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SPEECH FUNCTION OF BEAUTY INFLUENCER

HANUM MEGA'S PROMOTIONAL CAPTION IN INSTAGRAM

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Keywords	Abstract
Keywords: Speech Function, Clause Structure, Instagram	This study aims to discover category of speech function used by a beauty influencer "Hanum Mega's Promotional Caption in Instagram. This study refers to Halliday's Approach as the framework to explain category of speech function coded in instagram caption. This study uses qualitative method. The result shows that Hanum Mega as a beauty influencer dominantly used statement to promote the product. In small number, Hanum mega also used command and offer in promotional caption. Statement as the dominant type of speech function coded in Hanum Mega's promotional caption, it also shows that she uses descriptive features to attract her followers buy the products.

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INTRODUCTION

Nowadays, we can say that social media becomes part of human beings life. It seems that people cannot be separated from social media. Social media is a social networking that provides a lot of facilities for users. The users can create, share information, opinions, experiences and other expressions by using social media. There are so many social media as growing of technology. Instagram is one of One of the most popular social media since 2010. Instagram is a photography-based social networking service.(Atmoko, 2012)

From the Wikipedia.com, Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them to various social networking services, including Instagram's own. Instagram has One unique feature. It allows the users to cut photos into square shapes, so they look like the results of Kodak Instamatic and polaroid cameras. This is different become a uniqueness of instragram from the 4: 3 or 16: 9 aspect ratio that is commonly used by cameras on mobile devices.

Wikipedia's page is also reported that initially Instagram was created by the Burbn Company, Inc in 2010. They focuses on many programs. however, the company's two CEOs, Kevin Systrom and Mike Krieger, decided to focus on just one thing. For the first time the burbn was not perfect and finally the two CEOs reduced the existing features and only focused on the photos, comments, and also the ability to like a photo. That's what finally became Instagram.

Since the arising of Instagram, it has been one of the most loved and popular social media. Its use is very diverse, ranging from children to parents, from students to business people. Social media that focuses on photo and video sharing platforms has skyrocketed in popularity as Facebook and Twitter. The growth of instagram is not far from the role of special features offered by Instagram. Instagram is a social media that allows users to share photos and videos with their followers. The following superior features possessed by Instagram. (Sendari, 2019):

1. Sharing Photo and Video

   The most important feature of Instagram as a medium for sharing photos and videos to other users is the users can upload photos to be uploaded via the album gallery or from the default camera app Instagram feature. Instagram users can provide captions and filters on their photos. The users can also tag or tag other users involved in the photo. Instagram also provides edit photo which allows the users to edit before uploading

2. Comment and Like

   Instagram has a like and comment feature, it is a sign that other users like photos that have been uploaded. Other users also can leave comment to photos or caption uploaded

3. Explore

   In June 2012, Instagram introduced the Explore feature. Explore on Instagram is a tab inside the application that displays popular photos, photos taken at the nearest

location. Then in 2015, instagram can tag and mark the location where the users take the picture

4. Instagram Story

In August 2016, Instagram launched Instagram Stories. This feature functions to take a photos and videos directly. Not only this, the users also can add an effect and layer before uploading in instagram story. Then, Snapgram story will disappear after 24 hours. To satisfy the users, instagram add their feature by putting stickers, effect from photos and videos. In November, Instagram added live video o to Instagram Stories, which allows users to broadcast themselves live

5. IGTV

It is a vertical video feature like television. It launched by Instagram in June 2018. Basically, this is also available in the Instagram application and website. Through IGTV, the users can uploads up to 10 minutes long with file sizes up to 650MB. Only Verified and popular users are allowed to upload videosup to 5.4 GB. This feature automatically starts playing the video immediately after launching

Thus, according to the background aboce, this study aims to look at how the clause structure used by an influencer who is active in Instaagra, Mega, in promotional captions on her Instagram account.

LITERATURE REVIEW

These are also the one of great the superior feature of Instagram has a great effect to the increasing of Instagram users. Based on the article reported that in November 2019, the number of monthly active users of Instagram in Indonesia has reportedly reached 61,610,0 (Pratiwi, 2019).

