

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

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

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

I. INTRODUCTION

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

Among those 62 million Indonesian Instagram users, some people have an influence over their followers. They are called

social media influencers, the people who usually have more than 10.000 followers. They provide unique content for the followers and actively share posts on their Instagram accounts. According to De Veirman, Cauberghe, and Hudders (2017) the term "social media influencer" refers to the one who builds a sizeable social network with the followers. It means that their followers trust them and what they post and write on social media.

The growth of social media platforms, such as Instagram, and the followers' growing trust towards social media influencers make brand owners leave traditional marketing strategies and choose to hire social media influencers to do promotional activities (De Veirman, Cauberghe, & Hudders, 2017). This product-promotion activity that occurs in social media platforms is called endorsement activity, a marketing strategy that most business people use now.

To be hired as a social media influencer that endorses products and services, one has to have at least 10,000 followers (De Veirman, Cauberghe, & Hudders, 2017). The number of followers matters when it comes to endorsement activity because recently the number of followers indicates someone's popularity and influence (De Veirman, Cauberghe, & Hudders, 2017). The more followers they have, the more they are seen as admired and trusted people.

Instagram is a suitable social media for doing promotional activities because the photographs of the products can be visually imaged and described in the caption (De Veirman, Cauberghe, & Hudders, 2017). In the caption, social media influencers can describe the products, to give testimony, and to give instructions on how to use or buy the products. Two Indonesian social media influencers who actively endorse products on their Instagram accounts are Atta Halilintar and Ria Ricis. They are two famous Indonesian social media influencers who have more than 9 million followers. Atta Halilintar has 9.2 million followers while Ria Ricis has 15.6 million followers. The number of their followers has passed the minimum number of followers proposed by De Veirman, Cauberghe, and Hudders (2017) which is 10,000 followers. They endorse many products, such as food, clothes, and Internet-based application.

There are some previous studies about Instagram, social media influencers, promotional activities on Instagram, and

promotional captions on certain brands' Instagram accounts. Barry, Bates, Olusanya, Vinal, Martin, Peoples, & Montano (2016) analyzed alcohol marketing on Instagram. It was found that alcohol brand owners could actively post alcohol advertisements on Instagram because unlike Twitter, Instagram does not have a feature that prevents its underage users to see improper content. On the other hand, De Veirman, Cauberghe, and Hudders (2017) investigated people and brand owners' growing trust toward social media influencers and how social media influencers can affect brand attitude.

Other studies focused more on promotional captions posted on huge brands' Instagram accounts. Zai (2018) examined the use of rhetorical tropes, such as schemes and tropes, in Starbucks' promotional captions. It was found that Starbucks used different rhetorical tropes in each promotional caption. On the other hand, Suwondo (2018) investigated the graphological, phonological, and lexical features of promotional captions posted on Nyx, Colorpop, Maybelline, and Lorac's Instagram accounts. Lastly, there was Kristina, Hashima, and Hariharan (2017) who examined the generic structure of promotional texts. However, the texts were printed promotional texts, not digital texts. Unlike those previous studies, this study examined the linguistic Processes in promotional captions.

The theories used in this study were Halliday's transitivity (2014) and Gerot and Wignell's explanations about the social function and lexico-grammatical features of procedure, recount, and descriptive text (Gerot & Wignell, 1995).

In transitivity, clauses are explored in terms of who does what to whom or who/what is, when, here, why, and how (Gerot & Wignell, 1995). The phenomena that occur in the real world can be represented as linguistic features by three semantic categories: Circumstances, Processes, and Participants (Gerot & Wignell, 1995). Material Processes show how a certain entity does something upon other entities (Gerot & Wignell, 1995). Relational Processes, on the other hand, express the states of being and having. Relational Processes can be classified into two types, Identifying Processes and Attributive Processes. Gerott and Wignell (1995) said: "Processes which establish identity are called Identifying Processes and Processes which assign a quality are called Attributive Processes" (p. 54). Relational Processes are used to identify and characterize something (Halliday, 2014). The Participants in Identifying Processes are called Token and Value while the Participants in Attributive Processes are called Carrier and Attribute. Token is the subject of the clause while Value is the complement (Halliday, 2014).

