the largest use of language in informing Covid-19 news. However, it raises new

problems related to language selection that are difficult to understand because Indonesian people are diverse and come from different backgrounds.

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