

BAB 5

KESIMPULAN DAN SARAN

5.1 kesimpulan

Penelitian ini menggunakan teori gaya berbahasa dalam buku *The Five Clocks* yang dikemukakan oleh Martin Joos (1967) untuk menganalisis jenis gaya berbahasa berdasarkan tingkat formalitas dalam *caption* Instagram resmi Loro Piana. Teori tersebut membagi gaya berbahasa ke dalam lima kategori, yaitu gaya berbahasa beku, gaya berbahasa formal, gaya berbahasa konsultatif, gaya berbahasa santai, gaya berbahasa akrab. Analisis dilakukan terhadap 30 *caption* Instagram Loro Piana untuk mengetahui jenis gaya berbahasa yang digunakan serta bagaimana gaya tersebut merepresentasikan identitas merek dan sasaran konsumennya.

Berdasarkan hasil penelitian, ditemukan sebanyak 88 data gaya berbahasa, yang terdiri atas 55 data gaya formal, 32 data gaya konsultatif, dan 1 data gaya santai, sedangkan gaya beku dan gaya akrab tidak ditemukan. Dominasi gaya formal menunjukkan bahwa Loro Piana secara konsisten menggunakan bahasa yang baku, elegan, informatif, dan deskriptif dalam menyampaikan informasi mengenai produk, material, maupun nilai yang ditampilkan merek. Di sisi lain, kemunculan gaya berbahasa konsultatif memperlihatkan adanya upaya membangun komunikasi yang lebih dekat dengan audiens melalui penyampaian informasi yang tetap profesional namun terasa lebih komunikatif. Sementara itu, penggunaan gaya berbahasa santai yang sangat terbatas menunjukkan bahwa Loro Piana hanya

sesekali menggunakan bahasa yang lebih santai tanpa menghilangkan kesan eksklusif sebagai merek mewah.

Dengan demikian, dapat disimpulkan bahwa penggunaan gaya berbahasa dalam caption Instagram Loro Piana tidak hanya berfungsi sebagai sarana promosi produk, tetapi juga merupakan strategi komunikasi untuk membangun dan mempertahankan identitas merek sebagai *luxury fashion brand*. Dominasi gaya formal merepresentasikan karakteristik merek yang mengedepankan kualitas, prestise, eksklusivitas, dan profesionalisme, sehingga selaras dengan sasaran konsumennya yang berasal dari kalangan menengah atas. Temuan ini sekaligus memperkuat teori Martin Joos (1967) bahwa pemilihan gaya berbahasa dipengaruhi oleh konteks komunikasi, tujuan penyampaian pesan, dan hubungan antara penutur dengan audiens. Dalam konteks media sosial, gaya bahasa yang digunakan Loro Piana menjadi representasi identitas merek sekaligus membentuk persepsi sosial terhadap konsumennya.

5.2 Saran

Penelitian ini diharapkan dapat menjadi salah satu referensi bagi peneliti yang ingin mengkaji bidang sosiolinguistik, khususnya mengenai penggunaan gaya berbahasa berdasarkan tingkat formalitas pada media sosial. Penelitian ini hanya menganalisis 30 *caption* Instagram dari akun resmi Loro Piana dengan menggunakan teori *The Five Clocks* yang dikemukakan oleh Martin Joos (1967). Oleh karena itu, hasil penelitian ini masih terbatas pada satu objek penelitian sehingga belum dapat menggambarkan penggunaan gaya berbahasa pada berbagai merek atau platform media sosial secara lebih luas.

Selanjutnya, peneliti lain disarankan untuk mengembangkan penelitian ini dengan memperluas jumlah data maupun objek penelitian. Misalnya, melakukan analisis terhadap beberapa merek yang berasal dari kategori berbeda, seperti merek fesyen mewah, merek fesyen olahraga, atau merek dari bidang lainnya. Selain itu, penelitian selanjutnya juga dapat mengombinasikan teori Martin Joos dengan teori linguistik lain, seperti register, pragmatik, semantik, maupun analisis wacana, sehingga diperoleh pemahaman yang lebih mendalam mengenai hubungan antara gaya berbahasa, identitas merek, dan strategi komunikasi dalam media sosial.

Hasil penelitian ini juga diharapkan dapat memberikan manfaat bagi praktisi pemasaran digital maupun pengelola media sosial. Temuan penelitian menunjukkan bahwa pemilihan gaya berbahasa dalam caption tidak hanya berfungsi sebagai media penyampaian informasi dan promosi, tetapi juga menjadi strategi komunikasi untuk membangun identitas merek serta merepresentasikan karakteristik sasaran konsumennya. Oleh sebab itu, hasil penelitian ini dapat dijadikan sebagai salah satu acuan dalam menentukan gaya komunikasi yang selaras dengan citra merek dan target audiens. Dengan demikian, penelitian mengenai gaya berbahasa berdasarkan tingkat formalitas di media sosial diharapkan terus berkembang dan memberikan kontribusi terhadap kajian sociolinguistik, khususnya dalam memahami strategi komunikasi merek di era digital.

Research Summary

Background and Context

Language plays a crucial role in digital communication, particularly on social media platforms where brands use linguistic strategies to communicate with their audience and build their identity. On Instagram, photo captions serve not only as descriptions accompanying visual content but also as persuasive communication tools that reflect a brand's values, identity, and target market. Therefore, the choice of language style in photo captions is influenced by the target audience, the communication objectives, and the desired level of formality.

