

**LEXICAL FEATURES AND PERSUASIVE TECHNIQUES IN
INSTAGRAM CAPTIONS OF JAKARTA TOURISM ACCOUNT
(SOCIOLINGUISTIC APPROACH)**

THESIS

**Submitted in Partial Fulfillment of the Requirements
for the Degree of *Sarjana Humaniora***



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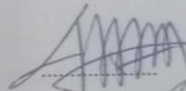
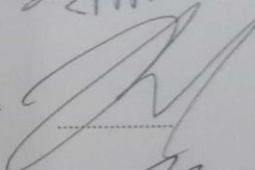

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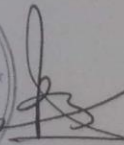
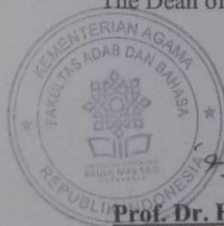
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DEDICATION

This thesis is dedicated to:

1. Allah SWT who always gives mercy, health, guidance, and sustenance and everything the researcher needs to complete this research.
2. My beloved parents who always provide motivation, enthusiasm, love, affection, and all sacrifices that have been given so far.
3. Myself who has been able to going through all the struggles to finish the thesis, and not give up for everything happened.
4. My dearest families who always keep support on me while I complete this thesis
5. My beloved best friends who always remind me to finish and complete this thesis.

MOTTO

Being thankful and giving thanks is one the keys to be happy

(Mark Lee)

PRONOUNCEMENT

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I hereby sincerely state that the thesis entitled *Lexical Features and Persuasive Technique in Caption of Jakarta Tourism Instagram Account (Sociolinguistic Approach)* is my own original work. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due references are made.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repealing my thesis and academic degree.

Surakarta, 8th Decembers, 2023

Stated by,



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Alhamdulillah the researcher would like to express deepest gratitude all praises to Allah SAW, for all the blessing and mercies because finally the researcher can complete this thesis. Sholawat and salam always give upon our noble Prophet Muhammad SAW who has guided us to the right way of life. This thesis entitled *Lexical Features and Persuasive Techniques in Caption of Jakarta Tourism Instagram Account (Sociolinguistic Approach)* is intended to fulfil the requirement for achieving the degree of Sarjana Humaniora (S.Hum) in Faculty of Cultures and Language, UIN Raden Mas Said Surakarta. The researcher can finish this thesis cannot be separated from the prayers and support from many parties. In this sheet, the researcher would like to express the deepest gratitude to:

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The researcher realizes that this thesis is not perfect but, the researcher hopes that this thesis can be useful for the future researcher who will discuss the same topic and also be useful for the readers in general.

Surakarta, 20th December 2023

The Researcher,

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TABLE OF CONTENTS

ADVISOR SHEET	i
RATIFICATION	ii
DEDICATION	iii
MOTTO	iv
PRONOUNCEMENT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	viii
ABSTRACT	x
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS	xiv
CHAPTER I: INTRODUCTION	1
A. Background of the Study.....	1
B. Limitation of the Study	7
C. Formulation of the Problems.....	7
D. Objectives of the Study	7
E. Benefits of the Study	8
F. Definitions of the Key Terms.....	9
CHAPTER II: LITERATURE REVIEW	11
A. Theoretical Background	11
1. Sociolinguistic Approach.....	11
2. Lexical Features	14
3. Persuasive Technique.....	22
4. Advertisement	29
5. Instagram.....	30
6. Jakarta Tourism.....	31
B. Previous Studies	31
CHAPTER III: RESEARCH METHODOLOGY	35
A. Research Design.....	35
B. Data and Data Sources	36

C.	Research Instruments	37
D.	Data Collection Technique.....	37
E.	Data Validation Techniques.....	39
F.	Data Analysis Techniques.....	40
CHAPTER IV: FINDINGS AND DISCUSSION.....		45
A.	Findings.....	45
1.	Types of Lexical Features in Jakarta Tourism Instagram Caption	42
2.	Persuasive Technique in Jakarta Tourism Instagram Caption	60
B.	Discussion.....	68
CHAPTER V: CONCLUSIONS, IMPLICATIONS, AND		
SUGGESTIONS		72
A.	Conclusion.....	72
B.	Implications	73
C.	Suggestion	73
BIBLIOGRAPHY		73
APPENDICES		82

ABSTRACT

Arfi Sabihah. 2023. *Lexical Features and Persuasive Techniques in Caption of Jakarta Tourism Instagram Account (Sociolinguistic Approach)* . Thesis. English Literature, Culture and Language Faculty.

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Persuasive can be used to influence people to do certain things, especially in advertisement. Advertisement can be done in social media platform that name Instagram. In using Instagram, users create caption in promoting purpose. In making caption users need certain vocabulary or words to make promotion more interesting. This research aims to investigate the type of lexical features and persuasive technique.

Jakarta Tourism is one of Instagram account that promotes tourism places. This researcher utilizes Grey (2008) as theory to analyze the type lexical features, and Cialdini (2007) theory about persuasive technique. Lexical features examined the application of certain vocabulary or word according to the context. Persuasive technique examined how the writer persuade people by choose certain lexical features in the caption.

This study utilized descriptive qualitative method. The researcher took image documentation to collect the data from Jakarta Tourism Instagram caption. The data were taken from June to August 2022. The researcher started to take screenshot Instagram Caption containing lexical features and persuasive techniques. The data is textual form. Then, the researcher investigates the data based on the main theory. After that, the researcher described the data according on theory of lexical features and persuasive techniques. Furthermore, the researcher submitted data to validator to check its correctness.

The researcher found 72 data taken from 120 captions in Instagram. Based on the investigation, ten types of lexical features in Instagram caption; hyperbole, neologism, weasel words, familiar language, simple vocabulary, repetition, euphemism, glamorization, potency, and humor. Persuasive technique divides into six categories; reciprocation, commitment and consistency, social proof, liking, authority, and scarcity. Based on the analysis, familiar language is the most dominant data and familiar language feature applied in all persuasive techniques. Furthermore, scarcity is the most dominant data and in scarcity technique hyperbole feature had rule to influence audience.

LIST OF TABLES

Table 3.1 Domain Analysis.....	40
Table 3.2 The types of Lexical Features	41
Table 3.3 The types of Persuasive Techniques	41
Table 3.4 Componential table of Jakarta Tourism Instagram Caption	42
Table 4.1 The percentage of the types of lexical features.....	46
Table 4.2 The percentage of the types of persuasive techniques	61

LIST OF FIGURES

Figure 1.1 Example of lexical features	4
Figure 1.2 Example of persuasive technique	5
Figure 4.1 Hyperbole	47
Figure 4.2 Hyperbole	48
Figure 4.3 Neologism.....	49
Figure 4.4 Weasel words.....	50
Figure 4.5 Familiar language	51
Figure 4.6 Familiar language	53
Figure 4.7 Familiar language	54
Figure 4.8 Repetition.....	55
Figure 4.9 Potency	57
Figure 4.10 Glamorization	58
Figure 4.11 Humor	59
Figure 4.12 Reciprocation.....	61
Figure 4.13 Social Proof	63
Figure 4.14 Liking.....	64
Figure 4.15 Authority.....	66
Figure 4.16 Scarcity	67

ABBREVIATIONS

H: Hyperbole

N: Neologism

WW: Weasel Words

FL: Familiar Language

SV: Simple Vocabulary

R: Repetition

E: Euphemism

H: Humor

G: Glamorization

P: Potency

R: Reciprocation

CC: Commitment and Consistency

SP: Social Proof

L: Liking

A: Authority

S: Scarcity

CHAPTER I

INTRODUCTION

A. Background of the Study

Persuasive almost applied in every chapter of human life. Persuasive can be used to influence people to do certain things. According to Selter and Gass persuasive is an action that has purpose to convince person or group attitude toward organizational products, events, idea or services, by using written or words to convey information, feelings, or reasoning, or combination. Persuasive also can be defined as communication that change, spoken affect, shape and reinforce certain responses from others. For example, when someone communicates to public, the message will get various responses from other.

Since persuasive almost used in many fields in human life to influence others. Persuasive frequently use in marketing fields. Marketing has purpose to build mutual relationship (Baker, 2000). Furthermore, marketing is an activity that done by company to inform, persuades, and reminds costumer face to face or media intermediaries about their products or brands (Kotler, 2000). Marketing provokes and serve good information about the products to get attention and influence people to take purchase decision.

According to (Smith 2022) marketing invokes everything that can be done to encourage a brand, for example establishing a product, giving price, informing where audience can get the product, and doing a promotion. Therefore, advertising is the branch of marketing seeing that advertising does

an activity named promotion. Advertising can be applied in several in accordance with media. For example, television commercials and newspaper) and also devices (smartphone, televisions, and laptops). In delivering advertisement, the writer utilizes language to achieve the purpose. The writer needs to adapt the language according to the context and audience. Therefore, this research applies sociolinguistic approach to know what the variation of language that use by advertisers.

Sociolinguistic is the study of language within or among groups of speakers. Several factors that are considered by groups of speakers or communities such as the social background, social class, age, gender, ethnic, background and educational background (Wardough 2006). Sociolinguistics examines how society affects language rather than how language affects society as a whole. Sociolinguistics is a field of the study that examines how language is used by native speakers and non-native speaker. To analyze sociolinguistic context in object, the researcher analyzes the usage of language style especially in lexical features.

Lexical features in advertisement describes about words and vocabulary which apply in advertisement. According to Simpson (2004) lexical in language talks about the word or vocabulary choice. Lexical features in advertisement, political speeches, television news, and chart maybe contrast. Leech (1966) adds lexical features in advertisement involves the vocabulary that productive and unforgettable group of words.

Grey proposed theory of language style in lexical feature and syntactic feature. This research only focuses in the usage of lexical feature in Instagram caption. Grey (2008) divides lexical feature into 10 types. 10 types of lexical features is hyperbole, neologism, weasel words, familiar language, simple vocabulary, repetition, euphemism, humor, glamorization and potency. These lexical features apply base on the item that being advertised. One of the usages of lexical features is the caption in Instagram application.

Nowadays Instagram is one of the most popular social media platforms. Instagram is a platform where many businesses launch and promote their product, so it can be well known among society (Rahmawati et al. 2019). Social media not only platform people can share any information such as pictures or text, but it can be a good place to advertise and promote a thing. In globalization era, many innovations of technologies which assist companies, business, and people to advertise the product. Alalwan (2018) stated that promoting in Instagram is more effective since it does not need much cost, time and effort for the company. One of the accounts that use Instagram as the media to promotes thing is Jakarta Tourism.

Jakarta Tourism is Instagram account which promotes tourism and places in Jakarta. This account focuses on tourism promotions such as culinary, events, culture, and booming places. To advertise something advertiser requires language to convey or promote a thing. In advertising the using of language has big influence in audience perception relates to the text. Therefore, this research utilizes sociolinguistic study to analyze the using of language in specific content.

In a week Jakarta Tourism can upload 9 contents. Beside information about tourism, this account also slips the history and culture relate to tourism places. Since the account becomes popular and delivered the posts in persuading people, the researcher attracts to analyze the persuasive technique and lexical features in Jakarta Tourism Instagram captions.

Jakarta Tourism Instagram caption put lexical features in the caption. The example of lexical features of Jakarta Tourism Instagram caption by Grey (2008) can be seen in data:

Figure 1.1 Example of Lexical Features



“Get ready for **the biggest fair** in Southeast Asia! Jakarta Fair Kemayoran is coming back from 9 June – 17 July 2022 at Arena JIEXPO Kemayoran!”

Join the fun thrills with huge shopping discounts, culinary heaven and buzzing entertainment from music concerts, carnival parades, Miss Jakarta Fair contents, to spectacular fireworks!

Show up yourself at Anjungan DKI Jakarta pavilion at Hall C1 during the events to explore all the exciting things about the city.

The caption above applies hyperbole feature. Hyperbole features can be seen in sentence “Get ready for the biggest fair in Southeast Asia”, hyperbole feature is word biggest that describes the fair in Southeast Asia. Biggest is superlative form of big that means very massive fair. Grey (2008) describes hyperbole feature can be used to exaggerate an item. In the caption above hyperbole feature use to exaggerate a fair that claims as the biggest event in Southeast Asia.

Beside lexical features the researcher also analyze persuasive technique based on Cialdini (2007) theory. The classification of Persuasive techniques are reciprocation, commitment and consistency, social proof, liking, authority and scarcity. The example of persuasive technique that apply in Jakarta Tourism Instagram caption is:

Figure 1.2 Example of Persuasive Technique



“Your weekend long-lunching spot has been found! Revive your taste buds and satisfy all your cravings at Gading Festival, **your gastronomic treats where you will find full of tasty delights on the menus, served by more than 100 tenants. Take those bean bags or sitting mats, and relax by the calming lake team up with a dazzling lantern while taking**

your bites, or play with your littles on the playground or Farm House Side. Let's discover the foodie in you!"

Persuasive technique in this datum is scarcity. Scarcity in this datum was shown in sentence "your gastronomic treats where you will find full of tasty delights on the menus, served by more than 100 tenants. Take those bean bags or sitting mats, and relax by the calming lake team up with a dazzling lantern while taking your bites, or play with your little on the playground or Farm House side" this place provides difference and rare experience where people cannot obtain in other places. The place gives many facilities such as scenery of like, bean bags, dazzling lantern, and playground for children. The place also has various culinary which another place does not necessarily have it.

There are some previous studies relate with this research which are discussed about lexical features and persuasive technique. First study is *An Analysis of the Language Style of the Utterances in Magnum Advertisements* by Permatasari Sonia Niken and Yulia Made Frida (2013). This study discusses about linguistic features to build power relation between companies and consumers. The second study is *The Persuasive Used in Advertisements in Magazine* by Yuliah Siti, Fitriyandi Januar and Yahya Muhammad. The journal analyzed persuasive language in magazine advertisement. Third study is *An Analysis of Language Features in Local Brands Advertisements on Instagram* by Luqyana Ghina, D. Ernie, and Imperiani Ayu (2021). The article examines about the comprehensive of linguistic features and persuasive technique on

Instagram advertisement account. Fourth study is *An Analysis of Language Styles Used in Revlon's Written Advertisements* by Koa Maria Rentiana (2019). The research describes the linguistic features and persuasive technique which used in Revlon advertisements. The last study *The Relation Between Linguistic Features and Persuasive Strategies on Sukkhacitta's Instagram Posts* (2015) by Laladevi Intan. This research investigates linguistic style and persuasive strategies which applied in Sukkhacitta's Instagram posts.

This research has same topic which to analyze linguistic features based on Grey (2008) Theory and the object of the research that Instagram caption. The differences this research with previous study is the focus of the research and the theory. This research only focuses on the analysis of lexical feature that contain 10 types of lexical features. Beside lexical feature, the researcher also investigates the persuasive technique according to Cialdini (2007) theory. In addition, the researcher connects lexical feature and persuasive technique with sociolinguistic approach.