Descriptive, procedure, and recount text have their own significant lexico-grammatical features. Descriptive text involves the focus on specific participants, the use of Attributive and Identifying Processes, frequent use of epithet and classifiers in nominal groups, and the use of simple present tense (Gerott & Wignell, 1995). In addition, the significant lexico-grammatical features of procedure are the focus on generalised human agents, the use of simple present tense, the use of temporal conjunctions, and the use of Material Processes (Gerott & Wignell, 1995). Lastly, the significant lexico-grammatical features of recount text are the

focus on specific participants, the use of Material Processes, the use of circumstances of time and place, the use of past tense, and the focus on temporal sequences (Gerot & Wignell, 1995).

II. METHOD

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

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

III. FINDINGS AND DISCUSSION

A. The Lexico-Grammatical Features of Procedure Text in Promotional Captions

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

TABLE I. LEXICO-GRAMMATICAL FEATURES OF RIA RICIS' PROCEDURE TEXT

Caption	Lexico-Grammatical Features
Kemarin risis ketemu topi unik ini di tokopedia lucu banget kan yaa? Cocok banget buat dipake di panasnya jakarta ini, kalau kalian cari barang unik yang sama kayak gini atau rekomendasi risis yang lain, langsung cek profile aku di app tokopedia atau langsung aja klik link di bio aku!	<p>Actor: Risis, kalian</p> <p>Material Processes: ketemu, dipake, cari, cek, klik</p> <p>Goal: topi unik, barang unik kayak gini, rekomendasi Risis yang lainnya, profile aku, link</p> <p>Carrier: Implied <i>topi unik</i></p> <p>To be: -</p> <p>Attribute: lucu banget, cocok banget</p> <p>Circ. Time: Kemarin</p> <p>Circ. Place: di Tokopedia, di panasnya Jakarta ini, di Tokopedia, di bio aku</p> <p>Circ. Manner: langsung</p>

Ria Ricis' promotional caption in Table I consists of Material Processes and Relational Attributive Processes. The

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

TABLE II. THE LEXICO-GRAMMATICAL FEATURES OF ATTA HALILINTAR'S PROCEDURE TEXT

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

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

B. The Lexico-Grammatical Features of Recount Text in Promotional Caption

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

TABLE III. LEXICO-GRAMMATICAL FEATURES OF RIA RICIS' RECOUNT TEXT

Caption	Lexico-Grammatical Features
Lagi main ke Lippo Mall Karawaci nih ngecek buku Ricis. Alhamdulillahaaahh rameeee. Ayooo kita main ke gramedia. Udah mau abis dan skrg ricis lg lanjut buku keduanyaaa. Jangan sampai kehabisan. Bs pesen onlinen juga di +6285716990012 atau di @ricisstyle	Actor: Ricis, kita, unmentioned kalian Material Processes: main, ngecek, habis, lanjut, sampai, kehabisan, bisa pesen Goal: buku Ricis, buku keduanya Circ. Place: ke Lippo Mall Karawaci, ke Gramedia, di +6285716990012 atau di @ricisstyle Circ. Time: sekarang Adverbs: lagi, udah mau, jangan Adjective: rame

Ria Ricis' promotional caption in Table III is dominated by Material Processes. They are used to tell her past events,

for example: "Lagi main ke Lippo Mall Karawaci nih ngecek buku Ricis." Furthermore, the Material Processes are used to give the readers instructions. "Bs pesen online juga di +6285716990012 atau di @ricisstyle."