This study focuses on the Instagram photo captions of Loro Piana, an Italian luxury fashion brand renowned for its premium materials and exclusive brand image. These characteristics make Loro Piana's Instagram photo captions an ideal subject for sociolinguistic analysis, particularly in examining how language style contributes to the formation of brand identity and the representation of its target consumers. This study applies Martin Joos's (1967) Theory of Style (The Five Clocks), which classifies language into five levels of formality: frozen, formal, consultative, casual, and intimate. Using this theoretical framework, this study identifies the language styles used in Loro Piana's Instagram photo captions and examines how these styles represent the brand's identity and the social characteristics of its target audience.

Research Question

The following are some of the issues that will be examined in this study:

1. What stylistic features are used in Loro Piana's Instagram captions based on Martin Joos's theory (1967)?
2. What kind of identity or social status of the target consumers is reflected in the use of these stylistic features?

Aims

Objectives This study aims to:

1. To identify the types of linguistic styles used in Loro Piana's Instagram captions based on Martin Joos's theory (1967).
2. To explain how the linguistic styles in Loro Piana's Instagram captions reflect the brand's identity and the social status of its target consumers

Literature Rivew

Previous research has examined style in various communicative contexts using Martin Joos's (1967) "The Five Clocks" theory. Putri *et al.* (2022) analyzed style in the film *Miracle from Heaven* and found that varying levels of formality reflect the social relationships and communicative situations among the characters. Similarly, Lauterboom and Nuraeni (2024) examined language style in film *The Menu* and reported that informal and formal styles were predominantly used depending on the context and communicative purpose.

Various studies have also explored language style on social media. Rahmadany *et al.* (2022) analyzed Burger King's Instagram photo captions and found that casual and consultative styles dominated, reflecting the brand's strategy to build friendly and engaging relationships with consumers. Similarly, Fitri *et al.* (2024) examined Donald Trump's Instagram photo captions and concluded that the

formal style was most frequently used to convey authority and credibility in political communication.

Previous studies have shown that writing style varies depending on the communication context, purpose, and target audience. However, research on the language style in Instagram photo captions of luxury fashion brands, particularly Loro Piana, remains limited. Therefore, this study expands on previous research by analyzing the language style used in Loro Piana's Instagram photo captions based on Martin Joos's theory (1967) and examining how this language style represents the brand's identity.

Theoretical Framework

Based on the background described above, this study focuses on the use of language style in the Instagram photo captions of the Loro Piana brand. Instagram photo captions were chosen because they not only serve as a medium for conveying information or promotion but can also demonstrate how a brand builds communication with its audience through the language style it employs.

This study employs Martin Joos's (1967) theory of language style, as presented in his book *The Five Clocks*. This theory explains that language styles can be distinguished based on their level of formality. (Joos, 1967) divides language style into five types: frozen, formal, consultative, casual, and intimate. These five types of language style were used as the basis for identifying and classifying the language styles that appear in Loro Piana's Instagram photo captions.

Method

This study employs a qualitative descriptive approach. The data consist of 30 English-language captions collected from Loro Piana's official Instagram account using the documentation technique via screenshots. These captions were analyzed based on Martin Joos's (1967) Theory of Style (The Five Clocks) to identify and classify stylistic features according to their level of formality. To support the lexical and semantic analysis, several dictionaries were used, including the Merriam-Webster Dictionary, the Cambridge Dictionary, the Collins Dictionary, and Thesaurus.com, to examine word meanings, levels of formality, synonyms, and usage in context. Additionally, the Etymonline Online Dictionary was used to determine the etymology of the selected words. The research findings were then interpreted to explain how these linguistic styles represent Loro Piana's brand identity and the social characteristics of its target consumers.

Result and Discussion

The findings revealed 88 instances of language style in the 30 Instagram captions analyzed. Of these, 55 were classified as formal style, 32 as consultative style, and 1 as casual style, while frozen and intimate styles were not identified. The dominance of the formal style indicates that Loro Piana consistently employs standard, elegant, informative, and descriptive diction to communicate product quality, craftsmanship, heritage, and exclusivity. These linguistic characteristics reinforce the brand's identity as a luxury fashion brand and demonstrate that language style functions not only as a promotional tool but also as a strategic means of communication.

The analysis also shows that the selection of language styles reflects the social characteristics of Loro Piana's target consumers. Lexical meanings, synonyms, levels of formality, contextual usage, and etymological information obtained from Merriam-Webster Dictionary, Cambridge Dictionary, Collins Dictionary, Thesaurus.com, and Etymonline support the classification of the language styles. The predominance of formal language suggests that Loro Piana targets high net worth individuals (HNWI) who value quality, craftsmanship, heritage, exclusivity, and the quiet luxury lifestyle. Therefore, the findings support Martin Joos' (1967) theory that language style is influenced by communication context and communicative purpose while serving as a representation of brand identity and its intended audience.

Conclusion

His study employed Martin Joos' (1967) The Five Clocks theory to analyze the language styles used in 30 captions from Loro Piana's official Instagram account. The findings revealed 88 instances of language style, consisting of 55 formal styles, 32 consultative styles, and 1 casual style, while frozen and intimate styles were not identified. The dominance of the formal style demonstrates that Loro Piana consistently employs elegant, informative, descriptive, and highly formal language to communicate its products, craftsmanship, and brand values. Meanwhile, the consultative style reflects the brand's effort to establish a more engaging yet professional interaction with its audience, whereas the limited use of casual style indicates that the brand occasionally adopts a more relaxed tone without

diminishing its exclusive image. Overall, the findings suggest that language style functions not only as a promotional tool but also as a strategic means of reinforcing Loro Piana's identity as a luxury fashion brand. The predominance of formal language represents values of quality, prestige, exclusivity, and craftsmanship, while also reflecting the characteristics of its target consumers, especially high net worth individuals (HNWI) associated with the quiet luxury lifestyle. These findings support Martin Joos' (1967) theory that language style is shaped by communicative context, purpose, and the relationship between speaker and audience.