B. Limitation of the Study

This research only focuses on the application of lexical features in Jakarta Tourism Instagram caption, and the persuasive techniques in each caption of Jakarta Tourism Instagram caption. The caption as data taken from Juny to August 2022. The reason researchers took data during this time was because there were many events, interesting tourist attractions and culinary delights that were promoted on the Jakarta Tourism Instagram account. The researcher wants to analyze the application of lexical features

and persuasive technique in Jakarta Tourism Instagram caption. Then, the researcher uses the theory of Grey (2008) to investigate lexical features and Cialdini (2007) theory to analyze the application of persuasive technique in Jakarta Tourism Instagram caption.

C. Formulation of the Problem

1. What are lexical features applied by Jakarta Tourism on Instagram caption?
2. What are persuasive technique that contain lexical Features in Jakarta Tourism Instagram caption?

D. Objective of the Study

- a. To find out lexical features applied by *Jakarta Tourism* in Instagram captions.
- b. To describe persuasive technique that contain lexical features in *Jakarta Tourism* in Instagram captions.

E. Benefits of the Study

1. Theoretical Benefits

The results of this study are expected to support theories related to lexical features and persuasive technique. Theoretically, this research is going to gives new perspective in linguistic study about the lexical features and persuasive technique in the advertisement.

2. Practical Benefits

The research expected to be useful for all readers, especially English Letter students who are interested in the field of sociolinguistic studies and be able to apply their knowledge and understanding in appropriate daily communication styles.

F. Definition of Key Terms

1. Sociolinguistic

Yule (2010:254) sociolinguistic is a part of linguistic study which focuses on language which is dealing with social and cultural phenomenon in society. Sociolinguistic usually explores the field of language, society and things which are related to anthropology, psychology, and sociology.

2. Social media

Social media is platform use in communication and online meeting. People can communicate each other without physical meeting (Gruzd: 2011).

3. Instagram

Instagram is one of mobile application from Facebook as social media that uses to take, upload, edit and share photos and videos (My: Trans 2016).

4. Lexical Features

According to Simpson (2004) lexical features is the way of writer in choosing words or vocabulary in creating advertisement, political speeches, television news and chart.

5. Persuasive Technique

Fogg (1998) defines persuasive as an effort to establish, strengthen, transform behaviors, feelings, or thoughts about an issue, object or action.

6. Jakarta Tourism

Jakarta Tourism is official Instagram account which is made by Jakarta Government in 2016 to promote historical and tourism places, culinary, tradition, and events in Jakarta.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Background

1. Sociolinguistic Approach

Society and language cannot be separated in human life. Sociolinguistic related how language works in society, media, and presence in language policies, norms, and laws which addresses the language. Yule (2010:254) sociolinguistic is a part of linguistic study which focuses on language which is dealing with social and cultural phenomenon in society. Sociolinguistic usually explores the field of language, society and things which are related to anthropology, psychology, and sociology. Trudgill also add that sociolinguistic is related to cultural phenomenon so it can affect the way people speak or talk since it determined by social context (Trudgill, 2000:32).

The social context influences how people communicate and describe things, people, feelings, and current events. It depends on whether the audience is older or younger, the situation, or the language context. People may express a message in a variety of styles and social contexts. Holmes argues that people who study linguistics will probably concern on describing people's different ways of speaking in different social contexts. Moreover, Holmes argues that sociolinguistics investigates the use of language to convey messages, which requires social interaction among community members. Thus

sociolinguistic is essential knowledge when interact with people from various background.

Sociolinguistics is the study of how individuals communicate with one another through language, such as when talking with family, friends, teachers, and even strangers. (Chaika, 1982:2). Sociolinguistics is significant because it serves as the foundation upon which individuals communicate with one another. It will assist people achieve their goals if they know how to communicate effectively with people of different backgrounds and ages. Sociolinguistics also assists people in learning language carefully because language demonstrates stratification in a certain language. Spolsky (2003: 3) says that sociolinguistics is another attempt to link language and society. According to Spolsky, language's role is not just to express meaning but also to structure and preserve social ties.

Based on Holmes (2012), four social factors become the basic components in sociolinguistics explanation relating to the reason why people speak differently and why they do not speak in the same way all the time. In any circumstance, language choices typically reflect a person's knowledge of the influence of one or more of the following factors:

1. Participant

Participants are defined by their attributes such as age, gender, socioeconomic class, and ethnicity. These characteristics influence

language use in a variety of ways. For example, two persons from different socioeconomic backgrounds may have different vocabulary and pronunciation, or if they speak different originating languages, they may code-switch to accommodate one another.

2. Setting

The setting of a conversation is the social and physical space in which it takes place, such as a workplace, family gathering, or classroom. The environment can influence language use in a variety of ways, such as determining the right level of formality, the appropriate use of jargon or slang, or the need for code-switching or accommodations.

3. Topic

This is the topic of discussion during a conversation. The topic can influence how language is used by establishing appropriate vocabulary and formality levels, as well as influencing the attitudes and thoughts stated. For example, in a political argument, more formal language and objective claims are required, whereas a conversation among friends may allow for more casual language and passionate responses.

4. Function

The objective or goal of the connection or communication is referred to as its function. In other words, people's language use may

vary depending on the aims they have in mind for a certain situation. People may use various words when attempting to convince, inform, or connect with others.

In this research sociolinguistic approach has role in analyzing the lexical features in Jakarta Tourism Instagram caption. Sociolinguistic related to usage of language according to the context. This research discusses about the application of lexical features in promoting Jakarta Tourism. In caption the usage of lexical features in promotion is sociolinguistic. The lexical features that applied Jakarta Tourism Instagram caption adjust to the topic, participant, and function that will influence how lexical feature suitable in promotion delivering. Furthermore, the application of persuasive technique also customized by the function and topic that will be delivered to audience.

2. Lexical Features

Grey (2008) describes linguistic features as the segments of linguistic features. In advertising activity, linguistic features have important role to assist the writer in choose the right diction for increasing the interest and attention to target audience. Grey classifies lexical features into ten types. There is hyperbole, neologism, weasel words, familiar language, simple vocabulary, repetition, euphemism, humor, glamorization and potency.

1. Hyperbole

According to Leech (1992) Hyperbole is a way to make customer interest to the product or services which offered by advertiser. Hyperbole features usually uses words that exaggerate the product and added variation in advertisements to attract public. Leech also describes hyperbole associated with personal value and sentiment together with viewpoints and personal emotions. The forms of hyperbole usually uses adjective and adverbs. In some advertisements, advertisers using some words such as new, improved, real, more, fresh, and perfect.

Example:

“New for eye, new for face, new for collection”

This sentence applies hyperbole feature. The hyperbole feature is the word new which are applied for represents the improvement of the products.

2. Neologism

Newark (1988) defines neologism as a term which combined two or more-words and creates new meaning. The term can be connected to specific individual, publication, period or event. The writer has various ways to create neologism. The ways are compounding, derivation, borrowing, shifting, meaning, blending, and

back-formation. Grey (2008) explains that neologism is new expression or word by coined two or more words part together to create new words. The example of neologism is staycation which is the combination between word stay and cation.

Example:

“Longwearing brow pencil with precise tip blending brush”

Neologism in the sentence is “longwearing” longwearing is combination between long (adjective) and wearing (noun). Longwearing becomes an adjective that refers to the specification of the products. The product is durable brow pencil.

3. Weasel Words

Weasel words, according to Grey (2008), have significance without actually being precise or detailed. The most common ways that weasel words are employed in advertisements are to help, support, is useful, better, improved, gains, works, effective, seems, like, most, almost, up to, and as many as possible, leaving customers perplexed about the precise meaning of the word.

Marely (2006) divides weasel words into 4 types:

- a. Type 1 (words of action or doing) the example of words is help, can, fight, prevent, control, work, like, promote.
- b. Type 2 (word of comparison) the example of words is the feel of, the look of, looks like, and as much as.

- c. Type 3 (words of possibility) the example of words is can be, virtually, exclusively, thankfully, absolutely, special, and exclusive.
- d. Type 4 (words of illusion of strength) the example of words is strengthened, enhanced, and fortified.

Example:

“The most attractive way of learning English”

The weasel word feature on the data above is attractive. Attractive here has the meaning of very good which is attached to the way of learning English. The word attractive is included in the weasel words category because in this context it is not explained how attractive the English learning method implemented by the organizer who applies this method.

4. Familiar Language

This feature makes amiable impression of the sentence to be delivered in public. The use of pronoun “you” and “we” indicate familiar language features. These features make the audiences feel involved in the advertisement. According to Cook (2001, 159-160), as referenced by Viskari (2008), the use of the pronoun "you" in commercials is "part of a high-involvement method that tries to win us over by very direct address; they step uninvited into our world, expressing interest in our most intimate concerns”.

Example:

“To keep you comfortable all day”

Familiar language feature in sentence is pronoun “you” which use to involve audience in promote an item. In this context advertiser inform audience the advantage of the product which can make audience feels comfortable every day.

5. Simple Vocabulary

Simple vocabulary always used in the advertisement to make audience remember what is being advertised. This feature assists the advertiser in deliver message and audience can grab the message effectively.

Example:

“Meet our sustainable collections, COTTONINK x TENCEL™!”

The sentence above uses simple vocabulary such as meet and our that familiar in society. These words often apply in daily communication. In the context above the advertiser introduce a new product which collaboration with another brand.

6. Repetition

Grey (2008) divides repetition into three types. Alliteration is repetition of words with the same consonant sound occurring together. Second is rhyme which repetition of sound between words extending from the end to the last fully accented vowel. Rhythm is pattern produced by varying the stressed and unstressed syllables of

words. Salkie (1995:3) explains the usage of repetition is to show the writer talks about same thing. Salkie adds that repetition is important to make the cohesion of the text.

Example of repetition:

“I learn to make you learn”

The data above uses the repetition feature. The repetition feature is found in the word learn which is repeated 2 times. This sentence invites the audience to learn together with the knowledge gained by the teacher.

7. Euphemism

Euphemism is one of type of figurative language, which carry connotative meaning. Commonly, euphemisms are used to avoid directly addressing subjects that might be deemed negative or embarrassing. According to the Oxford Dictionary, euphemism, often known as doublespeak, is a gentle or indirect phrase or expression used in place of one that is too harsh or forthright when referring to anything unpleasant or uncomfortable. Euphemism is the use of a gentler phrase for a demanding or harsh one. It makes the terrible appear good, the negative appears positive, the abnormal appear natural, and the uncomfortable appear appealing or at least manageable.

8. Humor

Grey (2008) defines that humor is a quality in something which makes it funny. Humor can be verbal or visual but the aim of humor is to show the product positively. The sense of humor is used to mislead customers by making commercials wittier, which allows advertisers to easily hand over any type of information in advertisements, which is done by creating an emotional link between the consumers and the marketed products. Sekulavoska (2007) adds humor must have function to defines the way to use product, interest, feature, and ingredients. Humor must be agreed to receive by target audience and society. Something fun might be disrespectful to society. Therefore, the company must avoid humor that might be hurtful. The company can not apply humor that related to sick people, elderly person, socially vulnerable categories of persons, ethnic groups, religious groups, etc.

Example:

“You’re not you when you’re hungry”

A funny ad that amplifies the consumer benefit is the Snickers Super Bowl ad with Betty White playing football with a bunch of college-aged guys. After a bad play by Betty, one of the buddies’ yells at her that she is “not playing like her normal self.” He then hands Betty a Snickers bar and Betty turns back into the college-aged football player. The ad uses the consumer insight of, “You’re not you

when you're hungry” This sentence is a snippet from the Snickers Super Bowl Commercial. In the context above, the author says that if a person is hungry, that person does not show himself. This sentence also aims to invite people to buy products from Snickers.

9. Potency

According to Grey (2008), potential words are those which are able to give new value, novelty, or immediately. Potential words can influence the audience. Grey declares potency words that free, new, suddenly, announcing, introducing, it's here, just arrived, important, development, improvement, amazing, sensational, remarkable, revolutionary startling miracle, magic and offer are examples of potential words.

Example:

“Magnum presented for the first time”

The potential words feature in the data above is first or first in the phrase for the first time. For the first time represents if Magnum releases a product that has never existed before, meaning that this product is the first time and there is innovation that has not existed in previous products. Therefore, this data is categorized for the first time as a potential word feature.

10. Glamorization

Glamorization is utilized by the writer to aggrandize the message of advertisement by use some infrequent words in daily use to develop glamorization. Grey (2008) explains that glamorization is applied when advertiser use uncommon words everyday speaking in advertisements.

Example:

Two layers with cracking chocolate with luscious sauce in between.

The glamorization feature in the sentence above is cracking. Cracking is generally used as a term related to eggs and other items. Meanwhile, in this context, cracking is used to describe chocolate that sounds like a crack when bitten. The use of the word cracking in this sentence can increase the audience's curiosity about the sensation when biting into the ice cream.

3. Persuasive Technique

This thesis based on Robert Cialdini theory in persuasive technique. According to Robert, there are six technique of persuasion. The techniques are reciprocation, commitment and consistency, social proof, liking, authority and scarcity.

1. Reciprocation

Cialdini explains that advertisers can start the persuasive by start communication with take a chance and give first. The advertiser must provide initial gift, compensation, favors and advantages without formal guarantee compensation. Giving something or doing a favor for a customer without expecting anything in return is an example of reciprocation. However, the customer will feel obligated to repay the favor in the end. Reciprocity as a principle also leads to reciprocal concessions. One can make a first concession by making the request appear modest rather than being the first to provide a favor that begs for reciprocity. This could therefore prompt the recipient to make a concession (Cialdini, 2007).

In order to maximalize the reciprocation. According to Cialdini (2016) the advertiser should provide meaningful, unexpected and customized gift. Example of meaningful and unexpected show by the tip which receive by servants. For example, a restaurant in New Jersey gives a chocolate to a costumer in the ending of the meal. The tips of the servant increase 3.3 percents than the servant who does not give chocolate. Otherwise, there is a servant grants two chocolate for the customer and tips for servant increase 14.1 percents. From the two examples above, it can be concluded that the first example illustrates that reciprocation does not have to provide expensive gifts but something memorable, while from the second example the waiter

gives two chocolates which means that the treatment was not expected by the customer.

The next criteria are customized. It depends on what customer need now, the gift will influence the costumer, for instance in fast food restaurant where visitor will accept a gift given is equivalent to the price of the purchased food. If the gift not related to the food, visitors will increase purchases by up to 12 percent compared to visitors not given anything. Meanwhile, visitors who are rewarded with food such as a cup of yogurt, visitors will increase spending by 24 percent.

2. Commitment and Consistency

In fact, costumers are bound to make decision based on previous commitment they are consisted with they think and do. Past actions usually reflect on the next one. For example, a costumer has chance to describe product criterion. The company will present a few suitable products. In return, costumer feels obligated to buy at least one of the offered products. Organizations can benefit from this principle in two ways. To begin, by allowing (possible) consumers to make a commitment (e.g., they need items), the (prospective) customers are more likely to act in accordance with this pledge (e.g., acquire the products they require). If (possible) customers believe they made this promise willingly (e.g., they require products to attain

some personal goals), the likelihood that they will behave in accordance with this commitment increases.

