

THE ANALYSIS OF LANGUAGE STYLES IN SEA TODAY NEWS

Septriana Romauli Sitohang¹, and Risda Asfina², Safra Apriani Zahraa³
^{1,2}, English for Business and Professional Communication
 Study Program State Polytechnic of Bengkalis
 Jl. Bathin Alam, Bengkalis, Riau, 28711, Indonesia, Phone: (+6277)24566
 e-mail: septrianadumai@gmail.com risda.asfina@gmail.com,
 sapra@polbeng.ac.id

Abstract: *This study aims to analyze elements and classification of language style in posts that can attract readers' interest. This research describes the elements and classification of language style found in Facebook caption posts and finds out to what extent the language style in the posts can attract readers, which was conducted on the @SeaTodayNews Facebook account. This research refers to the theory of Seyler and Joos, focusing on seven main elements of language style, namely: diction, syntax, figurative language style, tone, voice, rhetorical devices, and level of formality, as well as the three classification of language styles: formal, consultative, and casual. This research uses a qualitative descriptive method, by analyzing 20 samples of captions conducted by collecting observation and documentation. The results of the analysis show that all seven elements of language style are found in the data. In terms of classifications of language style, the data shows that formal language style is most often found in Facebook account posts. Formal language style is preferred because it is in line with the main function of @SeaTodayNews as an official, factual, neutral, and professional information provider. The posts can attract readers' interest, which can be seen from a higher number of "likes" compared to posts using other language styles.*

Keywords: *Facebook caption, SEA Today News, Elements of language style, Classification of language style*

INTRODUCTION

The stylistic approach to language played an important role in the dissemination of news, serving as a conduit between the content and the audience. The shaping of the manner in which information was presented and perceived by the

stylistic approach to language was a multifaceted process of linguistic preparation that can imbued aspects of beauty with the intention of evoking specific effects and thereby infused language with greater vitality.

The stylistic choices made by journalists and editors influenced the tone, clarity, and impact of news stories, as demonstrated by Arman, A., & Mariani, M. et al. (2023). Understanding these elements was essential for comprehending how news media shaped public discourse. In an era where information was abundant, language style in news reporting was a key factor in differentiating one news outlet from another.

The term “language style” was also known as “Beautiful language,” which was used to create a specific effect by introducing or comparing objects or other things that were more specific or more general. The stylistic approach employed in news media was characterised by a range of elements, including tone, register, diction and the use of rhetorical devices. The term “tone” was used to describe the attitude conveyed through the writing, which could range from formal to informal or serious to humorous. Register pertained to the level of formality and the selection of language appropriate to the audience and context. The selection of words, or diction, could affect the clarity and emotional impact of the news.

Rhetorical devices, such as metaphors, similes, and hyperbole, were used to enhance the persuasive power of the narrative. Collectively, these stylistic elements shaped public perception and opinion by framing the news in specific ways, influencing how stories were understood and remembered. It was therefore crucial to understand the stylistic nuances of language in news reporting in order to recognize the subtle ways in which the media could shape public discourse.

SEA Today News was a significant news portal catering to a broad audience in Southeast Asia. Its target audience was diverse, making it a valuable case study for language style analysis. The platform was significant in the digital news landscape due to its rapid growth and popularity among readers seeking reliable news. Analyzing SEA Today News.com presented unique opportunities to explore how a relatively new and diverse news platform utilized language style to engage its audience and convey information effectively.

The digital platform SEA Today News.com targeted a diverse audience across Southeast Asia, offering news that catered to a wide

variety of interests and cultural backgrounds. As a relatively new and diverse news outlet, the site occupied a unique position in the modern news landscape, where online news consumption was becoming increasingly common. An analysis of SEA Today News.com provided a valuable opportunity to explore how language styles were used in this context, offering insight into the evolving dynamics of digital journalism.

First, Fitriani, N. & Juita, N. (2019) discusses the language styles of irony, cynicism, and sarcasm in the novel "Boulevard De Clichy Agonia Cinta Monyet Karya Remy Sylado". The results of the study found irony stylistic markers in the form of (1) indirect speech, (2) proverbs, (3) double speech or affirmation speech pairs. Markers of cynicism language style in the form of majas, proverbs, double speech or pairs of affirmation speech. Sarcasm language style markers are in the form of speech that contains swearing.