TABLE IV. LEXICO-GRAMMATICAL FEATURES OF ATTA HALILINTAR'S RECOUNT TEXT

Caption	Lexico-Grammatical Features
2018 Adalah Tahun Terbaik Aku! Di 2015/2016 remaja tanggung yg punya duit Ratusan ribu aja di ATM karna ada ujian yg menimpa aku... tapi Aku selalu ga pernah nyerah sejak kecil dan selalu punya Mimpi Besar! Tidak menyangka di 2018 yg tadinya hanya dibayangkan pas tidur di karpet ruang tengah karna gapunya kamar. Bisa tinggal ditempat nyaman bisa beli seauatu yg tidak masuk di nalar ku. Bisa menghidupi banyak keluarga bisa buka banyak lapangan kerja yg terus bertambah Dan bisa melihat banyak org senyum dan punya Keluarga Terbesar di ASIA TENGGARA. Segitu dulu ceritanya nanti aku bakal tuangin di @ahhaphublishing 2019!	Token: 2018 Relational Identifying Process: adalah Value: tahun terbaik aku Carrier: remaja tanggung Relational Attributive Process: punya Attribute: duit ratusan ribu, mimpi besar, keluarga terbesar, kamar Actor: ujian, aku Material Processes: menimpa, beli, tuangin Goal: aku, sesuatu yang tidak masuk di nalarku, di @ahhaphublishing Behavior: aku Behavioral Processes: nyerah, tidur, tinggal, menghidupi, buka, senyum Range: banyak keluarga, lapangan kerja Senser: Implied I Mental Processes: menyangka, melihat Phenomenon: banyak orang Circ. Place: di ATM, di bayangan, di karpet, ruang tengah, di tempat nyaman, di Asia Tenggara Circ. Time: sejak kecil, 2015/2016, 2018, nanti, 2019 Preposition: karena, yang, tapi Adverbs: selalu, tidak, pernah, tadinya, hanya, bakal

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

C. The Lexico-Grammatical Features of Descriptive Text in Promotional Caption

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

TABLE V. LEXICO-GRAMMATICAL FEATURES OF RIA RICIS' DESCRIPTIVE TEXT

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

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

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

The recount texts in their promotional caption only contained one event or orientation only. Thus, there was nothing that needed to be written in sequence. Even though some recount texts contained more than one event, the sentences moved without the help of temporal conjunction. As an example, even though Ria Ricis retells her past events in sequence, they are not marked by temporal conjunction. "*Hari ini bahagia melayani semua sahabat dari Surabaya jajan @surabayapatata dan ludesss! Antrian gak berhenti. Semua pengen nyicip cake kekinian.*" Material Processes dominate Ria Ricis' recount texts. However, Mental Processes and Behavioral Processes also appear in Atta Halilintar's recount texts.

The descriptive texts that appear in promotional captions consisted of product details, positive evaluations, and benefits of the products. This required the texts to be filled by adjectives that describe the writer's personal opinions. Relational Processes dominate descriptive texts in both Atta Halilintar and Ria Ricis' promotional captions.

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

IV. CONCLUSION

In conclusion, the social function of promotional caption is to promote products and services and to make people interested in buying those products and services. Atta Halilintar and Ria Ricis' promotional captions contain descriptive, procedure, and recount texts. In promotional captions, procedure texts are used to give the readers instruction on how to buy or get more information about the products. Meanwhile, recount texts are used to tell the readers about the Ria Ricis and Atta Halilintar's past experiences which are related to the products. Lastly, descriptive texts are used to give details about the products. In terms of lexico-grammatical features, Relational Processes dominate descriptive texts, while Material Processes dominate procedure texts. Mental Processes and Behavioral Processes appear frequently in Atta Halilintar's recount text. Meanwhile, Ria Ricis' recount texts are dominated by Material Processes. The lengths of these promotional captions are short because they appear on Instagram, a multimodal medium. The readers' attention might be split between pictures and texts if the texts were too long and were not interested enough for the readers. Moreover, digital genre allows the readers read non-linearly. If they were uninterested to the texts, they could choose to leave the page.

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