

AN ANALYSIS OF LANGUAGE STYLES ON ORIFLAME INSTAGRAM CAPTIONS AND COMMENT COLUMNS

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Abstract: *Social media has become an important tool in corporate communication strategies to build image and interact with audiences. This study aims to analyze the language style used in captions and comments on Oriflame's Instagram account, and to assess the level of audience engagement with the content. This study used a qualitative method with a content analysis approach, analyzing 133 captions and 114 comments published between January and June 2024. The five types of language styles studied include assertive, comparative, repetition, sarcastic, and contradictory based on Wicaksono's theory (2017). Meanwhile, audience engagement indicators were analyzed based on the theories of Atmoko (2012) and Putri & Widodo (2024), including likes, comments, shares, mentions, and replies. The results showed that assertive language style was the most dominant style in captions and comments, followed by comparative and repetition. Sarcastic style appears limited, while contradictory is very rarely used. In terms of engagement, likes and shares were the highest forms of interaction in captions, while replies were the most common form of interaction in comments. The findings show that using appropriate and responsive language styles can build strong communication and increase audience loyalty on social media.*

Keywords: *Language Style, Caption, Comment Column, Oriflame Instagram, Digital Communication, Audience Engagement*

INTRODUCTION

Social media is an important component of digital communication as it transcends the time and place constraints of the modern era. For example, Instagram, with a user base exceeding 1.6 billion globally, connects individuals from different

cultural backgrounds around the world. The platform offers many features that involve the user experience, promoting extensive engagement. Instagram is renowned for its visually appealing images and videos, characterized by a great aesthetic attraction relative to other

social media platforms, which attracts individuals to take advantage of its potential for marketing activities, both in service delivery or product marketing. One of them is Oriflame, which has been using Instagram effectively to achieve its business goals.

Oriflame is a multinational company specializing in the direct marketing of beauty and personal care products founded in 1967 in Sweden. The company can be found offering a large variety of products, including skincare, cosmetics, fragrances, and health and wellness products. In addition to marketing through its network of independent advisors, Oriflame actively engages with consumers on social media platforms, especially Instagram.

Oriflame's Instagram account has over 1 million followers, which indicates a significant level of engagement. This underscores Oriflame's expertise in implementing effective social media communication strategies. The study reveals Oriflame's use of various communication tactics on Instagram to attract followers and increase sales figures. Oriflame posts interesting and

engaging content consistently, including beauty inspirations, makeup rallies, and updates on new offers. This content is very content with elements that are visually appealing and informational content that is easy to understand.

In addition, Oriflame actively interacts with its audience through getting involved in comment columns sections and in live messages, providing answers to questions, managing feedback, and organizing contests and giveaways. Such engagement make a significant role in developing strong relationships with followers and increasing brand loyalty. Therefore, the use of language style significantly impacts the aesthetic, emotional, and expressive aspects of communication. A unique and distinctive language style in a particular space significantly affects the efficient delivery of messages or information, mostly through captions and comment columns sections.

Therefore, the use of language style in captions and comment columns on platforms like Instagram is essential to convey important information about the object or image. Captions serve as complementary

elements that help followers understand the content being shared. Creating impactful captions and comments requires careful selection of words and sentence structure.

The comment columns section on Oriflame's Instagram functions as a platform for various feedback, opinions and engagement between users and followers, along with captions. It holds an important role in keeping Oriflame's followers and community engaged, reflecting their reactions and interpretation of the content and brand messages. The language used by followers in their comment columns significantly shapes the feedback Oriflame receives.

This research is based on several relevant studies. Rahmawati et al (2022) examined the language style of online stores on Instagram, found the use of hyperbole and metaphor to influence consumer perception. Bikalawan & Savitri (2022) examined the persuasive techniques of Menantea advertisements on Instagram, identified the suggestion technique as the most dominant technique. Meanwhile, Ratnatika (2022) analyzed Mario Teguh's motivational language

style, which is characterized by honesty and politeness.

This research focuses on examining the language styles found in captions and comment columns on Oriflame Instagram posts. The focus also includes audience engagement, with an emphasis on analyzing the number of likes, comments, shares, mentions, and replies. The purpose of this study is to identify the language styles used in captions and comment columns on Oriflame's Instagram, as well as analyze audience engagement in the captions and comment columns section. The findings from this study help to improve the understanding of Oriflame's communication effectiveness on the Instagram platform.

REVIEW OF RELATED

LITERATURE

Related Theory

Language Style

According to Damayanti (2018:266), language style in rhetoric is known as style. The word "style" is derived from the Latin "stylus" which is a kind of tool for writing on wax tablets. In subsequent developments,

the word style then changed to the ability and skill to write or use words beautifully (Keraf, 2009). Briefly (Tarigan, 2009) states that language style is a form of rhetoric, namely the use of words in speaking and writing to convince or influence listeners or readers. In other words, language style is the art of processing words to create an effective and captivating communication effect.