Second, Wahyuni, N., Andra, V., & Friantary, H. (2022) State that News serves to convey information about various events that occur in

society. The language style in the newspaper must be made as interesting as possible in order to increase readers' interest in reading the newspaper. In addition, newspapers also function to obtain information on various news that occurs in society. News writing in newspapers basically has its own characteristics in providing information, one of which is by using a certain language style.

Third, research by Dwitamayanti, N. K. in Putra, I. N. A. J., & Saputra, I. N. P. H. (2021) There are several classification of language styles, such as simile, which is a language style that has a different meaning from what is stated. Personification, which is a comparative language style that considers inanimate objects as if they were living objects or have properties like humans and other living things. There are still many language styles that we can find in the news published by the author. The author uses language styles in the news to emphasize, strengthen, and refine the delivery as a form of respect or appreciation

The main objective of this study was to examine the language style used by SEA Today News.com with a view to elucidating its constituent elements and classifications. This research employed Seyler and Joos's writing style theory to examine the data under study. This entailed identifying patterns, strategies, and potential biases in the news reporting. By examining the stylistic choices, This study aimed to ascertain how these elements contributed to the overall effectiveness and influence of the news. In particular, the objectives were to determine what elements of style and classification of style were utilized in the news.

REVIEW OF RELATED LITERATURE

Related Theory

Seyler (2008) outlines seven elements of language style-word choice, syntax, figurative language, tone, voice, rhetorical devices, and formality.

Joos (2005) classifies language style into formal, consultative, and casual.

Elements of Language Style

according to theory Seyler's (2008), namely: Word choice, Syntax,

Figurative language, Tone, Voice, Rhetorical devices, Level of formality. Diction (Word Selection)

Formal vocabulary is used in professional contexts (e.g., "announce," "inform"), informal vocabulary in casual settings (e.g., "ngabarin," "bilang"), technical terms in specific fields (e.g., inflation, diagnosis), and emotive or attention-grabbing words to engage readers (e.g., heartbreaking, viral).

1. Word choice

Diction is the choice of words in a text, covering formal or informal vocabulary, technical terms, and emotionally or attention-evoking words. Formal vocabulary suits professional contexts (e.g., "announce"), informal fits casual settings (e.g., "ngabarin"), technical terms are field-specific (e.g., inflation, diagnosis), and emotive or attention-grabbing words (e.g., heartbreaking, viral) help reinforce messages and engage the audience.

2. Syntax (Sentence Structure)

Syntax refers to sentence structure, covering complexity, voice, and length. Simple sentences (e.g., "SEA Today launches a new program") are straightforward, while complex

ones add subordinate clauses. Active voice shows the subject doing the action, and passive voice shows it receiving the action. Short sentences (e.g., “Watch now!”) are common in promotions, while long ones suit formal or detailed news.

3. Figurative Language

Figurative language uses styles such as metaphors, similes, idioms, metonymy, and hyperbole to add expressive nuance or emphasize a message. A metaphor compares two things directly without “like” or “as” (e.g., “Indonesia is the backbone of Asia's economy”), while a simile uses connecting words (e.g., “The economy rose like the sun rising”). Idioms have meanings not deducible from the words (e.g., “The government has given up on this case”), metonymy refers to something by a related term (e.g., “The palace responded to the news”), and hyperbole exaggerates for dramatic effect (e.g., “The news shocked the whole country”).

4. Tone

Tone is the writer's emotional attitude toward a topic, shown through word choice, sentence style, and delivery, and can be enthusiastic, cautious, optimistic, or neutral.

Enthusiasm shows excitement, caution suits sensitive issues, optimism conveys positive expectations, and neutrality maintains objectivity. The right tone shapes audience interpretation, as overly emotional tones may seem unprofessional, while flat tones can make messages dull.