The ability for customers to make the commitment voluntarily (e.g., by writing down that they need products to achieve some personal goals), voluntarily (e.g., by announcing that they need products to achieve some personal goals), and voluntarily (e.g., by exerting a great deal of effort to conclude that they need products to achieve some personal goals) are other ways that organizations can increase the desire of (potential) customers to act consistent with the commitment.

3. Social Proof

According to the social proof principle, "one means people use to determine what is correct is to find out what other people think is correct" (Cialdini, 2007, p. 116). In other words, "people believe it is appropriate for them to believe, feel, or do something if others believe, feel, or do it" (Cialdini, 2016, p. 160). This principle is driven by two components, according to Cialdini (2016). The first element is validity. When someone learn that several, comparable persons have answered in a certain way, the response appears more credible. In other words, someone believe the reaction is more morally and pragmatically sound. The second factor is feasibility. When someone see a lot of people who look like us doing

something, it makes it appear more realistic and thus more feasible (Cialdini, 2016).

This principle can be used by organizations (e.g., Cialdini, 2007). Organizations can develop the same thoughts, sentiments, and behaviors among these (possible) customers by offering evidence to them of what (similar) people are believing, feeling, or doing. When a company, for example, presents evidence to (possible) customers that similar others buy things from their organization, the (prospective) customers are more likely to acquire those products from the organization. Based on this, social proof strategies are defined as the various ways in which a company informs (possible) consumers about what (similar) others are believing, feeling, and/or doing that aligns with the organization's goals.

Cialdini (2016) said there are two points in the social proof technique. The first is validity. Validity here is described when someone receives information and the response of the person receiving it looks more valid than other information received by that person. When valid information is received, people will see the number of actions after the information is received. This increase in action proves that the information conveyed is correct.

Crowds are proof of validity and social proof. For example, a restaurant manager can improve certain dishes without incurring

expensive costs, such as using more expensive raw materials in the restaurant. The manager only needs to label the menu with the most popular dishes. This tactic has been tried in Beijing and Chinese restaurants and has increased popularity from 12 percent to 30 percent. The next point is feasibility. Cialdini (2016) provides an example in the form of a notification to save energy and involves the first aspect, namely validity. Informing homeowners about electricity savings which has an impact on saving expenses. The power of social proof is that it proves the truth that saving electricity can reduce expenditure figures, so this example is also related to validity.

4. Liking

According to the like principle, "people mostly prefer to say yes to the requests of someone people know and like" (Cialdini, 2007, p. 167). Physical attractiveness, likeness, flattery, familiarity, and affiliation are the five elements that cause us to enjoy another person (Cialdini, 2007). Physical attractiveness is one such dominant good feature. As a result, we prefer physically attractive people. Furthermore, "we like people who are similar to us" (Cialdini, 2007, p. 173).

Cialdini (2016) describes that liking technique has similarities principle, someone people mostly like, a person tends to like people who are similar to that person. For example, babies

prefer to smile towards someone who looks like the baby. Next is the compliments aspect. Someone likes a positive comment. Compliments make it make people like it and benefit others who like it too. Praise can be given to taste in appearance, personality, work habits as well as appearance. For example, a salon stylist does a customer's hair and says, "Any hairstyle will suit you perfectly," the compliment can increase the tip by 37 percent.

5. Authority

According to Cialdini (2007; 2016), an authority should be both knowledgeable and trustworthy. In other words, an authority must be trustworthy. Believability is another synonym for credibility (Fogg, 2003; Fogg & Tseng, 1999). It is a perceived quality with several aspects. Trustworthiness and skill are the two key identified dimensions (Fogg, 2003; Fogg & Tseng, 1999; Hovland, Janis, & Kelley, as referenced in Ohanian, 1990). According to Fogg (2003) and Fogg and Tseng (1999), trustworthiness includes the source's perceived morality or virtue. It is about the source's well-intentioned, genuine, and unbiased information (Fogg & Tseng, 1999). Cialdini (2016) defines it as "attempting to depict reality accurately rather than to serve self-interest" (p. 165). Expertise, on the other hand, is described as "the extent to which a communicator is perceived to be a source of valid assertions" (Hovland et al., cited in Ohanian, 1990, p. 41). According to Fogg (2003) and Fogg and Tseng (1999), expertise

encompasses the source's perceived knowledge and skills. It is about the source's expertise, experience, and competency.

6. Scarcity

Organizations can benefit from this principle. Organizations can employ the scarcity principle to promote perceived scarcity among their (possible) consumers since it is more successful under two conditions (Cialdini, 2007). This, in turn, enhances the likelihood that these (possible) clients will purchase the organization's supplied items. The first criterion is that when an opportunity has recently become scarce, the desire to acquire it is greater than when the opportunity has always been scarce (Cialdini, 2007). The second criterion is that the desire to possess a scarce opportunity increases when it becomes scarce due to demand rather than when the product becomes scarce by accident. In other words, as we compete for a rare goods, our desire to own it grows (Cialdini, 2007). A firm can take advantage of these circumstances by claiming that their provided products are nearly sold out due to great demand. Scarcity strategies are described as the various ways in which an organization controls its supply of resources.

4. Advertisement

According to Wright (1978) advertisement is a communication process which has crucial role in marketing tools. Advertisement assists advertisers to sell products, provide service, and ideas through

persuasive information. Advertisement divides into two categories that is electronic advertisement and printed advertisement. Advertisement which categorized as electronic advertisements are internet, television and radio. Whereas printed advertisement consists of printed media, for instance newspaper, magazine and catalog.

Advertisement has many types. Vastegar and Schbidder (1986) categories advertisement into two types, that is commercial and non-commercial advertisement. (Oyeleye 1997:52) explains commercial advertisement includes industrial and trade advertisement. While non-commercial when a company informs the programs, policy or places.

5. Instagram

Miles (2014, 12) explains that Instagram (portmanteau of Instagram Telegram) is mobile application that permit users to take, upload, and edit videos or photos. Instagram also a platform that use by society to keep connect each other. Instagram let users to share contents to followers or certain people, like or comment on another accounts. Instagram is the first massive application that grows without desktop.

Elliot (2014) explains that Instagram is more effective than other platform in branding marketing. Forester study that tops brand Instagram post can increase follower Instagram rate until 4.21 %. Instagram blog explain the features of Instagram application and its function. The feature of Instagram is:

1. Reels has function to create fun videos and share the video to friends or anyone in Instagram.
2. Stories is platform of Instagram to post valuable moments or stories in everyday life. The characteristic of stories is fun and casual and the stories only last in 24 hours.
3. Messenger is the feature that available in Instagram to permit users to send photos, videos, and messages privately to friends.
4. Shopping feature is a feature where people can browse favorite brands and creators.
5. Search and explore feature that has function to discover more content and creators based on people interests.

6. Jakarta Tourism

Jakarta Tourism is official Instagram account which is made by Jakarta Government in 2016 to promote historical and tourism places, culinary, tradition, and events in Jakarta. This Instagram account gives detailed information about Jakarta tourism. Nowadays, the account has 160.000 followers and 4.189 posts.

B. Previous Study

The first research was the research by Alfina Gustiani Siregar from University of Quality in 2019 that titled "*Language Styles in Facebook Styles*". This study was investigated language styles, different way in communicating, and the purposes of communication between male and female in Facebook status. The theory of Joos Martin (1967) to classify

the language styles and Patrick (2010) to analyze the purpose of male and female Facebook Status. The object of this research was 33 males and 33 female in range 22-26 years old in 2019. The method of this study was descriptive qualitative. The details amount of the data was formal style 24.2 %, consultative style 48.5%, and casual style 39.3 %. The dominant style that used by male and female was consultative style. In communication purpose female user used it as a media to show feeling while male used it as identity construction.

The second study was the study of Nilawati Pangaribuan, Rezeki Laia, and Gongsar Silaban that titled "*Language Style in Instagram Cosmetic Advertisement*" in 2020. This research focused on the language style in Instagram of *Maybeline*, *Revlon*, and *Make Over*. The advertisement of Lipstick, Mascara, foundation, and eyeliner were the product that will be analyzed. Their research conducted by quantitative method and applied Martin Joos (2010) to find out four kinds of language style. The purpose of the research was to find the dominant use of language style in advertisement and the reason why the language style was most applied in the Instagram advertisement. This research proved there are five kinds of language style. From the data that have been collected, the dominant used of language style was consultative method and the reason of the language style using because of the advertisement focused on the beauty consulting services so the costumers know the benefit of the product.

Third study was the study of language style as a social gap negotiator in online interaction by Ahmad Mujibur Rahman, Lusi Laksita Alfatkhu, Syahrul Mukarrom and Yuliana Pratiwi. This research analyzed about the language style that applied in Netfixed Instagram post account to make interaction with their audience. The research used qualitative method and take data by recent time from 8th August-31st August 2021. The based theory of this research is Martin Joos (1967) about five kinds of language styles. As the result there are 4 kinds of language styles that applied in Netflixid Instagram account. The classification are formal style (9 data), consultative style (20 data), casual style (61 data), and intimate (2 data). Casual is the dominant style of language style using in Nexflixid Instagram.

The fourth study titled "*Dramatic Language Styles found in Cosmetic Product Advertisement on Television*" by Heni Alghaniy Maulidina and Ivan Achmad Nurcholis in 2022. This study investigated the language style that used in cosmetic advertisement in television. The research design was descriptive qualitative research method. They use this method because they want disseminate data via spoken words or text and accordance based on the research method and classify the data in recent linguistic style and patterns. The source of data was spoken text in advertising of television shows. In this analysis they only ten cosmetic advertisements. Instrument to help the researchers was taking notes to collect about the information about language styles, watching televisions commercial to gather and select data, repeating Youtube commercial

videos and taking notes to find dramatic language style. The data were collected by look for advertisements on television in English, Television advertisements were collected by researcher, and last the researcher collected data from dramatic cosmetic advertisement. The finding of dramatic language styles were on the cosmetic advertisement such as Face cream, Mascara, Shampoo, Lipstick, Perfume and Make up. So dramatic language style has purpose to persuade people to buy the product.

The last study was the study was titled “*The Relation between Linguistics Features and Persuasive Strategies on Sukkhachita’s Instagram Posts*” by Laladevi in 2019. The research investigated about the lexical features and persuasive strategy used on Sukkhschita’s Instagram Posts. The object of this study was the caption and only selected fifteen posts to find the lexical features. The data are analyzed descriptively based on the Theory of Grey (2008) on lexical feature Keraf (2001) on persuasion.

This research has dissimilarity and closeness to relate to the previous study above. The object of this research is social media which is focused on Instagram application. This study does not only analyze the lexical features but also the persuasive techniques. The kind of account that was analyzed is tourism accounts which is promote place, culinary, and event which is share the new knowledge and attract citizen to visit the tourism. The theories that are used in the research based on Grey Theory (2008) for lexical features and Cialdini theory in persuasive technique.

CHAPTER III

RESEARCH METHOD

A. Research Design

This research uses qualitative method. According to Strauss Qualitative research is a research that findings are not obtained through statistical procedures or calculation forms (Strauss and Corbin, 2007). In the other hand data technique collection mostly delivered in descriptive mode about the data that use in the research. Bogdan and Taylor (1975:5) state that qualitative research is a research procedure that bring data in descriptive about written or spoken word and observe behavior. According to Neuman (2012) qualitative method usually find in analysis of words, phrases, pictures, or sign that describe people utterances even social life. Qualitative research as explained above can be applied when researcher want to analyze image and text as an object of the research.

(Neuman 2012) explains descriptive qualitative has purpose to point out explicit result about of particular circumstance, social environment, and the correlation. Descriptive qualitative research often uses some methods to gather the data. The method can be do a survey, field research and content analysis. In the practical appeal, descriptive qualitative method combines the explanation based on the phenomenon on the research to answer the question of the research.

Because of the data of this research formed in written word which is Instagram caption, so the researcher used qualitative descriptive method. The writer pointed out lexical features and persuasive techniques in the object that makes variations in persuasive writing arranging. Persuasive techniques and lexical features applied in accordance to content that are delivered. The final result of this research is description about the type of lexical features and persuasive techniques in Jakarta Tourism Instagram captions.

B. Data and Source Data

Data are derived from the source that has been chosen as the research object. According to Santosa (2017: 52), the source of data is defined as the place from which the data was received. Data sources include location, informant, event, document, site, movie, and so on. Furthermore, Lofland (1984:56) indicates that the primary sources of data for qualitative research are words and actions, with extra data coming from papers or other sources. The primary data for this study includes all of Jakarta Tourism post captions that promote the tourism. The collected data on this research based on the ten types of lexical features; hyperbole, neologism, weasel words, familiar language, simple vocabulary, repetition, euphemism, potency, glamorization and humor. The data focused on the caption of Jakarta Tourism Instagram caption on Juny to September.

The source data of this research is Jakarta Tourism Instagram as data source. The researcher finds the caption that contain ten types of lexical features and persuasive technique. The data source focused on the caption related to Tourism places.

C. Research Instrument

The research instrument is made up of a fact-finding strategy to the data collection strategy and tool. The researcher is the most significant thing in qualitative research since human beings are the fundamental core to be able, grasp, and decide the significance of varied interactions (Lincoln and Guba in Sutopo, 2002: 36). The researcher needs two types of instruments: major instruments and supporting instruments. According to Moloeng (2004: 131), the researcher acts as the planner, data collector, data analyst, data interpreter, and researcher result reporter. So, the primary instrument is the researcher. The research data must be planned, collected, and analyzed. The assistance instruments are items that researchers use to do their research, such as a laptop, periodicals or books, movies, the internet, and stationery. As a result, those are the things that are used to complete the research rapidly.

D. Technique of Collecting Data

According to Sugiyono (2017: 224), the technique of data collection is a key phase in research because one of the research objectives is data collection. Data collection methods include observation, interviews, documentation, and triangulation.

Documentation (Riyanto, 2010) is the process of gathering data from a document (transcript, letter, thesis, novel, or movie) and prior data.

Because the researcher acquired the data by capturing captions on Jakarta Tourism account, the data collection technique used in this study is documentation. This study adheres to the data collection procedure described by Creswell (1994: 84), which includes the following steps:

1. Data Identification

The writer identifies the lexical features and persuasive technique. The researcher exclusively examines the captions used in social media advertising in Jakarta Tourism Instagram account. The writer then analyzes the caption to identify data that is relevant to the focus in order to answer the research question.

2. Data Listing

In this step, the researcher is taking notes in order to determine the category that answers to the research questions. The researchers investigate the captions that show as promoting captions on Jakarta Tourism Instagram account to identify 10 lexical features based on Grey theory. The researcher acquired data in the form of phrases and sentences.

3. Data Classification / Categorizing

The researcher classifies the data after finish analyze the data according the theory. The data are classified into some groups based on ten lexical features by Grey (2008) and six Persuasive techniques based on Cialdini (2007) theories.

During the data collection process, the researcher codes the data for each type of lexical features and persuasive technique to make the data more structured and easier to understand by the reader. The data is coded based on the kinds of lexical features and persuasive technique.