Types of Language Styles

According to Wicaksono (2017:288-304) in his book entitled *Pengkajian Prosa Fiksi* (The Study of Fiction Prose), language styles are divided into five groups, namely: comparative, repetitive, sarcastic, contradictory, and assertive. These five types are summarized below:

1. Comparative

A sentence that compares one object to another, either explicitly or implicitly, through symbol, simile, metaphor, or association.

As brave as a lion.

2. Repetition

A sentence that repeats certain words, phrases, or sounds in

succession to emphasize meaning, build rhythm, or reinforce a message.

She is beautiful, she is rich, and she is perfect.

3. Sarcastic

A sarcastic sentence that conveys an opposite meaning or mocks subtly or sharply, often using irony, sarcasm, satire, or cynicism.

Wow, you're so helpful, I can always count on you to do absolutely nothing!

4. Contradictory

Sentences that contain contradictions in meaning, inverted speech, or the use of contradictions to emphasize a message, establish irony, or express doubt.

Save money by spending it.

5. Assertive

Sentences that emphasize a statement or opinion strongly and emphatically through repetition of structure, rhetorical questions, climaxes, or anticlimaxes to build emotional, logical, or dramatization pressure.

We will fight for freedom, we will fight for justice, we will fight for equality.

Audience Engagement

Based on the theories of Atmoko (2012) and Putri & Widodo (2024), there are a number of engagement indicators that can be analyzed in social media communication. However, in this study, only five engagement indicators were taken which were considered the most relevant and in accordance with the focus of the discussion. The five indicators were chosen to facilitate analysis and maintain the depth of the study in order to remain focused. Some forms of engagement include:

1. Likes: as a basic indicator of passive engagement as it shows the number of audiences interested in the content,
2. Comments: to see active engagement through criticism, praise or questions (e.g. "is this product suitable for sensitive skin?"),
3. Shares: indicates that the content is considered valuable until it is shared to other stories

or followers (example: reshare promo posts),

4. Mentions or @-tags: shows the initiative of the audience to associate the brand in the conversation, and
5. Replies: evidences an in-depth reciprocal discussion.

The selection of these five indicators provides a comprehensive picture ranging from basic engagement (likes) to more complex ones (comment section discussions), thus measuring the overall level of audience engagement on Oriflame's Instagram.

METHODOLOGY OF STUDY

Research Design

This study uses a qualitative descriptive research design, as suggested by Lambert and Lambert (2012), which emphasizes direct and systematic description of a phenomenon.

Research Instrument

According to Sugiyono (2017), research instruments are tools used to observe and evaluate a phenomenon, both natural and social phenomena. Based on this opinion, research instruments in this study refer to the

tools used by researchers to collect, process, and analyze data. The types of instruments used in this study can be seen as follows.

1. Document (Screenshot)

The main instrument in this research is a data set in the form of captions and comment columns from the official Oriflame Instagram account (@oriflame), which was collected during the period January to June 2024. The data was collected in the form of screenshots of each post and comment column.

2. Observation Sheet

According to Arikunto (2019), an observation sheet is a tool used to assess the extent to which a goal has been achieved or as a guide in measuring the success rate of an activity. In the context of this research, the observation sheet serves as the main instrument to record, classify, and analyze the use of language styles as well as audience engagement with captions and comments on Oriflame's official Instagram account.

Data Collection Techniques

According to Sugiyono (2017), data collection in qualitative research can be done through observation,

documentation, and literature study. In this study, data was collected qualitatively by analyzing captions and comments on Oriflame's official Instagram account. The aim is to identify the language style and audience engagement with the content. This researcher used three main techniques for support, namely:

1. Documentations

Data collection was done by recording and documenting captions and comments on Oriflame's official Instagram account. The data collected included post texts, comments, dates, and engagement.

2. Observations

The researcher conducted non-participant observation by observing the use of language styles (comparative, repetitive, sarcastic, contradictory and assertive) in captions and comments as well as forms of audience engagement (likes, shares, comments, mentions, and replies)

Data Analysis Technique

According to Krippendorff (2004), content analysis is a systematic method for understanding the meaning of communication messages. This research uses content

analysis to examine the language style and audience engagement in Oriflame's Instagram captions and comment columns. The stages of data analysis in this research are organized as follows:

1. Data Reduction: Selecting relevant data from captions and comment columns.
2. Classification of Language Styles: Categorize the data into five types of language styles: comparative, repetitive, sarcastic, contradictory and assertive.
3. Classification of Audience Engagement: Identify forms of audience engagement: likes, comments, shares, mentions, and replies.
4. Data Presentation: Compile the analysis results in the form of tables and narratives.

RESULT AND DISCUSSION

Based on the analysis of Oriflame's Instagram captions and comments from January to June 2024, it can be concluded that the company uses a variety of language styles to attract audience attention while building strong relationships with its

followers. The language styles used reflect the brand's active, convincing and friendly communication strategy on social media. In addition, the form of audience engagement is also an important part of assessing how effective the messages conveyed through captions and responses in the comments column.