5. Voice

Voice is the writing's point of view—first person (I, we), second person (you), or third person (he, she, they)—showing subjectivity with opinions or objectivity with facts, and often using direct quotes from credible sources to add trust.

6. Rhetorical Devices

Rhetoric uses repetition, rhetorical questions, contrast, quotations, and symbolic references to stress key points, draw attention, and build credibility, such as repeating phrases, posing thought-provoking questions, highlighting differences, citing credible sources, and using meaningful symbols.

7. Level of Formality

The level of formality shows politeness and professionalism, ranging from formal (official news, complex sentences, no personal language) to semi-formal (polite yet flexible) and

informal (casual words, short sentences, slang), chosen based on context and audience.

Classifications of Language Style

According to theory, Joos (2005) namely: Formal language style, Consultative language style and Casual language style.

1. Formal Style

Formal language style is used in formal and professional situations, such as official announcements, government announcements, institutional reports, and institutional communications. This style is characterized by the use of standard vocabulary and complex sentence structures. Speakers and listeners usually do not have a personal relationship, so the language used tends to be objective, structured, and free of emotional expression.

2. Consultative Style

Consultative language style is used in semi-formal situations that usually involve professional relationships, such as interviews, work discussions, or communication between superiors and subordinates. In this style, the speaker and listener usually have different levels of

knowledge about the topic being discussed, so there is an effort to explain or clarify. The language used remains polite and structured, but is more flexible than formal style.

3. Casual Style

Casual language style is used in relaxed and informal situations, such as in social media promotions, conversations between friends, or entertainment content. The hallmarks of this style are the use of everyday language, informal greetings, abbreviations, and more emotional or spontaneous expressions. This style reflects the closeness between the speaker and the listener and creates a more intimate and comfortable atmosphere.

METHODOLOGY OF STUDY

This study focused on analyzing the language styles found in captions from the @SeaTodayNews Facebook account, with data collected in the form of documentation images. The researcher examined uploads posted between May 1 and May 30, 2024, resulting in 20 samples containing various language styles. Each data sample was described in detail, along with an explanation of the linguistic style used in the captions, and

analyzed to determine how these styles were applied in the posts.

Based on the captions uploaded on the @SeaTodayNews Facebook account from May 1 to 30, 2024, the observation method was used to observe the content of the posts. In addition, the documentation method was carried out by taking screenshots of the captions analyzed on the @SeaTodayNews Facebook account.

The analysis was divided into two main parts to address the research questions: first, to identify the elements of language style present in the captions, and second, to classify the types of language styles used. In total, seven stylistic elements were studied—diction, syntax, figurative language, tone, voice, rhetorical devices, and level of formality—alongside three classifications of language styles: formal, consultative, and casual. These elements and classifications were examined to reveal patterns in how SEA Today News communicates with its audience on social media.

RESULT AND DISCUSSION

RESULT

The present study focused on the language style that had been

collected by researchers in the form of documentation images. The data description provided a detailed account of the samples identified, along with an explanation of the linguistic style employed in the captions. The explanation of each data description employed the analysis method for each data sample. The objective of this analysis is to ascertain the manner in which language styles were employed in captions on Facebook account posts for @SeaTodayNews.

The researcher analyzed the @SeaTodayNews Fb account uploads on the 1st to 30th of May 2024, the data collected were 20 uploads containing language styles. This study divided this chapter into two parts to answer the two problem formulations in this study. The first part was to find out the elements of language style used in the news of the @SeaTodayNews Facebook account. In the second part was to find out the classification of the language style used in the news of the @SeaTodayNews Facebook account. The samples obtained came from the @SeaTodayNews Facebook account. There were 7 elements of stylistic elements, namely: Diction, syntax, figurative language, tone, voice,

rhetorical devices, level of formality and there are 3 classification of language styles studied, namely formal language style, consultative language

Based on the graph “Frequency” of Language Styles Elements (in 20 Captions)”, chart, it can be seen that the five most dominant elements of language style are that appear consistently in all 20 captions are diction, syntax, tone, voice, and level of formality. Each of these elements was recorded as appearing 20 times, meaning every caption contained these elements. This shows that in writing captions by Sea Today News, the writer pays great attention to appropriate and contextualized word choice (diction), and clear sentence structure (syntax) to convey messages efficiently. In addition, the (tone) of the language used helps shape the atmosphere in conveying information, while (voice) signifies consistency of viewpoint and style of news delivery. The (level of formality) that is always present also indicates that these captions maintain a style that is professional, informative, and in accordance with journalistic ethics in delivering news to the public.