E. Data Validation

Researchers use certain techniques to assure the correctness and reliability of their results, a process known as qualitative validity (Creswell, 2009). One of the common ways to check the trustworthiness of the data is triangulation. (Carter at al., 2014) categories triangulation in four types. First type of triangulation is utilizing multiple data collection method to congregate information based on the same phenomenon. Second type is investigator triangulation, where the research is done by two or more researcher in same study. Third type of triangulation is theory triangulation. Theory triangulation is the application of different theory to investigate and present the collected data. Four type of triangulation is data triangulation. Data triangulation employs different data source in gathering data. This research analyzes the type of lexical features and persuasive technique.

In this research, a validator needs to validate the data. The external auditor needs to review the entire project. The criteria of the validator are expert in linguistic major especially in the usage lexical features and persuasive technique in advertisement field. Furthermore, the research has been validated by Mr. Wildi Adila, M.A., an English Lecturer at the Raden Mas Said State Islamic University of Surakarta.

F. Technique of Analyzing Data

Data presentation provides detailed information about data from which the researcher might draw conclusions. Depending on the classification, the data display's goal is to make data regular and easy to interpret. In this step, the researcher uses Spradley's (1980) data analysis theory. According Spradley, there are four steps of data analysis in qualitative research; Domain, Taxonomy, Componential, and Cultural Theme.

a. Domain Analysis

Domain analysis is the stage in which the researcher discovers the data based on the main theory. The consideration of data choosing is the caption which contains lexical features and persuasive technique on Jakarta Tourism Instagram caption in June to August month. The table of domain analysis can be seen below:

Table 3.1. The example of domain analysis

No	Text	Codes	Explanation	Valid	Invalid

b. Taxonomy Analysis

The next phase in domain analysis is taxonomy analysis. The researcher breaks the data into several categories based on the main theory of the research. In the taxonomy phase, the researcher categories data based on the Grey (2008) about lexical features and Cialdini (2001) in persuasive technique. In this step, the researcher makes code to symbolize the type of lexical feature and persuasive technique.

Table 3.2 The types of lexical feature

Instagram Caption	The types of Lexical Feature									
	H	N	WW	FL	SV	R	E	H	G	P

Table 3.3 The types of persuasive technique

Instagram Caption	Types of Persuasive Technique					
	R	CC	SP	L	A	S

c. Componential Analysis

This stage's goal is to organize the discrepancies in data domain analysis or gaps taken into account. These numbers are earned as a result of the observing and reading procedure. The investigator classifies the data based on the strategy and then reduces or eliminates its chosen documentation. Typically, in componential analysis, the researcher creates a table to make the analysis easier to understand. The table informs researchers about the most important data in the study object.

Table 3.4 : The Componential Table of Jakarta Tourism Instagram Caption

Lexical Features	Datum	Lexical Features						Σ
		Reciprocation	Commitment and Consistency	Social Proof	Liking	Authority	Scarcity	
Hyperbole								
Neologism								
Weasel words								
Familiar Language								
Simple Vocabulary								
Repetition								
Euphemism								
Humor								
Potency								
Glamorization								
Σ								

Notes:

H: Hyperbole

N: Neologism

WW: Weasel Words

FL: Familiar Language

SV: Simple Vocabulary

R: Repetition

E: Euphemism

H: Humor

G: Glamorization

P: Potency

R: Reciprocation

CC: Commitment and Consistency

SP: Social Proof

L: Liking

A: Authority

S: Scarcity

d. Cultural Theme Analysis

In this final step, the researcher discovers relationships between two domains. The researcher categorizes the dominant language styles and persuasive techniques used in the Jakarta Tourism Instagram caption. To reach a conclusion, the researcher examines the caption's dominant use of language styles and persuasive technique.

The researcher proposes some theories for analyzing the data. The researcher employs Grey and Cialdini theory to categorize the various types of lexical features and persuasive techniques. The researcher employs Holmes' theory to analyze the context of the situation. The following data analysis techniques will be used by the researcher:

1. The researcher finds the caption in Jakarta Tourism Instagram account.
2. The researcher discovers the types of lexical features and persuasive technique in Jakarta Tourism Instagram captions.
3. The researcher investigates the types of lexical features and persuasive technique in Jakarta Tourism Instagram caption.
4. The researcher considers data by coding the data.
5. The researcher depicts conclusion from data and gives solution.

BAB IV

FINDINGS AND DISCUSSIONS

This chapter discussed some data related to the objectives of the study in order to describe the lexical feature and persuasive technique in Instagram caption. The data analyzed based on Grey (2008) theory in lexical feature and Cialdini (2001) in persuasive technique.

A. Research Findings

There were two main analyses in this research. The analysis is what the type of lexical feature and what persuasive technique which applied in Jakarta Tourism Instagram caption. The data taken based on three months posts, namely June to August. The analysis based on (Grey) 2008 divides lexical features into ten types; hyperbole, neologism, weasel words, familiar language, simple vocabulary, repetition, euphemism, humor, glamorization and potency. In persuasive technique, this study based on the Cialdini (2001) theory; reciprocation, commitment and consistency, social proof, liking, authority and scarcity. Those following analysis presents in:

1. Type of Lexical Features in Jakarta Tourism Instagram Caption

To investigate the types of lexical features, the researcher utilizes the theory of Grey (2008). Grey classifies types of lexical features into 10 categories, namely hyperbole, neologism, weasel words, familiar language, simple vocabulary, repetition, euphemism, humor, potency and glamorization.

The researcher found 72 data contained lexical features in Jakarta Tourism Instagram account. The findings are, 55 data on familiar language, 26 data on hyperbole, 14 data on potency, 3 data on neologism, 3 data on weasel words, 3 data on glamorization, 2 data on repetition and 2 data on humor. Total of findings will be displayed by the researcher in the table, and the example of each data will be described as follows.

Table 4.1 The percentage of the types of lexical features

Types	Total	Percentage
Hyperbole	26	28,08%
Neologism	3	2,7 %
Weasel words	3	2,7 %
Familiar Language	55	50,9 %
Simple Vocabulary	0	0
Repetition	2	1,8 %
Euphemism	0	0
Humor	2	1,8 %
Glamorization	3	2,7 %
Potency	14	12,9 %
TOTAL	108	100 %

From the data above, the researcher concluded familiar language is the most dominant type of lexical features in Jakarta Tourism Instagram account. The researcher found 55 data with a percentage 50,9 % and in second position is hyperbole features. Furthermore, the types of lexical features can be presented in ten types.

a. Hyperbole

1) **7/FL/H/P/SP/T/2022**

Figure 4.1 Hyperbole



[jakarta_tourism](#) Happy World Environment Day!

Take this park as your morning leafy tree-t to unwind, lay down a bit or catch some fresh air, overgrown with umpteen kinds of plants and trees. Menteng Park also matches for your light jogging, gorgeous picnic session or reading books, set you to feel all the magic of this green open space.

Living sustainably in harmony with nature 🌿

“Happy World Environment Day! Take this park as your morning leafy tree-t to unwind, lay down a bit or catch some fresh air, overgrown with umpteen kinds of plants and trees. Menteng Park also matches for your light jogging, gorgeous picnic session or reading books, set you to feel all the **magic** of this green open space. Living sustainably in harmony with nature”

Hyperbole feature in the caption above is magic in sentence “the magic of this green open space” according to Cambridge Dictionary magic related to the fairy or something not real. Magic is an adjective to describe the park in the caption. Magic is hyperbole because magic represents something amazing which can be happen when people visit the park. The magic here can be in the form of pleasure or comfort caused when relaxing or visiting the park, or visitors can feel the atmosphere of a beautiful fairyland while doing activities they like. Magic sounds unreal, therefore this data is categorized under hyperbole feature because magic here intends to exaggerate the park that can feel the magic in it.

In relation with sociolinguistic context by Holmes theory, hyperbole related to topic and function factors. Hyperbole feature was applied by advertisers to highlight and exaggerate the advantage of a product or item, that has purpose to attract audience in take purchase. Hyperbole feature of the data above is word “magic” which describe a

park. Magic is hyperbole which play a role in creating the image of the park filled with very beautiful things so that it can attract many audiences. The word magic make audience curious what the magic look like when visitor come to the park. Function factor in here refers to advertisement which promotes a park that contain a lot of trees and plants.

2) 18/H/L/T/2022

Figure 4.2 Hyperbole



jakarta_tourism Nestled amongst the lavish surroundings, Sarinah holds whole lotta fun, good food, and remarkable history. First initiated by President Soekarno and then inaugurated in 1966 as the very first Indonesia shopping center, this incredible building is now set to boost best-curated MSMEs products. Ahh...there is also a Sarinah museum available on the ground floor to come across.

A bang-up spot to feel the pulse of the city!

“Nestled amongst the lavish surroundings, Sarinah holds whole lotta fun, good food, and remarkable history. First initiated by President Soekarno and then inaugurated in 1966 as the very first Indonesia shopping center, this incredible building is now set to boost best-curated MSMEs products. Ahh... there is also a Sarinah Museum available on the ground floor to come across. A **bang-up** spot to feel the pulse of the city!”

This datum shows in number 18. Hyperbole feature in the caption is words “bang-up” in last sentence of caption “a bang-up spot to feel the pulse of the city!” . Bang Up has extraordinary meaning. In the caption, Sarinah is described as an extraordinary place to feel the atmosphere of Jakarta. Bang up here represents Sarinah as an extraordinary place perfected by the statement Sarinah surrounded by luxurious complexes that can support the urban atmosphere in Jakarta.

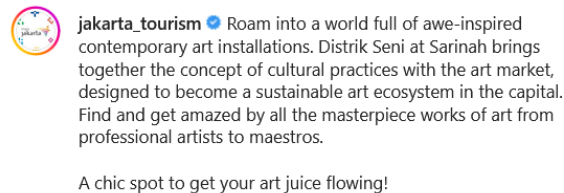
Furthermore, sociolinguistic aspects in Holmes theory related to topic and function aspects. function refers to the purpose of the using hyperbole feature. Hyperbole features in the data above is word “bang-up” which describe Sarinah as an extraordinary place. That hyperbole has purpose to attract a lot of people to visit Sarinah. In the other hand, topic aspect of the data above is advertisement which promotes Sarinah Museum.

All hyperbole features display in data: 1,4,5,6,7,9,11,13,18, 23,24,27,28,30,32, 33, 34, 36, 40, 42, 45, 47, 53, 61, 67, 69.

b. Neologism

1) 10/N/G/SV/P/A/T/2022

Figure 4.3 Neologism



“Roam into a world full of awe-inspired contemporary art installations. .Distrik Seni at Sarinah brings together the concept of cultural practices with the art market, designed to become a sustainable art **ecosystem** in the capital. Find and get amazed by all the masterpiece works of art from professional artists to maestros. A chick spot to get your art juice flowing!”

This datum found in number 10. Neologism in this caption showed in sentence “Distrik Seni Sarinah brings together the concept of cultural practices with the art market, designed to become a sustainable

art ecosystem in the capital” neologism feature in the sentence is word ecosystem which the blending of word ecological and system. According to Oxford Dictionary ecosystem is a complex network or interconnected system. In relation with the caption, ecosystem is system which use to create sustainable art system in Distrik Seni Sarinah.

The relation of neologism feature in sociolinguistic context by Holmes 2012 is topic aspect. Topic refers to the utilization certain words based on the context. Neologism in here adapts to convey the context that will be delivered. The caption above describes about Distrik Seni at Sarinah that bring cultural practices in art market. Neologism in the data is ecosystem in sentence “a sustainable art ecosystem”. Ecosystem related to the topic of advertisement that the information about Distrik Seni which delivered cultural practices in art market. So ecosystem in here refers in creating art system.

All neologism features display in data number: 10,15, 25.

c. Weasel Words

1) 57/WW/A/T/2022

Figure 4.4 Weasel Words



“Asinan Betawi, the legendary food of the Betawi people. Created from the acculturation of Betawi culture and Chinese culture, it

produces a **unique** taste of food. Using the technique of soaking the ingredients in vinegar, Asinan Betawi has the right combination of spicy, sweet, sour and savory flavors. Sweep to start drooling!”

This data is in number 58. The word civet in this data is a unique word in the phrase "unique tasting food". Unique is included in the category of weasel words because unique is general and it is not explained in detail how unique it is. Unique here is applied in describing the taste of Asinan Betawi, so that it can attract culinary lovers and the general public how the taste of the food is described. Unique here also gives the impression that Asinan Betawi will provide a new taste sensation that has not been found in other foods.

The relation of weasel words and sociolinguistic factor based on Holmes (2012) is function. Function refers to the purpose of applying certain features. Weasel words in here is word “unique” that refers to taste of Asinan. Unique in here aims to persuade audience by highlight unique in taste of food. Unique makes audience curious what the specific taste of Asinan Betawi.

All weasel words display in data number: 11, 57, 62.

d. Familiar Language

1) 2/H/FL/P/SP/T/2022

Figure 4.5 Familiar Language



jakarta_tourism Seated majestically in the heart of one of the city's top tourist highlights, Kota Tua, Jakarta Kota Railway Station is an extravagant historical and cultural landmark to explore, bringing dense Dutch colonial roots with its massive artistic Art Deco style, a masterpiece from Frans Johan Louwrens Ghijssels.

Your stroll at this place will also be awarded loads of tourist spots in the vicinity, Fatahillah Square, plenty of museums, Chinatown and more. All are just within walking distance from the station!

“Seated majestically in the heart of one of the city’s top tourist highlights. Kota Tua, Jakarta Kota Railway Station is extravagant historical and historical, and cultural landmark to explore, bringing dense Dutch colonial roots with its massive artistic Art Deco style, a masterpiece from Frans Joham Louwrens Ghijssels. **Your** strolls at this place will also be awarded loads of tourist spots in the vicinity, Fatahillah square, plenty museums. Chinatown and more. All are just within walking distance from the station”

This datum found in number 2. Familiar Language features in this datum is pronoun your. “Your stroll at this place will also be awarded loads of tourist spots in the vicinity” In this sentence the author explains that there are many tourist attractions that visitors can choose when traveling in Kota Tua. This sentence also has a friendly impression by involving the audience in delivering the advertisement. Familiar language also creates a close impression between the writer and the reader.

The relationship between familiar language and sociolinguistic context in aspect participant and function. Familiar language is the using of pronoun you and your in advertisement or promotion. By the usage of pronoun you classifies in participant because indirectly the advertisement involves the audience in conveying information and inviting the audience. The relation of familiar language feature and function aspect is to makes the advertisement looks more friendly and closer to audience.

2) 69/H/FL/T/2022

Figure 4.6 Familiar Language



jakarta_tourism The enormous diversity of cultures, plenteous natural attractions, urban beauty, and historical heritage, under the umbrella of Enjoy Jakarta, the city of collaboration, all those beauties and the splendor of the city pop up proudly on these 5 countries' big screens. Have you snapped one of those? 📷

“The enormous diversity of cultures, plenteous natural attractions, urban beauty, and historical heritage, under the umbrella of Enjoy Jakarta, the city of collaboration, all those beauties and the splendor of the city pop up proudly on these 5 countries big screens. Have **you** snapped one of those?”

