

**LANGUAGE STYLE AND SELF-PRESENTATION OF
AGNEZ MONICA ON INSTAGRAM**

THESIS



BY:

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ABSTRACT

Jallailahie, W. H. N (2026). *Language Style and Self-Presentation of Agnez Monica on Instagram*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd., (II) Prof. Dr. H. Mohammad Kurjum, M.Ag

This study aims to analyze the language styles and self-presentation strategies used by Agnez Monica in her Instagram captions. This research employs a qualitative descriptive approach, with data comprising 30 Instagram captions published between April 2025 and December 2025. The analysis is based on Joos' (1967) theory of language styles and DeLamater et al.'s (2015) theory of self-presentation.

The findings reveal that casual style is the most dominant language style, accounting for 53.3% of the data, followed by intimate style (20%), consultative style (16.7%), and formal style (10%). The dominance of casual style indicates that Instagram functions as a personal, audience-oriented platform that encourages informal, approachable communication. Meanwhile, formal and consultative styles are primarily used in professional contexts, career reflections, and discussions related to nationalism. Regarding self-presentation strategies, managing appearance is the most frequently used strategy (30%), followed by ingratiation (23.4%), aligning actions (23.4%), physical appearance and props (13%), and altercasting (10%).

These findings suggest that Agnez Monica strategically employs language to construct an authentic, professional, and socially aware public persona. Overall, this study demonstrates that language use on social media serves not only as a communication tool but also as a strategic mechanism for identity construction and public image management.

Keywords: language style, self-presentation, social identity, Instagram, Agnez Monica

ABSTRAK

Jallailahie, W. H. N (2026). Gaya Bahasa dan Presentasi Diri Agnez Monica di Instagram.. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd., (II) Prof. Dr. H. Mohammad Kurjum, M.Ag

Penelitian ini bertujuan untuk menganalisis gaya bahasa dan strategi presentasi diri yang digunakan oleh Agnez Monica dalam caption Instagram-nya. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan sumber data berupa 30 caption Instagram yang dipublikasikan dalam periode April 2025 hingga Desember 2025. Analisis dilakukan berdasarkan teori gaya bahasa dari Joos (1967) dan teori self-presentation dari DeLamater et al. (2015).

Hasil penelitian menunjukkan bahwa gaya bahasa kasual merupakan gaya yang paling dominan digunakan, dengan persentase sebesar 53,3%, diikuti oleh gaya intim (20%), gaya konsultatif (16,7%), dan gaya formal (10%). Dominasi gaya kasual menunjukkan bahwa Instagram berfungsi sebagai ruang komunikasi yang bersifat personal, santai, dan membangun kedekatan dengan audiens. Sementara itu, gaya formal dan konsultatif digunakan dalam konteks profesional, refleksi karier, serta isu nasionalisme.

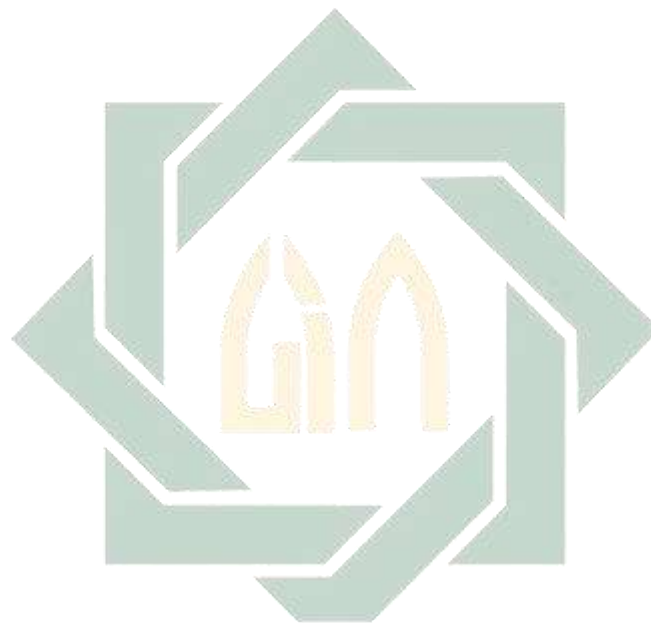
Dalam hal strategi presentasi diri, strategi *managing appearance* menjadi yang paling dominan (30%), diikuti oleh *ingratiation* (23,4%), *aligning actions* (23,4%), *physical appearance and props* (13%), dan *altercasting* (10%). Temuan ini menunjukkan bahwa Agnez Monica secara strategis menggunakan bahasa untuk membangun citra diri yang autentik, profesional, serta memiliki kesadaran sosial dan nilai kolektif. Secara keseluruhan, penelitian ini menegaskan bahwa gaya bahasa dalam media sosial tidak hanya berfungsi sebagai alat komunikasi, tetapi juga sebagai strategi pembentukan identitas dan manajemen citra publik.

Kata Kunci: gaya bahasa, presentasi diri, identitas sosial, Instagram, Agnez Monica

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