When we talk about this platform for influencers, we are definitely on Instagram effect from the rising of instagram. Starting from macro influencers who have followers more than hundreds of millions up to micro influencers who have thousands of followers. Each influencer have their respective specialties. This relates to the concept of the content they make. Types of influencers are based on from their concepts, making the formation of types of influencers on Instagram. By using the creative and innovative content, influencers can attract the attention of their audience. There are four popular types of influencers based on allstars.id. They are celebrity influencer, beauty influencer, creator influencer and entertainer influencer. (*4 Tipe Influencer Popular di Instagram Indonesia*, 2020).

Nowdays, the popularity of Instagram is also used for the advertising and promotion of a company's products. Seeing the development of cosmetic company, most of them uses the most services of influencers in promoting their products. Therefore it cannot be denied that beauty influencers are promising jobs to reap the benefits of promotion through Instagram. It is the same thing has been done by Hanum Mega, a beauty influencer from Indonesia. She is a teenager, 19 years old successfully her carries as a beauty influencer. At the beginning, Hanum Mega is known through her tip and make up tutorials. By her creativity, Hanum can reach 1 million followers. Hanum is an active instagram users. She can upload tutorial make up and Promotional captions twice or more in a day by using unique photos or video and suggested to good caption. This is the one reason for the beauty company endorse her to promote their product. In the caption instagram, Hanum Mega describes cosmetic products, provides testimonials and gives instructions on how to use and how to buy the products. Hanum directly provides a link to his follower to make easier to get the product by "Swipe Up". Not only beauty products promoted by Hanum, but also other products such as food, clothing and need necessities.

The image format that it carries is one of the main advantages as a promotional event equipped with a good caption. The content on Instagram, whether it's a photo or IG caption, is a bridge to sell your product to potential buyers. If it is like a photo or video posted is a storefront, the caption included is a statement from the seller of the product. Many online sellers underestimate the power of caption to reach buyers. But, the one thing should be remembered that the caption is a way for traders to describe the products as the main attractions selling. Many traders who lose potential buyers, because of a bad description under the photo. It must be admitted that making a caption is not really as easy as many people think. This is main reason that many caption-making services are available. When someone makes a caption with business goals, he or she are demanded to connect the theme between the caption, photo and the goal. There are many successful brands that do marketing through social media because of their catchy caption. The trends of young people today, a good caption on social media are the best way to attract their attention.

The same thing was done by Hanum Mega. As a beauty influencer, Hanum Mega has a special attraction in every language caption on her Instagram.it can be seen from the large number of followers who like her posts every day. It meant that caption language has a great role in attracting followers to buy the products.

Language is a tool for conveying messages. in conveying messages or information in a patterned system, language has a rule that the message conveyed must be arranged properly (Saragih, 2007).

Furthermore, journalistic and captions often plays with terms in the search for eye catching effect. So it is not suprising to find e-motivated lexica formation in a specific newspaper as well as in the general press. (Crystal, 2001). Since it is significant for promoting companies to have attractive words of style, the language used in Instagram caption became a crucial part in communicating the product.

METHOD

In this study, researchers used the Halliday approach theory as a research framework. Halliday explained that the exchange and expression of ideas, humans use two roles namely; giving and demanding in terms of commodities such as goods and services. In SFL, this is called Speech Function (Halliday, 1994).

Along to Halliday, speech function is defined as an action of language users in communication such as asking, giving, command and offering information and services. Speech function is used as the tool of exchange experiences in fulfill the necessity.(Listiani, 2018)

In addition, he appearance of a notion dialogue in language development in terms of learning speech roles. In relation to the system of speech function, the notion of dialogue defines the different types of speech function. They are statement, question, offer and command (Taverniers, 2002)

RESULT

According to Halliday that speech function categorizes into four types, statement, command, question and offer. Based on the data analysis, it can be found that Hanum Mega used 3 types of 4 categories speech function. They are statement, command and question. But practically, the dominant type is statement. The following are several examples data taken from Hanum Mega's Promotional Caption.