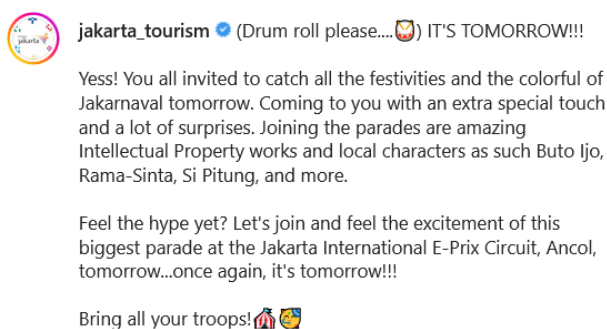
Familiar language feature in the sentence “Have you snapped one of those?”. The sentence is interrogative expression. In the sentence there is the pronoun "you" to start interaction with readers. Pronoun you here mean that the author involves the audience in promoting the city of Jakarta as a city that has a lot of culture, natural beauty and historical buildings. “Have you snapped one of those?” This sentence also provokes interaction by asking the audience what they can find in the city of Jakarta, thus adding a friendly and more interactive impression.

The relation between familiar language feature and sociolinguistic aspect is participant and function factors. Participant aspect in this datum is you that means the audience is public society. Function factor of familiar language is to make message of advertisement more memorable and understand by audience. “Have

you snapped one of those?" this sentence indicates the writer try to make two ways communication by involving audience in delivering advertisement.

3) 67/FL/H/S/T/2022

Figure 4.7 Familiar Language



“(Drum roll please...) IT’S TOMORROW!!! Yess! **You** all invited to catch all the festivities and the colorful of Jakarnaval tomorrow. Coming to you with an extra special touch and a lot of surprises. Joining the parades are amazing and intellectual Property works and local character as such Buto Ijo, Rama-Sinta, Si Pitung and more. Feel the hype yet? Let’s join and feel the excitement of this biggest parade at the Jakarta International E-Prix Circuit, Ancol, tomorrow...once again, it’s tomorrow!!!”

The use of the familiar feature in this data is the pronoun "you" in the sentence "Yess! You are all invited to catch all the festivities and the colorful of Jakarnaval tomorrow" pronoun you indicate the author involves the audience in promoting Jakarnaval. “Yes! You are all invited to catch all the festivities and the colorful of Jakarnaval tomorrow" this sentence intends to invite many people to watch

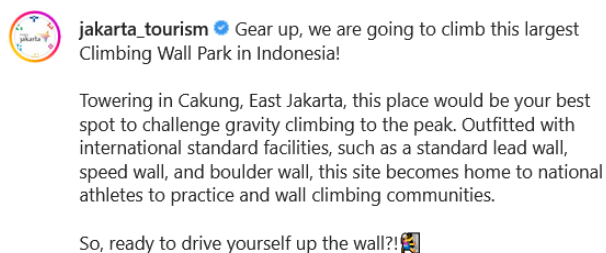
Jakarnaval which presents a lot of Indonesian culture. The sentence categorized as imperative expression. The familiar feature is also found in the sentence "Come to you with an extra special touch and a lot of surprises." The pronoun "you" here is a form of the writer involving the audience. This sentence also explains that if the audience visits the event, they will find many surprises and sweet touches at the carnival event.

All familiar language display in data number: 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 14, 15, 16, 17, 19, 20, 21, 22, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 37, 28, 29, 41, 42, 43, 44, 45, 46, 48, 49, 50, 51, 52, 53, 56, 58, 59, 60, 62, 64, 65, 66, 67, 69, 71, 72.

e. Repetition

1) 34/R/H/FL/SP/T/2022

Figure 4.8 Repetition



“Gear up, we are going to climb this largest Climbing Wall Park in Indonesia! Towering in Cakung, East Jakarta, this place would be your best spot to challenge gravity climbing to the peak. Outfitted with international standard facilities, such as **standard lead wall, speed wall, and boulder wall**, this site becomes home to national athletes to

practice and wall climbing communities. So, ready to drive yourself up the wall?!”

The repetition feature in the data is the word wall which gets 3 repetitions in the sentence "Outfitted with international standard facilities, such as a standard lead wall, speed wall, and boulder wall. This repetition serves to describe the type of wall used in Climbing Walk Park. Repetition of the word wall in the caption can attract the reader's attention and create a good impression of the facilities provided by Climbing Wall Park.

The relation of repetition features with sociolinguistics factors in function aspects is related to the usage of repetition feature in promotion. Repetition has function to describe some items in same categories. Repetition makes advertisement context more memorable by audience by mention the item which has some categories. In the data above repetition display in “Outfitted with international standard facilities, such as a standard lead wall, speed wall, and boulder wall” the repetition in word that display the type of wall in Climbing wall park. The repetition highlights the type of wall that can make good impression of Climbing walk park, therefore audience will decide a purchase to visit Climbing wall park.

All repetitions features display in data number: 34 and 56.

f. Potency

1) 12/FL/P/S/T/2022

Figure 4.9 Potency



jakarta_tourism 🌐 Roller troops, flip it, and skate up! 🛹

Settled uniquely under the flyover, Pasar Rebo Skatepark is your place to rush your adrenaline off by riding its pools, jump box, epic mini ramps, and more. A noteworthy spot to catch up with friends and share some tricks. So...meet you at the pool 😊

“Roller troops, flip it, and skate up! Settled **uniquely** under the flyover, Pasar Rebo Skatepark is your place to rush your adrenaline off by riding its pools, jump box, epic mini ramps, and more. A noteworthy spot to catch up with friends and share some tricks. So...meet you at the pool”

Potency words in this datum is uniquely in sentence “Settled uniquely under the flyover” uniquely is potency feature because it gives new value about the place which stand under flyover. The building that stands under the flyover will make visitors curious about how the place stands and the sensation felt when visiting the place. Uniquely it also represents that the place will give a special impression to visitors.

The relation of potency feature and sociolinguistic context is function and topic factors. The function feature is related to the application of language feature in current context. In this case, potency feature is applied in sentence “Settled uniquely under the flyover” uniquely in here is potency feature which has function to highlights the advantage of Pasar Rebo Skatepark that build under the flyover. By highlighting the characteristic or uniquely of Pasar Rebo Skateboard will influence audience to come. On the other hand, topic feature

relates to the usage of vocabulary that associated with the topic that will be informed to audience. In the data above the usage of proper vocabulary will make the advertisement more interesting. The vocabulary is uniquely which represents the place is worthy to visit and gives new sensation.

All potency features display in data number: 12, 14, 26, 35, 42, 51, 53, 54, 56, 63, and 65.

g. Glamorization

68/G/R/T/2022

Figure 4.10 Glamorization



jakarta_tourism Our next stop for a historical walk in the city: National Awakening Museum.

Spotted just about 2KM away from Monas, set inside the STOVIA (School Tot Oplending Van Inlandsche Artsen) building or the former Bumi Putera Medical School, this museum stores the grand Indonesian independence history presented in a collection of photos, replicas, paintings, sculptures, dioramas, mockups, and war equipment.

“Our next stop for a historical walk in the city: National Awakening Museum. Spotted just about 2KM away from Monas, set inside the STOVIA (School Tot Oplending Van Inlandsche Artsen) building or the former Bumi Putera Medical School, this museum stores the **grand** Indonesian history presented in a collection of photos, replicas, and paintings, sculptures, dioramas, mockups, and war equipment”

Glamorization in this data above is in the form of the word grand in the phrase "the grand Indonesian independence history" grand here describes the very important history of Indonesian independence.

Grand here is a glamorization because it gives the impression that the history of Indonesian independence is something very valuable.

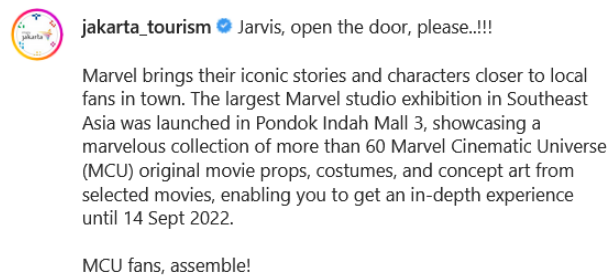
In this case the relation of glamorization feature and sociolinguistic features is topic factors. The utilization of glamorization is the usage of some vocabulary which connected to the context of information. Glamorization feature displays in sentence "the grand Indonesian independence history" the sentence has purpose to informs audiences about the wonderful side of National awake museum that save the history of Indonesian Independence Day which valuable to anyone.

All glamorization features display in data number: 10, 67, and 71.

h. Humor

6/H/FL/S/T/2022

Figure 4.11 Humor



“Jarvis, open the door, please.!!! Marvel brings their iconic stories and characters closer to local fans in town. The largest Marvel studio exhibition in Southeast Asia was launched in Pondok Indah Mall 3, showcasing a marvelous collection of more than 60 Marvel

Cinematic Universe (MCU) original movie pops, costumes, and concept art from selected movies, enabling you to get an in – depth experience until 14 Sept 2022. MCU fans, assemble!

Humor is a lexical feature in these data. “Jarvis, please open the door...!!!” This data is humor because Jarvis is a character in Marvel and the author opened the beginning of the promotion by telling Jarvis to open the door. The use of humor here aims to make the advertisement more communicative and look funnier. In this context the author embeds dialogue related to Marvel.

The relation of humor in sociolinguistic factors is function factor. The data above promotes marvel exhibition, to make advertisement more fun the writer applies humor in caption. “Jarvis, please open the door...!!!” In this sentence it is as if the author is greeting a character in a Marvel film. The application of this phrase makes the advertisement look funnier and more communicative. This sentence is also informal.

All humor features display in data number: 6 and 69.

2. Persuasive Technique on Jakarta Tourism Instagram Caption

There are 72 data were categorized into six types of persuasive technique based on Cialdini (2007) theory: reciprocation, commitment and consistency, social proof, liking, authority, and scarcity. The table below shows the amount and percentage of each type of persuasive technique.

Table 4.2 The percentage of the types of persuasive technique

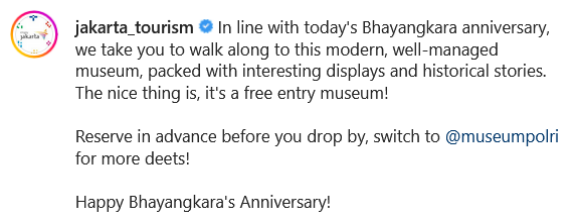
Types	Total	Percentage
Reciprocation	4	5,5 %
Commitment and consistency	0	0
Social Proof	25	34.72 %
Liking	9	12.5 %
Authority	5	6.9 %
Scarcity	29	40.2 %
Total	72	100 %

From the table above, scarcity technique is the most dominant data in Jakarta Tourism Instagram captions. Scarcity technique applies in 29 captions. This research found 29 data of scarcity technique or 40,2 % percentage of the types of persuasive technique. Furthermore, the researcher explains the detail of persuasive techniques as follows:

1. Reciprocation

1) 26/FL/P/R/T/2022

Figure 4.12 Reciprocation



“In line with today’s Bhayangkara anniversary, we take you to walk along to this modern, well managed museum, packed with interesting displays and historical stories. **The nice thing is, it’s a free entry museum!** Reserve in advance before you drop by switch to @museumpolri for more deets! Happy Bhayangkara’a Anniversary”

The data above is categorized using reciprocation. Reciprocation is explained in the sentence "In line with today's Bhayangkara anniversary, we take you to walk along to this modern, well managed museum, packed with interesting displays and historical stories. The nice thing is, it's a free entry museum!" In this sentence it is explained that there is an event regarding Bhayangkari's birthday which will feature various interesting items and historical stories, and people who come do not need to pay an entrance fee. This aspect is classified as reciprocation where the organizer presents something valuable in the form of historical items and free entry tickets so that it can attract many spectators.

The relationship between sociolinguistic factors and reciprocation techniques is found in factor function and topic. The function here is related to the purpose of the event, which is to attract a large number of general audiences to obtain information about various historical items at no cost. In this topic, the aspect of using persuasive techniques is related to the information presented by the author, namely regarding the museum which was opened to commemorate Bhayangkari's birthday.

All reciprocation techniques display in: 26, 57, 60, and 63.

2. Social Proof

1) 38/FL/SP/T/2022

Figure 4.13 Social Proof



jakarta_tourism All-time fav delicacy to spruce up your Eid al Adha dinner! 🍲

Jl. Sabang is where you will drop by tonight for some bountiful flavors of mutton. A sumptuous plate of Nasi Goreng Kambing or Mutton Satay will definitely tickle your taste buds and end up in your tummy with a bunch of fulfillment!

So, choose your fighter! 😊

“All-time fav delicacy to spruce up your Eid al Adha dinner! **Jl. Sabang is where you will drop by tonight for some bountiful flavors of mutton.** A sumptuous plate of Nasi Goreng Kambing or Mutton Satay will definitely tickle your taste buds and end up in your tummy with a bunch of fulfillments! So, choose your fighter!

This data applies social proof in a persuasive technique. According to Robert Cialdini, in social proof there is an element of validity and truthworthiness "Jl. Sabang is where you will drop by tonight for some bountiful flavors of mutton" this sentence conveys facts about the location for travelers to enjoy processed meat. In this context the author conveys valid information, namely Jl. Sabang is where various types of delicious meat culinary delights gather. The delivery of this information influences the reader's mind that the place recommended by the author is the best place to hunt for culinary delights.

In sociolinguistic context by Holmes (2012) social proof technique relates to function and participant aspect. "Jl. Sabang is where you will drop by tonight for some bountiful flavors of mutton" this sentence applies an adjective that tries to make audience believe about a culinary spot. “bountiful flavors of

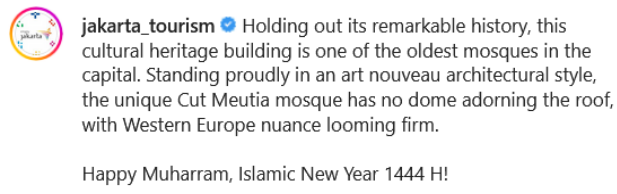
mutton” the sentence describes mutton in Sabang street has delicious taste and recommended to everyone. The statement pursue audience to visit Sabang street, therefore statement include in function factors. Another aspect is participant, participant in the deliver the information is wide society.

All social proof display in data number: 2, 7, 10, 11, 17, 24, 25, 28, 33, 34, 39, 41, 43, 47, 48, 49, 52, 53, 65, 69, 71, and 72.

3. Liking

1) 54/P/L/2T/2022

Figure 4.14 Liking



“Holding out its remarkable history, this cultural heritage building is one of the oldest mosques in the capital. **Standing proudly in an art nouveau architectural style, the unique Cut Meutia mosque has no dome adorning the roof, with Western Europe nuance looming firm. Happy Muharram, Islamic New Year 1444 H!**”

This data uses Liking as a persuasive technique. According to Robert Cialdini, Liking involves famous figures or people who are respected or popular with society. In the caption above, the

mosque being promoted uses the name of a hero, namely Cut Meutia. Cut Meutia is a national hero from the province of Aceh. Naming a national hero on a mosque can increase the popularity of the mosque and attract many tourists who are curious about the architecture of the mosque.