From the analysis, it was found that the most dominant language style in captions and comments is assertive. This style is characterized by direct, straightforward, and emphasized sentences such as "Celebrate your everlasting love with Eclat!", "Don't wait to stock up, wear SPF every day", or in comments such as "You have to!" and "Let us know what you think ♥□". This assertive style is used very effectively by Oriflame to build emotional and logical pressure for the audience to take action, be it buying products, sharing content, or responding.

This finding is in line with Wicaksono's (2017) opinion in his book *Pengkajian Prosa Fiksi*, which states that assertive language style is used to emphasize statements or opinions with confidence. In the context of social media, this style

becomes a powerful persuasion tool to influence consumer behavior.

In addition to assertive, comparative style is also commonly found, both in captions and comments. This style serves to compare the advantages of the product with other products or different conditions. For example, the phrases "hydrating yet light feel" or "more youthful-looking skin" reinforce the impression that Oriflame products have more value than similar products. According to Wicaksono, comparative language style aims to emphasize the differences or advantages of an object in a way that is easily accepted by readers.

The repetition style is also used quite often, as seen from the repetition of words or phrases in captions such as "so creamy, so delicious" and "Catch it, squeeze it, love it!" as well as in comments such as "please, please." This style is effective in reinforcing the message and making it more memorable to the audience.

On the other hand, the sarcastic style appears in smaller numbers. However, its presence gives a touch of humor and familiarity, for example sentences like "Brrr it's cold in here,

there must be some holographic eyeshadows in the atmosphere" or when Oriflame replied to a "kiss and tell" comment with "No secrets here!" Although not dominant, this style is still important because it creates a relaxed and fun atmosphere that suits the current character of social media communication.

Meanwhile, the contradictory style is very rare, not even appearing in the caption, and only a few in the comment section, such as in the short question "more a dog person? 🐶." This shows that Oriflame prefers to use a clear communication style that does not play on irony or contradiction of meaning, so that the message is still easy to understand.

In terms of audience engagement, it was found that the highest form of interaction on captions is likes, which can reach more than 1,500 and even 3,500 per post. This shows that the language style and visuals used managed to attract users' attention quickly. In the theory of Atmoko (2012) and Putri & Widodo (2024), likes are included in the passive form of engagement, but still an indicator that the content is liked or appreciated by the audience.

The second most common interaction is shares, especially on posts that contain interesting information, promos, or a strong call to action. Many captions are shared more than 200 times, which means the audience thinks the content is worth sharing. This is in line with Putri & Widodo's opinion that shares are a form of engagement that shows the value and relevance of content in the eyes of the audience.

Meanwhile, comments on captions are relatively fewer in number, mostly only ranging from 10 to 40 comments per post. More comments usually appear on captions that contain questions or direct invitations to discussion. This shows that interactive invitations in captions have an effect on the level of comments received.

In the comments section, the most prominent form of interaction was a reply from Oriflame. Almost all comments, whether they get likes or not, are replied to by Oriflame's official account. This consistent response is one of the brand's strengths in building a two-way relationship with its followers. According to Putri & Widodo's theory (2024), replies are

a form of deep engagement because they involve direct conversation and show attention to the audience.

Likes and mentions are also found in comments, but not as many as replies. Comments that contain questions or direct interactions tend to get replies, while comments that contain compliments or emotional statements more often get likes.

Overall, it can be concluded that the combination of effective use of language styles and responsive interaction strategies makes Oriflame's communication on Instagram powerful and engaging. Assertive, comparative, and repetition language styles proved effective in conveying messages that influence the audience, while sarcastic and contradictory styles were used selectively to suit the context. On the other hand, audience engagement through likes, shares, comments and replies shows that Oriflame is able to build a digital community that is active, loyal and interacts in a two-way manner.

CONCLUSION AND SUGGESTION

Conclusions

Based on the analysis of Oriflame's Instagram captions and comments from January to June 2024, it can be concluded that Oriflame uses a strong and consistent stylistic strategy. The most dominant style is assertive, both in captions and comments, which is effective in conveying messages assertively and building emotional closeness.

In addition, comparative and repetition styles are also frequently used to highlight product advantages and strengthen the impression of the message. Sarcastic style appears in limited numbers as a casual touch, while contradictory style is almost non-existent, showing Oriflame's tendency towards a straightforward and easy-to-understand communication style.

In terms of audience engagement, the most prominent interactions on captions are likes and shares, while in the comments section are replies from Oriflame. The consistent replies to almost all comments indicate a strong and continuous two-way communication strategy. This approach shows that Oriflame is able to build a loyal, active and emotionally engaged digital

community with the brand on social media.

Suggestion

This study suggests Oriflame to maintain assertive style and use comparative, repetition, and sarcastic more often to increase audience appeal and engagement. The contradictory style can be used in a limited way to keep the message clear. For students, this research is useful to understand the role of language style in digital communication. Future research is recommended to reach out to other platforms such as TikTok or Facebook to broaden the understanding of engagement strategies on social media.

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