In this study the researcher classified the language styles used in the captions of the @SeaTodayNews

style, casual language style. The following is a discussion of the frequency and tendency of occurrence of each element, based on the analysis bar chart:

Facebook account into three main categories, namely: formal language style, consultative language style, and casual language style, Based on the results of the analysis of 20 captions during the month of May 2024, data on the order of frequency of use of language styles are obtained as follows:

Types of Language Style in 20 Captions

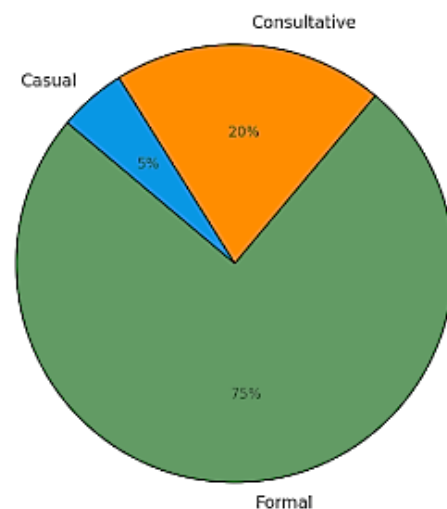


Figure 1 Classification of Language Styles

The formal style is the most frequently used, with a total of 15 captions (75%) of all data. The use of formal style is dominant because @SeaTodayNews functions as an official news media that delivers factual and professional information to the public

DISCUSSION

This section analyzes data on the classification of language styles in Facebook account captions based on Seyler's and Joos's theory in the book "Language Style In The Jakarta Post.Com"

This study analyzed 20 captions from the @SeaTodayNews Facebook account using seven main elements of language styles, namely: Diction, Syntax, Figurative language, Tone, Voice, Rhetorical Devices, and Level of formality Each caption was studied to identify the occurrence of each element.

According to the theory of, Syed, B., Verma, G & Varma, V. (2020) analyzing the elements of language style is very important. The low use of figurative language styles such as metaphor, simile, or personification reflects the main nature of news texts that prioritize objectivity, clarity, and accuracy in conveying facts. News captions tend to avoid figurative expressions so as not to cause ambiguity and still maintain focus on the content of the information conveyed.

Although this study uses a qualitative approach, in qualitative

research, researchers may count the frequency of themes/codes to reinforce the narrative and suggest how common the findings are. Ismail, I. H. (2024) suggests that frequency can indicate the prevalence of themes or elements in qualitative data. Silverman D. (2021) also emphasizes that counting themes or language features can make findings clearer, easier to understand, and more convincing to readers. Thus, the presentation of numbers in this diagram is not intended to make statistical generalizations, but rather to show patterns that emerge from data analysis.

The characteristics of this style are the use of standardized diction, complex sentence structure, neutral and objective tone, and the absence of direct address to the audience, Khalid, O., & Srinivasan, P. (2020), discuss in depth about language styles in various online communities, this style appears mostly in national, international, education, sports, and government policy news.

According to Indra, I., & Hamzah, H. (2018), Using polite but still casual language, this style maintains a polite and informative structure, but contains elements of two-way communication, such as questions,

invitations, and instructions to the reader

according to the theory of Bizzoni, Y., & Teich, E. et al. (2020) Making it easier to understand scientific concepts, it is characterized by the use of colloquial language, direct address, emoticons, and nonstandard diction.