The relation of liking technique and sociolinguistic factors by homes (2012) is topic and function factor. Topic in here related to the language used is appropriate with the context discussed to reader. Liking technique pinned something that well known by society. In the context of example above is promoting the oldest mosque in the capital. The writer mentions the name of the mosque and its architecture. The mosque name is Cut Meutia mosque and the architecture style is art nouveau style with Western Europe nuance. The statement uses formal language. The statement interconnects with the topic of promotion that mosque. Meanwhile, the mention of the name of the mosque which is a famous figure and European architecture is related to the function factor, namely promoting the Cut Meutia mosque and inviting the audience to see how good the mosque is so that it becomes a place recommended by the author.

All liking techniques display in data number: 18,22, 35, 37, 38, 42, 54, 56, 64, and 66.

4. Authority

1) 57/WW/A/T/2022

Figure 4.15 Authority



“Asinan Betawi, the legendary food of the Betawi people. Created from **the acculturation of Betawi culture and Chinese culture**, it produces a unique taste of food. Using the technique of soaking the ingredients in vinegar. Asinan Betawi has the right combination of spicy, sweet, sour and savory flavors. Sweep to start drooling!”

This data uses authority technique. Authority technique here means mentioning the expert who created the item being promoted. The caption promotes a typical Betawi food, namely Kerak Telor. "Created from the acculturation of Betawi culture and Chinese Culture" this aspect is an authority because it states that the origin of the egg crust is created, namely from the culture of the Betawi people and also China.

The relationship between authority technique and sociolinguistic factors from Holmes' theory (2012) is topic and function factors. The authority technique in the data above is shown in the sentence "Asinan Betawi, the legendary food of the Betawi people. Created from the accumulation of Betawi culture

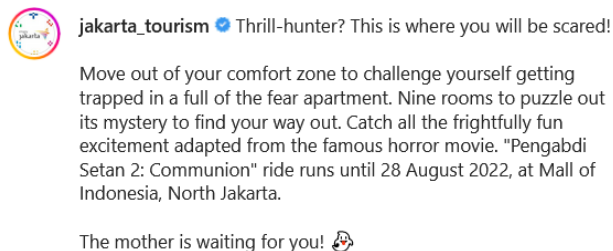
and Chinese culture" this sentence mentions the originator of Asinan Betawi, namely Betawi and Chinese culture. This culture is related to the topic discussed, namely a typical Betawi food called Asinan Betawi. The information conveyed uses a formal way to provide facts related to Asinan Betawi. The function here is related to the function of mentioning Betawi Culture and Chinese Culture which creates Betawi Asinan so that it can increase people's insight and interest in tasting this food.

All authority techniques display in data number: 15, 51, 57, 60, and 68.

5. Scarcity

1) 58/FL/S/T/2022

Figure 4.16 Scarcity



“Thrill-hunter? This is where you will be scared! **Move out of your comfort zone to challenge yourself getting trapped in a full of the fear apartment. Nine rooms to puzzle out its mystery to find your way out.** Catch all the frightfully fun excitement adapted from the famous horror movie. **“Pengabdi Setan 2: Communion” ride runs until 28 August 2022,** at Mall of Indonesia, North Jakarta. The mother is waiting for you!”

This data uses the scarcity technique. Robert Cialdini explained that Scarcity uses tactics to limit offer times and limit product stock. "Servant of Satan 2: Communion" ride runs until 28 August 2022, at Mall of Indonesia, North Jakarta" this sentence is scarcity because the organizers are holding the event only until 28 August 2022. This tactic aims to attract as many audiences as possible so they don't miss the event.

The relation of scarcity technique and sociolinguistic factors by Holmes (2012) is function factors. Scarcity usually presents the limitation of product and time to increase the sale. In the caption above, scarcity display in sentence "Servant of Satan 2: Communion" ride runs until 28 August 2022, at Mall of Indonesia, North Jakarta", this sentence describe the limitation events. Therefore, scarcity has purpose to increase the visitor by limit the holding time of event.

All scarcity techniques display in data number: 1,3, 4, 5, 6, 8, 12, 13, 14, 16, 19, 20, 21, 23, 27, 29, 30, 31, 32, 36, 40, 44, 45, 46, 50, 52, 55, 58, 61, 63, and 67.

B. Discussion

In this section, the researcher will display the most dominant data according to the research question and the reason why the data become most widely applied in object. In finding section, the researcher investigates the type of lexical features and persuasive technique that apply in Jakarta Tourism Instagram caption. The findings analyzed based

on the main theory and additional theory help to investigate the object. The data displays in table below.

From the accumulation of the data, there are found 72 Instagram caption of Jakarta Tourism account in Juny to August 2022. The most dominant data of lexical features is familiar language which amounts to 55 data. According to Grey (2008) familiar language is a sentence which contains second-pronoun for instance you and your pronoun. The effect of using the pronoun will make audience feels involved in sending information about what product or item that being promoted. Cook (2001) explain that the usage of pronoun you are almost found in all kinds of advertisement. On the other hand, (Colbert, Nantel, Bilodeau & Rich 2001, p. 83) describes involvement as a “state of motivation, arousal or interest” to produce better information and decision making. Thus, usage of familiar language feature has big influence for audience who receive advertisement to decide purchase an item.

Cook (2001) also represents that audiences are not unresisting target in understanding advertisement. Even the audience is conversing information and participating in advertisement. The process of involvement based on audience impression and makes audience remember the message. Pronoun you make advertisement more interesting and the audience more understand the information which display in caption.

The relation with sociolinguistic context Holmes theory the usage of familiar language related to participant, setting and function aspect. The setting of this communication is social media that Instagram platform

which needed to build the interaction. The interaction utilizes audiences in participant to inform the content of messages. Thus, pronoun you are utilized to involve audience and describes the participants of the content that advertisers and public society. Function aspect associated with the purpose of the content that informed by speaker. The purpose of using familiar language is to build two-way communications and elicit community response between advertisers and public society. Beside that, the utilization of pronoun you seem friendly and attract more audiences. Genre in the usage of familiar features is advertisement.

Euphemism features do not find in caption Jakarta Tourism Instagram account is euphemism features. According to Holder (2008) euphemism is softer or soft term that apply to replace uncertain word or expression. The caption of Jakarta Tourism Instagram account does not use euphemism features because euphemism usually use to make text more sophisticated. According to Alkire (2002) the purpose of using euphemism is to make text or information looks knowledgeable. The context of tourism advertising is fun and attract of audience. The lexical features of advertisement also easy to understand, therefore the caption of Jakarta Tourism Instagram account doesn't apply euphemism in the caption.

In persuasive technique, the most dominant data is scarcity technique which amount 29 data. According to Cialdini Theory scarcity utilizes limitation items or time tactic and accentuates certain rare advantages. Wuu and Lee (2016) scarcity and popularity are mostly

utilizing in marketing and advertising tactics. (Devan at al., 2013; Balachander and Stock, 2009) adds scarcity technique can influence the interest of costumer to purchase the product or service. Scarcity influences the audience by limited the time or item stock.

Commitment and consistency do not find in the caption of Jakarta Tourism Instagram Caption. The reason is commitment and consistency technique are not suitable for persuasive technique in tourism field. Cialdini (2007) explain in fact costumers are bound to make decision based on previous commitment they are consisted with they think and do. Past actions usually reflect on the next one. For example, a costumer has chance to describe product criterion. The company will present a few suitable products. In return, costumer feels obligated to buy at least one of the offered products. Organizations can benefit from this principle in two ways. To begin, by allowing (possible) consumers to make a commitment (e.g., they need items), the (prospective) customers are more likely to act in accordance with this pledge (e.g., acquire the products they require). From the explanation above, it can be concluded that commitment and consistency refer to the need for goods that meet customer criteria. Meanwhile, in the tourism sector, the majority aims to provide vacation spots that do not necessarily suit the needs of the community.

CHAPTER V

CONCLUSION, IMPLICATIONS, AND SUGGESTIONS

A. Conclusion

This researcher has purpose to investigate the usage of lexical features and persuasive technique in Jakarta Tourism Instagram Caption. The research utilized Grey (2008) and Cialdini (2007) theory to answer research question. The research analyzes the types of lexical features and persuasive technique that applied in the caption of Jakarta Tourism Instagram account from July to September 2022.

The researcher found 72 data on types of lexical features in Jakarta Tourism caption. The researcher found 55 data on familiar language, 26 data on hyperbole, 5 data on neologism, 3 data on weasel words, 14 data on potency, 2 data on repetition, 2 data on glamorization. Familiar language feature is the most dominant because familiar language can build the interaction between advertiser by using pronoun you. Since Jakarta Tourism is an account which promotes tourism places in Jakarta. In building two ways communication, the writer needs to involve audience. Therefore, Jakarta tourism use familiar language that pronoun you and your to make the promotion more communicative.

In persuasive technique the most dominant technique is scarcity technique. Scarcity technique appear 29 times of 72 in caption. Next is social proof technique which appeared 25 times of 72. Liking technique appear 9 times in caption. Authority technique appears 5

times in caption, and reciprocation technique appears 4 times in caption.

B. Implication

The researcher used Grey (2008) theory and Cialdini (2007) theory. In the research Jakarta Tourism Instagram caption only applies eight types of lexical features. Thus, this research uses theory of Grey (2008) to analyze the type of lexical feature. Beside lexical feature, a promotion also needs persuasive technique to make audience more attract with what being advertise by Jakarta Tourism. Therefore, the researcher uses Cialdini technique in analyzing persuasive technique. In the Jakarta Tourism Instagram caption, scarcity is the most dominant data.

C. Suggestions

According to the result of the researcher, the researcher needs to give some suggestions:

1. To Linguistic Students

Language is important part as a tool to build communication in everyday life. The usage of language is adjusted on the context conveyed and participants. Sociolinguistic is study that learn the relationship between language and social. The usage of language can influence the impression of the receiver, therefore the language that use based on the context will make good impression. In the relation of the research Jakarta Tourism use some lexical features

and persuasive technique to make the promotion more convincing and attract audience.

2. To other researchers

The research is limited to lexical features that use by Jakarta Tourism Instagram caption. Then the lexical features related to persuasive technique. So, the researcher suggests other researcher to analyze lexical features in other object such as movie and correlates them with other topics that have not been researched.

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APPENDICES

APPENDICES

Appendix 1: Validator Sheet

VALIDATION SHEET

This thesis data titled *Lexical Features and Persuasive in Instagram Caption of Jakarta Tourism Account (Sociolinguistic Approach)* had been checked and validated by Wildi Adila, S.Pd.I., M.A.:


Day : Monday

Date : November 13, 2023


Surakarta, 13 November 2023
Validator





Wildi Adila, S.Pd.I., M.A.
NIP 19911107 202012 1 011

No	Textual Data	Coding	Lexical Features	Persuasive Technique	Explanation	Valid /Invalid
1.	 <p>jakarta_tourism Get ready for the biggest fair in Southeast Asia! Jakarta Fair Kemayoran is coming back from 9 June - 17 July 2022 at Arena JIEXPO Kemayoran!</p> <p>Join the fun and thrills with huge shopping discounts, culinary heaven and buzzing entertainment from music concerts, carnival parades, Miss Jakarta Fair contests, to spectacular fireworks!</p> <p>Show up yourself at Anjungan DKI Jakarta pavilion at Hall C1 during the events to explore all the exciting things about the city.</p>	1/H/FL/S/T/2022	Hyperbole Familiar language	Scarcity	<p>Hyperbole: In the caption the hyperbole is found in the sentence "the biggest fair in Southeast Asia". The biggest fair gives the impression that this event is very lively. The biggest also makes the audience more interested in coming and seeing how big and lively the carnival event is.</p> <p>Familiar Language: Familiar language in this caption is the use of "yourself" in sentence "show up yourself at Anjungan DKI Pavillion at Hall C1" the use of yourself makes audience feel involve in the communication and build intimate relationship with audience.</p> <p>Scarcity technique is found in the sentence "Get ready for the biggest fair in Southeast Asia! Jakarta Fair Kemayoran</p>	Valid


					<p>is coming back from 9 June – 17 July 2022 at Arena JIEXPO Kemayoran! This sentence represents the scarcity technique because the Jakarta Fair Kemayoran limits the running time of the event to more than one month, namely from 9 June to 17 July. The statement also explained that the exhibition was the largest event in Southeast Asia. The scarcity aspect in the caption is the time limit for holding the event and the event is the largest in Southeast Asia, so the event is categorized as a rare event and may not necessarily be held in other places.</p>	
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2.	 <p>jakarta_tourism Seated majestically in the heart of one of the city's top tourist highlights, Kota Tua, Jakarta Kota Railway Station is an extravagant historical and cultural landmark to explore, bringing dense Dutch colonial roots with its massive artistic Art Deco style, a masterpiece from Frans Johan Louwrens Ghijssels.</p> <p>Your stroll at this place will also be awarded loads of tourist spots in the vicinity, Fatahillah Square, plenty of museums, Chinatown and more. All are just within walking distance from the station!</p>	2/FL/SP/T/2022	Familiar Language	Social proof	<p>Familiar Language: Familiar language in this data represents in sentence “your stroll at this place will also be awarded loads of tourist spots in the vicinity” this feature has function to build friendly impression to audience.</p> <p>Social proof: Social proof is the persuasive technique which applied in this datum. Social proof was shown by the statement “Kota Tua Jakarta Railway Station is an extravagant historical and cultural landmark to explore” social proof aspect in the datum is society thinks that the Kota Tua has lavish architecture; the statement will shape the thinking of public that Kota Tua Jakarta is amazing building. So, the statement imitates other people which think Kota Tua is lavish building</p>	Valid
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3.	 <p>jakarta_tourism 🌐 Your weekend long-lunching spot has been found!</p> <p>Revive your taste buds and satisfy all your cravings at Gading Festival, your gastronomic treats where you will find full of tasty delights on the menus, served by more than 100 tenants. Take those bean bags or sitting mats, and relax by the calming lake team up with a dazzling lantern while taking your bites, or play with your little ones on the playground or Farm House side.</p> <p>Let's rediscover the foodie in you 🍴🔍</p>	3/FL/N/S/T/2022	Familiar language Neologism	Scarcity	<p>Familiar language: there are some sentences uses familiar language feature. First sentence is “Your weekend long-lunching spot has been found” means to inform audience recommended place to spend time in weekend. Second sentence is “revive your taste buds and satisfy all your cravings at Gading Festival, your gastronomic treats where you will find full of tasty delights on the menus, served more than 100 tenants” you and your is familiar language feature.</p> <p>Neologism: Neologism in this caption is playground. Playground is the combination word of play and ground which mean an outdoor place to play especially in school at school or public park.</p> <p>Scarcity: Persuasive technique in this datum is scarcity. Scarcity in this</p>	Valid
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					<p>datum was shown in sentence “your gastronomic treats where you will find full of tasty delights on the menus, served by more than 100 tenants. Take those bean bags or sitting mats, and relax by the calming lake team up with a dazzling lantern while taking your bites, or play with your little on the playground or Farm House side” this place provides difference and rare experience where people cannot obtain in other places. The place gives many facilities such as scenery of like, bean bags, dazzling lantern, and playground for children. The place also has various culinary which another place does not necessarily have it.</p>	
4.	 <p>jakarta_tourism The big event is coming up in just a matter of hours, Jakarta E-Prix will hit the town at Jakarta International E-Prix Circuit, Ancol, tomorrow.</p> <p>Set yourself to witness the most electrifying form of motorsport battle. You don't wanna miss this one, switch to jakartaeprixofficial.com for more detail and book your ticket !</p>	4/FL/H/S/T/2022	Familiar language Hyperbole	Scarcity	Familiar language: familiar language in this caption is found in sentence “You don’t wanna miss this one, switch to jakartaeproxofficial.com for more detail and book your	Valid