Data Caption 1	Types of speech function
uys! Apa kabar kalian selama #dirumahaja ? Semoga sehat selalu yaa dan jangan lupa jaga kebersihan dan kesehatan yaa, di masa pandemi seperti ini walaupun di rumah aku tetep #ONFLEEKDIRUMAH dong,apalagi aku sedang menjalankan ibadah puasa, supaya gak lemes, tetap semangat dn produktif aku tetep makeup loh, Nah kali ini aku bikin FRESH PINK LOOK pakai produk terbaru dari Maybelline Superstay Matte Ink dan Superstay Crayon Pink Edition, and produk favoritku Fit Me foundation, Colossal Mascara, Define & Blend. Btw kalau kalian mau beli juga, produk-produk maybelline lagi ada diskon up to 50% loh di	In this caption, Hanum mega dominantly used **statement**. she used this type to promote the new product from Maybelline. She describes several new product from Maybeline and introduces to her followers that through this new product, she would like to have tutorial make up "fresh pink Look". Then, hanum Mega used **offer** type. The sentence " Btw kalo mau beli juga produk maybelline ada diskon 50 %.

Data Caption 2	Types of Speech function
Guys, baru beberapa hari puasa tapi aku udah gak sabat banget pengen nunjukin ke kalian tutorial makeup saat hari raya nanti. Biasanya saat hari lebaran aku tuh pengennya pakai makeup yang simple dengan produk simple karena di pagi hari pastinya harus memersiapkan shalat Ied, walaupun demikian aku selalu mau hasil makeup nya oke dan bikin suasana lebaran jadi semakin terasa fitri. Nah kali ini aku membuat tutorial makeup hanya menggunakan 3 produk dari @pixycosmetics yang sedang berkolaborasi bersama HijUp □ di dalam satu paket Glow In Harmony ini berisi PIXY Beauty Skin Primer yang membuat makeup aku tahan lama dan mudah di blend, PIXY Dewy Cushion yang membantu mengcover noda-noda di wajah aku dengan finish Dewy look dan ada PIXY Crayonttention dengan formula lembut, ringan finish nya satin dengan warna 09 Chocolicious dan match banget sama kerudung yang aku pakai dari HijUp. Ohya ada 3 pilihan warna lipstick dan kerudung lainnya dari paket Glowing In Harmony ini, nuansa Dusty Pink, Rose Gold dan buat yang suka nuansa gelap bisa pilih Dark Grey . Paket Kolaborasi PIXY dengan HijUp ini bisa menyempurnakan lebaran kamu	In this caption, Hanum Mega seems to use **statement** in telling about her willing to create simple make up by using Pixy cosmetic. In this case, Hanum Mega shows the simple make up for aidil fitri only by using Pixy Cosmetic. She introduces three Pixy products for her simple make up such as Cushion, Pixy Crayon in 3 and primer. She also describes the function and the advantages of using Pixy cosmetics. For beauty skin primer makes long lasting make up. Then its cushion is very easy blend, covers the dark point and look dewy finish. For crayon lipstick helps our lips mild and looks satin To suggest her promotional caption, Hanum Mega uses offers to her followers a discount in each buying of Pixy cosmetic from Sociolla and Lazada. Here, Hanum Mega also uses command, it can be seen from the sentence "beli sekarang ya guys untuk persiapan lebaran"

walaupun #dirumahaja beli sekarang yaa guys untuk persiapan lebaran nanti harga nya cuma Rp.277.000,- aja di sociolla atau lazada dan ada 3 pilihan buat kamu; nunasa dusty pink, rose gold dan dark Grey	