In this study the researcher classified the language styles used in the captions of the @SeaTodayNews Facebook account into three main categories, namely: formal language style, consultative language style, and casual language style. Based on the results of the analysis of 20 captions during the month of May 2024,

As a conclusion to this research discussion, it can be concluded that the language style in @SeaTodayNews captions plays an important role in building a professional image while reaching a wider audience. The use of formal style dominates because this media prioritizes credibility and objectivity as an information provider. Consultative and casual styles appear in entertainment or promotional contexts, adapting to the needs of the digital audience

CONCLUSION AND SUGGESTION

Conclusions

This study aims to analyze seven elements of language style: diction, syntax, figurative language style, tone, voice, rhetorical devices, and level of formality. as well as three classification of language style : formal, consultative, and casual. based on Seyler's and Joos' theories, in 20 captions of the @SeaTodayNews Facebook account during the period 1-30 May 2024.

The results showed that five elements-diction, syntax, tone, voice, and level of formality-appeared in all captions and became the dominant elements because they reflected a formal and structured style of information delivery. Rhetorical devices were found in 17 captions as message reinforcement, while figurative language style was only found in 9 captions, indicating the minimal use of expressive style as the majority of captions were informative.

Suggestion

For Readers, the results of this study can be used as a reference or learning material for readers who want to understand how language style

works in online news texts. By observing the use of diction, syntax, tone, and other stylistic elements, readers-be they students, teachers, or language lovers-can develop a better awareness of how language affects perception, clarity, and engagement in social media news texts. This research also provides insights into how different classification of language styles-such as formal, consultative, and casual-are applied in various topics, such as sports, education, beauty, entertainment, national holidays, and public service announcements.

For Future Researchers, this study can be a useful reference for academic purposes, especially for students who raise similar topics in the fields of linguistics, communication, or digital media. Researchers are advised to conduct direct interviews or field studies with content creators or media editors to enrich the data and provide a more contextual analysis. In addition, researchers can also consider analyzing user responses or engagement (such as the number of likes, comments, and shares) to evaluate the impact of language style on audience behavior.

REFERENCES

- Arman, A., Nurjannah, N., Masri, F. A., Nirmalasari, N., & Mariani, M. (2023). Analisis Gaya Bahasa dalam Iklan Komersil di Kendari. *ALFABETA: Jurnal Bahasa, Sastra, dan Pembelajarannya*, 6(2), 81-90.
- Bizzoni, Y., Degaetano-Ortlieb, S., Fankhauser, P., & Teich, E. (2020). Linguistic variation and change in 250 years of English scientific writing: A data-driven approach. *Frontiers in Artificial Intelligence*, 3, 73.
- Dwitamayanti, N. K., Putra, I. N. A. J., & Saputra, I. N. P. H. (2021). The language style used in presentation on YouTube by English language education students. *International Journal of Language and Literature*, 5(3), 137-150.
- Fitriani, N., Ermanto, E., & Juita, N. (2019, July). Language Style Performance in Communication of National Political Figures Surya Paloh. In *ICLLE 2019: Proceedings of the 2nd International Conference on Language, Literature and Education, ICLLE 2019, 22-23 August, Padang, West Sumatra, Indonesia* (p. 244). European Alliance for Innovation.
- Indra, I., & Hamzah, H. (2018). An analysis of language style of teenagers found in Facebook status. *English Language and Literature*, 7(1), 98-105.

Ismail, I. H. (2024). Pendekatan Kualitatif. *Dipetik Desember*, 2, 2024.

Khalid, O., & Srinivasan, P. (2020). Style Matters! Investigating Linguistic Style in Online Communities. *Proceedings of the International AAAI Conference on Web and Social Media*, 14(1), 360-369. <https://doi.org/10.1609/icwsm.v14i1.7306>

Seyler, & Priyadi, D. H. (2021). Language Style in thejakartapost.com. *Language Horizon: Journal of Language Studies*, 9 (2), 69-75.

Syed, B., Verma, G., Srinivasan, B. V., Natarajan, A., & Varma, V. (2020, April). Adapting language models for non-parallel author-stylized rewriting. In *Proceedings*

Silverman, D. (2024). Interpreting qualitative data.

Wahyuni, N., Andra, V., & Friantary, H. (2022). An Analysis of Language Styles Used in the Daily Newspaper of Radar Selatan. *Jadila: Journal of Development and Innovation in Language and Literature Education*, 2(4), 479-490.