				<p>ticket!” this sentence uses familiar language feature since the usage of ”you” and “your” pronoun in the sentence. The pronoun gives friendly impression and attract audience’s attention.</p> <p>Hyperbole: hyperbole feature in this caption is most electrifying in sentence “Set yourself to witness the most electrifying form of motorsport battle” the most electrifying categorized in hyperbole feature because most electrifying gives exaggerate effect on Jakarta international E-Prix Circuit. Hyperbole in the caption gives impression that the event is very spectacular and invites curiosities to public.</p> <p>Persuasive technique in this datum is scarcity, because the caption delivers an event which held in limited time. Scarcity in here was shown by the sentence “Set yourself</p>
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					to witness, the most electrifying form of motorsport. You don't wanna miss this one, switch to jakartaeprixofficial.com for more detail and book your ticket!" this sentence interprets the occasion was superb and everyone must watch it.	
5.	 <p>jakarta_tourism Ready to take all the buzzing of excitement for e-Prix today?</p> <p>But first, join us to fly a bit, rambling around on this superb megaproject, Jakarta International E-Prix Circuit. An exceptional and top-notch international circuit in Ancol will become one of the most favored destinations in town.</p> <p>Join the crowd and feel the hype and the vibe or you can turn on your tv. Let's cheer up the race! 🏁👉</p>	5/H/FL/S/T/2022	Hyperbole Familiar Language	Scarcity	<p>Hyperbole: "superb" "top-notch" "most favored" these words reflects hyperbole. "superb megaproject" describes the event is marvelous event which has been carefully prepared. "top-notch international circuit" explains the occasion will hold in great circuit. "the most favored destination in town" describes the event is well liked by society. Hyperbole in the caption shows positive side that tends to be exaggerated in order to attract a lot of public attention.</p> <p>Familiar language: "Join the</p>	Valid


				<p>crowd and feel the hype and the vibe or you can turn on your tv” the sentence uses familiar language. Familiar language in the sentence is the usage of pronoun “you” which give friendly impression in order to invite audience to come to the event.</p> <p>Scarcity related to deadline tactic which restrict the duration of event. Another aspect of scarcity technique was shown in part “An exceptional and top-notch international circuit in Ancol will become one of the most favored destinations in town” the statement build spectacular and most wanted event impression to public. People who read the caption will curious about the event.</p>	
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6.	 <p>jakarta_tourism • Jarvis, open the door, please...!!!</p> <p>Marvel brings their iconic stories and characters closer to local fans in town. The largest Marvel studio exhibition in Southeast Asia was launched in Pondok Indah Mall 3, showcasing a marvelous collection of more than 60 Marvel Cinematic Universe (MCU) original movie props, costumes, and concept art from selected movies, enabling you to get an in-depth experience until 14 Sept 2022.</p> <p>MCU fans, assemble!</p>	6/H/FL/H/S/T/2022	Hyperbole Familiar Language Humor	Scarcity	<p>Hyperbole: hyperbole in the caption is “a marvelous collection” marvelous is hyperbole because marvelous means incredible refers to collection which deserve in Marvel studio exhibition.</p> <p>Familiar language: familiar language in the caption sentence “enabling you to get in-depth experience until 14 Sept 2022” familiar language feature in the sentence is the usage of pronoun you have purpose to inform audience about superb experience in the exhibition. The usage of pronoun you also make audience feel involve when advertiser promotes thing.</p> <p>Humor is a lexical feature in these data. “Jarvis, please open the door...!!!” This data is humor because Jarvis is a character in Marvel and the author opened the beginning of the promotion by telling Jarvis to open the door. The</p>	Valid
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					<p>use of humor here aims to make the advertisement more communicative and look funnier. In this context the author embeds dialogue related to Marvel.</p> <p>This data uses the scarcity technique because the event is a Marvel Studio exhibition which displays many collections and 60 Marvel films and is held for a limited time until September 14 2022. The limited time is a tactic from scarcity to attract many visitors to visit the place.</p>	
7.	 <p>jakarta_tourism Happy World Environment Day!</p> <p>Take this park as your morning leafy tree-t to unwind, lay down a bit or catch some fresh air, overgrown with umpteen kinds of plants and trees. Menteng Park also matches for your light jogging, gorgeous picnic session or reading books, set you to feel all the magic of this green open space.</p> <p>Living sustainably in harmony with nature 🌿🌿</p>	7/FL/H/SP/T/2022	Familiar language Hyperbole	Social Proof	<p>Familiar language: familiar language in this caption is the usage of pronoun you and your in sentence “take this park as your morning leafy tree-t to unwind, lay down a bit or catch some fresh air” familiar language feature in this sentence is your, the advertisers advise audience to visit Menteng park in the morning. “Menteng park also matches for your light</p>	Valid


				<p>jogging, gorgeous picnic session or reading books, set you to feel all the magic of this green open space” this context informs audience activities that can be done in Menteng Park. The sentence uses familiar language you and your pronoun to make friendly attitude when promotes Menteng Park.</p> <p>The hyperbole feature in this data is in the form of the word magic in the sentence "the magic of this green open space." magic here is hyperbole because magic means very interesting so it can make visitors curious about what makes the park so interesting and recommended by the author.</p> <p>This datum uses social proof in persuasive technique. The sentence which used social proof is “Take this park as your morning leafy tree-t to unwind, lay down a bit or</p>
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					catch some fresh air, overgrown with umpteen kinds of plants and trees. Menteng Park also matches for your light jogging, gorgeous picnic session or reading book, set you to feel all the magic of this green open space” that part explain about what people usually do in park. The datum is social proof since the sentence describes the activities which do by people when they go to park such as enjoy the fresh air, jogging, picnic and reading book.	
8.	 <p>jakarta_tourism 🌐 Pasar Ular is a quirky lane packed full of nice goods, a place to hunt for branded clothing, bags, shoes to ceramics, and crystal glassware. Split into Pasar Ular Plumpang and Pasar Ular Permai, this vibrant narrow alley is one you should come across to get some good stuff at a low price!</p> <p>So, let the shopping begins! 😊</p>	8/ FL/S/T/2022	Familiar Language	Scarcity	<p>Familiar Language: “this vibrant narrow alley is one you should come across to get some good stuff at a low price!” this context uses familiar language feature because the sentence utilize pronoun you to recommend and inform audience about Pasar Ular and the advantages.</p> <p>Scarcity technique is applied</p>	Valid


					in the datum. The caption mentions nice stuffs in Pasar Ular such as clothing bags, shoes to ceramics, and crystal ceramics. Scarcity shown in sentence “Split into Pasar Ular Plumpang and Pasar Ular Permai, this vibrant narrow alley is one you should come across to get some good stuff at a low price!” this part contains an offering when society come to the market. People can buy nice stuff in low price. Scarcity entices audiences with something rare. So, this caption attracts audience by offering nice things in low place that not necessarily can be found elsewhere.	
9.	 <p>jakarta_tourism • This could be your cultural Monday walk in the capital!</p> <p>Acknowledged as a place where you can uncover more of the priceless of Jakarta's unique and fascinating culture, Setu Babakan welcomes visitors to dive further into Betawi traditions in the form of cultural tourism, agrotourism, superb culinary, and more.</p> <p>Little tips: After your walk, try to give a bite the pleasant kerak telur, then wash them down with Bir Pletok 😊</p>	9/FL/H/SP/T/2022	Familiar language Hyperbole	Social Proof	Familiar language: This datum uses familiar language feature. You and your as second pronoun makes the author more intimate to audience. First sentence “This could be your cultural Monday walk in the capital” gives the audience suggestion	Valid


				<p>to do an activity in Monday. Next is “Acknowledged as a place where you can uncover more of priceless of Jakarta’s unique and fascinating culture” inform audience that this spot contains Jakarta’s unique and fascinating culture.</p> <p>Hyperbole: hyperbole in the caption is “fascinating culture” and superb culinary” these words categories as hyperbole since fascinating is adjective that means wonderful of culture in Betawi. Superb culinary refers to Betawi culinary that has great taste. Another hyperbole feature is the word "priceless" in the phrase "the priceless of Jakarta's unique" which means that the uniqueness of the city of Jakarta is priceless or very valuable.</p> <p>This data uses social proof technique because the author</p>
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					shows that Setu Babakan is a place known to the public to learn new culture from the Betawi community. This means that people believe that Setu Babakan is a good place to learn Betawi culture, so that it can attract visitors to come to Setu Babakan.	
10.	 <p>jakarta_tourism Roam into a world full of awe-inspired contemporary art installations. Distrik Seni at Sarinah brings together the concept of cultural practices with the art market, designed to become a sustainable art ecosystem in the capital. Find and get amazed by all the masterpiece works of art from professional artists to maestros.</p> <p>A chic spot to get your art juice flowing!</p>	10/N/G/SP/T/2022	Neologism Glamorization	Social Proof	<p>Neologism: Neologism in this caption is ecosystem was coinage word by ecological and system.</p> <p>Glamorization: glamorization is the datum is chic. Chic identical with stylish in appearance. In this context chic refers to Distrik Seni which demonstrates various arts from professional artist. Chic is glamorization because the word does not usually use in everyday conversation. Chic also makes the impression of spot that being advertised more attractive.</p> <p>This data uses the social proof technique. The social</p>	Valid


					<p>proof technique is implemented in the section "Roam into a world full of awe-inspired contemporary art installations. The Arts District at Sarinah brings together the concept of cultural practices with art market designed to become a sustainable art ecosystem in the capital. Find and get amazed by all masterpiece works of art from professional artists to maestros" In this section, the author tries to convince the audience that the Arts District is the best place to see various kinds of works of art from various experts and maestros. This statement influences people's thoughts about Sarinah District, if Sarinah District is the right place to see various kinds of works of art.</p>	
11.	 <p>jakarta_tourism Come rain or shine Sudirman-Thamrin thoroughfare will always hold its charm, a lively and enthralling urban ambiance embraced by magnificent skyscrapers, and miscellaneous tourist destinations outfitted with a complete choice of public transportation along the area. Which spot do you cheer the most?</p>	11/FL/SP/T/2022	Familiar Language	Social Proof	Familiar Language: familiar language in this datum is "which spot do you cheer up the most" in this sentence the	Valid

				<p>writer utilizes you to build the interaction between writer and reader. The writer asks question about the places which will be favorite by audience.</p> <p>Social proof is the persuasive technique which used in this datum. Social proof sentence in the caption is “Come rain and shine Sudirman Thamrin throughfare will always hold its charm, a lively and enthralling urban ambience embraced by magnificent skyscrapers, and miscellaneous tourist destination outfitted with a complete choice of public transportation along the area” the reason is because the statement invites people to come to the spot, social proof suggests public to join or come to the crowd. Moreover, the place Known by the public as a strategic place to visit with many tourist destinations and public</p>	
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					transportation facilities that are easy to reach. That positive pint will enchant the audience.	
12.	 jakarta_tourism • Roller troops, flip it, and skate up! 🛹 Settled uniquely under the flyover, Pasar Rebo Skatepark is your place to rush your adrenaline off by riding its pools, jump box, epic mini ramps, and more. A noteworthy spot to catch up with friends and share some tricks. So...meet you at the pool 😊	12/FL/P/S/T/2022	Familiar Language Potency	Scarcity	Familiar Language: “Pasar Rebo Skatepark is your place to your adrenaline off by riding its pool, jump box, epic mini ramps, and more”. The sentence uses familiar language. It is indicated by the use of your in the sentence that gives intimate relation between the writer and the audience. Your gives impression like the author is a friend of reader who recommended a skateboarding area. Potency: potency words in this datum is uniquely in sentence “Settled uniquely under the flyover” uniquely is potency feature because it gives new value about the place which stand under flyover. The building that stands under the flyover will make visitors curious about	Valid

					<p>how the place stands and the sensation felt when visiting the place.</p> <p>Scarcity in this context was shown in part “Settled uniquely under the flyover, Pasar Rebo Skatepark is your place to rush your adrenaline off by riding its pools, jump box, epic mini ramps, and more” scarcity technique presents in statement that Pasar Rebo Skatepark located under overpass which will give a different sensation to visitors in enjoying the rides. Scarcity related to something rare and not necessarily find in another place.</p>	
13.	 <p>jakarta_tourism We can show you why a visit to this skywalk is a must....look at the view! 🤩</p> <p>Skywalk Senayan Park doles you a window to gaze out the splendiferous city landscape from a height, both on a nice sunny day or a starry sparkling night. Sit just a stone's throw away from Gelora Bung Karno Complex, this picturesque stopping place also sparks a shot to lounge in an impressive outdoor area.</p> <p>Insider tip: Try to catch the city's golden hour then give it some snaps.</p>	13/FL/H/S/T/2022	Familiar Language Hyperbole	Scarcity	<p>Familiar Language: “We can show you why a visit to this skywalk is a must...look at this view!” informs the audience the writer has recommendation to enjoy the city view. “Skywalk Senayan Park doles you a window to gaze out splendiferous city landscape” recommends</p>	Valid


				<p>Skywalk Senayan Park as a place to enjoy city scape of Jakarta. Familiar feature will engage more people with involve them in promoting place.</p> <p>Hyperbole: hyperbole in this caption is “splendiferous city landscape” splendiferous is hyperbole since splendiferous means amazing refers to city landscape. Word splendiferous makes the reader excited about how beautiful the sky when look from the Skywalk Senayan Park.</p> <p>The persuasive technique in this data is the scarcity technique. Scarcity here is described by the facilities at the Senayan Skywalk. In the caption, it is explained that the Senayan Skywalk has facilities in the form of large windows that can see the beauty of the Jakarta city skyline at night and during</p>
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					the day. This place is also equipped with a beautiful stop. These facilities are the Scarcity technique which is highlighted by the Senayan Skywalk.	
14.	 <p>jakarta_tourism Your next warm dinner rendezvous spot at the capital!</p> <p>Resto Apung Muara Angke is where you will be tucking into a fresh seafood feast. Offering a unique dining atmosphere, pick a plentiful option of seafood on offer then take it to the floating restaurant to be cooked. It is served fresh and hot. 🍲🍷😊</p>	14/FL/P/S/T/2022	Familiar language Potency	Scarcity	<p>Familiar language: In this case pronoun your and you are used. “Your next warm dinner rendezvous spot at the capital!” promotes a fantastic dining experience. The use of pronoun “your” in the sentence gives close impression between author and audience. “Resto Apung Muara is where you tucking into a fresh seafood feast” suggest a restaurant where reader can get fresh seafood.</p> <p>Potency: potency word in this datum is offer in sentence “pick a plentiful option in of seafood on offer then take it to floating restaurant to be cooked” offer in here is potency feature because offer that made by restaurant in the form of various seafood</p>	Valid