Data caption 3	Types of Speech Function
Guys! karna Lagi karantina gini,aku suka ngisi waktu aku buat olahraga ringan dirumah,nah aku disini pakai Tanktop dari @flymannathalie yang nyaman banget di pakai kalo aku lagi olahraga, lkenapa? soalnya dia udah ada Cup Bra nya tapi gak ada kawatnya guys! kerennya lagi nih dia juga menyerap keringat dengan baik loh karna terbuat dari bahan Rayon dan Spandex!□kalo aku mau jalan-jalan pun aku suka make tanktop ini karna praktis banget □terus @flymannathalie udah ada website sendiri loh guys dan ada official store di shopee juga!!□Trusted banget deh□oh iya tanktop yang aku pakai ini lagi diskon di Website mereka dan produk-produk disana masih banyak lagi,kalian juga bisa dapetin diskon pake kode promo aku "HANUM20" untuk belanja di websitenya□Periode promo nya tgl 1-16 Mei 2020. buruan di cek sebelum kehabisan, thankyou @flymannathalie □□□	In this caption, the use of statement is still a dominant type. It can be seen from the sentence she uses such as in giving her information, Hanum starts her caption to informs about her daily condition in pandemic time. She introduces a good sport wear to her followres. She used to wear sport cloth from Flymannathalie as her choice in sport. She also describes that sport wear from flymannathalie is very comportable because it has a cup of bra, made from spandex and rayon, multifunction. In this caption, Hanum Mega uses offer to her followers in which she offers promo discount "HANUM20" for each buying. Hanum Seems to use Command " buruan di cek sebelum kehabisan"

Data Caption 4	Types of Speech Function
Kalian tau sendiri kan kalau setiap hari aku pasti berinteraksi sama yang namanya hair dryer dan catokan.Hal ini bikin rambut aku kering, bercabang, dan rontok. Setiap produk yang aku cobain gak pernah ada yang ngaruh banget di rambut aku, bahkan produk mahal sekalipun. BUT FINALLY I FOUND THIS LOCAL PRODUCT. Namanya @hairrepair.id Their products are REALLY GOOD!! Setelah dua mingguan aku pake Fast Hair Growth,rambut rontok aku berkurang drastis!!! Dan anak anak rambut aku uda pada tumbuh, sooo happy.And I really love the Argan Oil! Aku	In this caption, statement is the dominant type of speech function. She informed her experience toward using of hair dryer which affected her bad hair, dry and fall out. But, finally she found good hair solution. She described her experience during using product from hairrepair.id. by using this product, her hair is not fall out, blossom, smooth and shining.

rajinin pake setelah keramas, sebelum catokan, dan sebelum tidur and the result is very amazing. Rambut aku bener-bener halus dan berkilau. POKOKNYA THIS IS THE BEST HAIR TREATMENT PRODUCT I EVER USED! So proud with the local product lately☐ @hairrepair.id thankyou☐	

Data caption 5	Type of speech function
Aku selalu penasaran banget sama tas marhen yang hitz banget di Korea☐Ini dari @marhen.j.idn Nah Tas marhen yang di jual disana langsung ambil di Korea loh guys, jadi first hand Dan harganya juga gak Mahal! Pastinya original jadi gak usah khawatir karna dia ada Holo Tag nya buat buktiin original nya guys,yang paling aku Suka tuh,tas nya juga waterproof jadi aman di pake waktu musim hujan☐.. udh gitu tasnya walaupun kecil tapi bisa masuk banyak barang☐buruan cek IG nya karna masih banyak koleksi lainnya @marhen.j.idn Thankyouuu☐☐	In this caption, Hanum Mega used Statement in promoting of product. She introduce import bag' from Marhen.j.idn. she describes the characteristic of the bag. This bag is very cheap, waterproof and multifunction. She also use command here. It seems from the sentence "buruan yuk ccek IGnya karena masih bayak koleksi lainnya.

CONCLUSION

Based on the data analysis, it can be concluded that Hanum Mega mostly uses statement in her promotional caption in Instagram. Then followed by command and offering in a little number. This result also shows that Hanum Mega uses descriptive feature to promote and attract her follower buy the product. This is the power of words, sentence in her caption. The power of language can bring a great effect to the successful in marketing. Finally, the writer hopes that this study will be useful in increasing of our diction in writing especially in writing promotional caption in instagram. Moreover, for the reader who interest to business. This result also can enlarge our knowledge in language learning.

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