				<p>option to be served in restaurant. The offer of various kinds of seafood describes the quality of the restaurant that has many menus so that it has the potential to attract many visitors to try the various menu choices served.</p> <p>This datum applies scarcity in persuasive technique. Scarcity can be seen in sentence “Offering a unique dining atmosphere, pick a plentiful option of seafood in offer then take it to the floating restaurant to be cooked. It served fresh and hot” the statement describes unique restaurant that can be the advantages of the spot. The restaurant offers a fun experience that is eating seafood in a floating restaurant that may not necessarily be found anywhere else. Scarcity Influences people by offering something that is rarely</p>
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15.	 <p>jakarta_tourism Found: your next 99 hectares of bush adventure in Northern Jakarta! This Mangrove Ecotourism comes up with ravishing bush tracks environed by leafy green mangroves to set gorgeous bush walks with your buddies. Feel the fresh air on your skin and discover all the charms you will meet on your mangrove walks.</p>	15/FL/N/A/T/2022	Familiar Language Neologism	Authority	<p>encountered.</p> <p>Familiar language: “Your next 99 hectares of bush adventures in Northern Jakarta!” represent that the writer talks about a large open space that audience should explore. “This Mangrove Ecotourism comes up with ravishing bush tracks environed by leafy green mangroves to set gorgeous bush walks with your buddies” this sentence has purpose to captive audience by mention the activity that can be done at the spot. “Feel the fresh air on your skin and discover all the charms you will meet on your mangroves walks” author invites audience to enjoy Mangrove Ecotourism and feel happiness when visit this location.</p> <p>Neologism: neologism in this datum is ecotourism. Ecotourism is combination between eco and tourism.</p>	Valid
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					<p>Persuasive technique in this datum is authority technique. Authority technique displays in sentence “Found: your next 99 hectares of bush of adventure in Northern Jakarta!” the declaration revealed that the area of mangrove land is 99 hectares and people justify this statement. This means that the author includes facts about mangrove land which has an area of 99 hectares. Another sentence that contains social proof technique is “This Mangrove Ecotourism comes up with ravishing bush tracks environed by leafy green mangroves to set gorgeous bush walk with your buddies” This question explains what is in the mangrove land which is filled with lots of bushes and surrounded by beautiful mangrove forests so that it can be a pleasant destination option. The statement above</p>	
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					is described as an authoritative technique that presents information factually.	
16.	 <p>jakarta_tourism • In need of some kinda indorsy inspo?</p> <p>"Jakarta Punya Cerita" is Hotel Borobudur's latest hit art exhibition. Your first step will be greeted by Betawi authentic atmosphere, then discovering oodles inspiring artwork of sculptures and paintings, a delightful collaboration with Uma Art Space. Don't miss a chance to join their workshop and sketch competition. On now until 21 June 2022 as part of Celebrate Jakarta 495th!</p>	16/FL/S/T/2022	Familiar language	Scarcity	<p>Familiar Language: This datum uses familiar language. it can be seen from the sentence "Your first step will be greeted by Betawi authentic atmosphere" means author draws audience attention by tell to audience that if audience want to attend a workshop audience will be welcomed by Betawi authentic atmosphere.</p> <p>Persuasive technique in this datum is scarcity. Scarcity usually has tactic to limit time of offering things or event. scarcity can be seen in the sentence "Don't miss a chance to join their workshop and sketch competition. On now until 21 Jyne 2022 as part of Celebrate Jakarta 495th!" This statement is a scarcity technique because the author informs the deadline</p>	Valid


					for the event to be held. with this technique people who are interested in the event will come to the event as soon as possible so that many people attend the event.	
17.	 <p>jakarta_tourism Put on your walking shoes and take the air with us, exploring the oldest market in town!</p> <p>Pasar Baru and its vicinage will charm you with a plethora of beauteous attractions, from photography haven, sacred temples, holy monasteries, and legendary food to bite, to art buzzing spots and there are still lots to discover.</p> <p>Write them down and make sure you don't miss anything 😊</p>	17/FL/SP/T/2022	Familiar Language	Social Proof	<p>Familiar Language: Lexical feature in this datum is familiar language. It can be seen in the sentence “Put on your walking shoes and take the air with us exploring the oldest market in the town!” the reader invites audience to have a journey in oldest market in Jakarta. The sentence also applied imperative features, because the reader tells the audience to get ready exploring the unique things in Pasar Baru.</p> <p>The datum appeals social proof in persuasive technique. Social proof in this datum is “Put on your walking shoes and take the air with us, exploring the oldest market in town!” in this context the author invites the public to</p>	Valid


					visit the oldest market in the city of Jakarta. Social proof tends to suggest products or places to suggest, in this statement the author suggests visiting the oldest market in the city.	
18.	 <p>jakarta_tourism Nestled amongst the lavish surroundings, Sarinah holds whole lotta fun, good food, and remarkable history. First initiated by President Soekarno and then inaugurated in 1966 as the very first Indonesia shopping center, this incredible building is now set to boost best-curated MSMEs products. Ahh...there is also a Sarinah museum available on the ground floor to come across.</p> <p>A bang-up spot to feel the pulse of the city!</p> <p>_____</p>	18/H/L/T/2022	Hyperbole	Liking	<p>This data uses hyperbole in the form of the word bang up. Bang up itself means very good or very good. Bang up is embedded in the phrase "a bang-up spot" meaning that the Sarinah Museum is a very good place to experience the atmosphere of the city of Jakarta. In the caption, the author also explains that the Sarinah Museum is surrounded by luxurious surroundings and has an impressive history. Therefore, the author has embedded a bang-up spot to attract tourists who want to know more about the city of Jakarta.</p> <p>Liking is persuasive technique of this caption. The</p>	Valid


					<p>liking technique usually uses famous people or company to introduce something to be advertised. In the caption liking technique appeals in “First initiated by President Soekarno and then inaugurated in 1996 as the very first Indonesia shopping center, this incredible building now set to boost best-curated MSME’s products” In this statement the place being promoted was sparked by President Soekarno. Certainly, this place has its own value that makes people curious and want to visit there. By mentioning important figures can increase the number of visitors and the place is better known by the wider community.</p>	
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19.	 <p>jakarta_tourism • We've got super flabbergasting news today!!!</p> <p>Monas area is re-opened! Yes, you read that right, this city's icon is open today to the public, ready to embrace your craving for this remarkable landmark. Please be notice the Monas Monument itself is still temporarily closed, you can walk around the area, take your exercise or make a nice couple of snaps.</p> <p>And here is a 50-second look at the Monument, stroll it virtually while it's still being shut.</p>	19/FL/H/S/T/2022	Familiar Language Hyperbole	Scarcity	<p>Familiar language is used in this caption. “Yes, you read the right, this city’s icon is open today to the public, ready to embrace your craving for this remarkable landmark” in that sentence as if the author is conversing with audience and inform that the city’s icon has opened for public. “You can walk around the area, take your exercise or make a nice couple of naps” means that the reader can take a walk in the spot” the writer informs the reader good activity that worth it to try in this spot.</p> <p>The hyperbole feature in this caption is super flabbergasting which is contained in the phrase "super flabbergasting news today" this sentence refers to the news that will be conveyed by the author. Super flabbergasting means very surprising in the form of the Monas area being reopened to</p>	Valid
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				<p>the public. This news can attract the enthusiasm of people who have long wanted to visit Monas.</p> <p>Scarcity is the persuasive technique of the datum. Scarcity technique present in sentence “Monas area is re-opened! Yes, you are read that right, this city’s icon is open today to the public, ready to embrace your craving for this remarkable landmark. Please be notice the Monas Monument itself is still temporarily closed, you can walk around the area, take your exercise or make a nice couple of snaps” The statement revealed that the Monas area was reopened after previously being closed. This data is included in the type of scarcity technique because it reopens national monuments that have been closed, scarcity itself often uses tactics in the form of time limits in offering</p>
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					products and goods. Scarcity is also related to something rare. In the context of this sentence, the Monas monument has been reopened is a rarity because the monument has been closed for a long time for public.	
20.	 <p>jakarta_tourism Come with a humble mission to preserve wonderful Betawi culture, a visit to Batik Gobang Kembangan would have you immersed within the vibrant of Batik Betawi. Discover more about our colorful batik fabrics then set yourself to join how making batik using traditional wax and canting. Here, you will also find cute Betawi knick-knacks on display and Betawi-style furniture to take home.</p> <p>So, let's to roll up our sleeves and expand our creative mind at this spot!</p>	20/FL/S/T/2022	Familiar Language	Scarcity	<p>Familiar language: n section “you will find cute Betawi knick-knacks on display and Betawi-style furniture to take home” refers to familiar language future. The pronoun you will increase costumer engagement about the product that sells in this spot.</p> <p>This datum uses scarcity technique "Come with a humble mission to preserve wonderful Betawi culture, a visit to Batik Gobang Kembangan will have you immersed within the vibrant of Betawi Batik" in this sentence the author invites the audience to see Betawi culture firsthand. "Discover more about our colorful batik</p>	Valid


					<p>fabric then set yourself to join how to make batik using traditional wax and canting" in the caption Batik Gobang Kembangan provides facilities in the form of learning about how to make typical Betawi Batik and presents various colors of batik cloth. This facility is something that is rare and can only be found at Batik Gobang Kembangan. Thus, scarcity is the technique applied in this caption.</p>	
21.	 <p>jakarta_tourism Swing it with lotta fun 🎉</p> <p>Take this as a sign to come and explore MoJA's newest display #GolfbyMoJA, it will take you to experience a merry golfing with 11-curated holes wrapped in a lively carnival-themed exhibition. Come excited with friends and leave rejuvenated by the challenges of mini-golfing.</p> <p>Let's par-tee! 🏌️</p>	21/FL/S/T/2022	Familiar Language	Scarcity	<p>Familiar Language: "it will take you to experience in merry golfing with 11-curated holes wrapped in a lively carnival-theme exhibition" the author describes the benefit that will be get by audience if they play golfing at MoJA. The function pronoun you make the impression of caption more communicative.</p> <p>The humor in this word is the word par-tee in the sentence</p>	Valid

					<p>"let's par-tee". Par-tee is a term found in the sport of golf. Par means the value contained in a golf hole, while tee means the first shot made by a golfer. Par-tee at first glance sounds like party, so the sentence sounds like a play on the word party. This means that the sentence invites visitors to have fun in the golf arena. The par-tee here gives a funny impression to the audience.</p> <p>The data uses the Scarcity Technique because it offers a unique experience in the form of playing golf with eleven holes of golf features along with a festive carnival atmosphere.</p>
22.	 <p>jakarta_tourism • It's a World Music Day! 🎵</p> <p>As things stand, the excitement from music concerts started to liven up the city, from talented local to famed international musicians bringing an amazing concert euphoria to the capital. What concert would you be up to going to? 😊</p>	22/FL/L/T/2022	Familiar Language	Liking	<p>Familiar Language: Familiar language is applied in the sentence “What concert would you be up to going to?” such as connecting sentence to create interaction between the reader and audience. Familiar language</p>


					<p>indicates by the use of pronoun you in sentence to make communication more friendly.</p> <p>Liking is persuasive technique of this datum. “As this stand, the excitement from music concert started to liven up the city, from talented local to famed international musicians bringing an amazing concert euphoria to the capital” Liking technique usually shows celebrity or famous person to promote advertised items. In the context the author promotes music concert which contains local and international musicians to enchant public.</p>	
23.	 <p>jakarta_tourism 🌐 A supercalifragilisticexpialidocious event is coming shortly! 🎉</p> <p>Will be held at this extraordinary international standard stadium, the Jakarta International Stadium is the highlight of Celebrate Jakarta night! Join the celebration, immerse in all the joy and festivities!</p>	23/H/S/T/2022	Hyperbole	Scarcity	<p>Hyperbole: The word “supercalifragilisticexpialidocious” that means extraordinary, good, wonderful. This word is informal expression and demonstrate hyperbole feature. Another word that</p>	Valid


				<p>represents hyperbole is “extraordinary” in phrase “extraordinary international standard stadium” extraordinary gives great impression of the stadium where the event be held.</p> <p>This datum uses scarcity technique in the caption. Scarcity technique can be seen in the sentence “A supercalifragilisticexpialidocious event is coming shortly!” this sentence applies scarcity technique because the author uses limited time tactics in presents the event to audience. In the context, the author tells an extremely good event in short time, the using of short time will attract audience interest about the event that will be held in a limited time. Scarcity aspect in this datum also applies in “Will be held at this extraordinary international standard stadium, the Jakarta International Stadium is the</p>
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					highlight of Jakarta night! Join the celebration, immerse in all the joy and festivities!” The scarcity aspect in this context can be seen from the implementation of events carried out in an international place. Automatically consider this event a spectacular event and a pity to watch. Scarcity caught the public's attention with something rarely encountered. In this aspect, a spectacular event with limited time is a scarcity technique.	
24.	 <p>jakarta_tourism A prime place lined with fabulous architecture, historical museums packed with amazing collections and knowledge, and to feel the great atmosphere of bygone days. Our stellar Kota Tua is the top of your list to be visited when around the capital.</p>	24/H/S/T/2022	Hyperbole	Scarcity	<p>The hyperbole feature in this caption is the word stellar which means famous or very popular. Stellar is found in the sentence "Our stellar Kota Tua is the top of your list to be visited when around the capital" this sentence emphasizes that Kota Tua is a very famous place so it is on the public's must-visit list when in the city of Jakarta</p> <p>Scarcity is persuasive technique of this datum. “A</p>	Valid


					<p>prime place lined with fabulous architecture, historical museums packed with amazing collections and knowledge, and to feel the great atmosphere of bygone days” This sentence shows that the Old City has good architecture, a historical museum with various collections and a prehistoric atmosphere that is still strong. This statement explains the characteristics and advantages of the Old City that cannot be found anywhere else. Therefore, this data uses the Scarcity Technique because it highlights something that is rarely found in other places, such as the atmosphere and architecture.</p>	
25.	 <p>jakarta_tourism Presenting plenty of playgrounds spot interspersed along a nice green grass growing on a teeny mound allying with multiple shady trees, Sambas Asri park would be a top choice for your next a day out with the littles!</p>	25/N/FL/SP/T/2022	Neologism Familiar Language	Social Proof	<p>Neologism: Neologism in this datum is word playgrounds. Playground is combining words between play and ground. Playground means an outdoor area provided for children to play in, especially</p>	Valid

					<p>in school and public park.</p> <p>Familiar Language: Familiar language indicated by pronoun you, your, and yours. This feature applies in sentence "Sambas Asri park would be a top choice for your next day out with the littles!" means the author tell that the place is recommended to everyone who wants to go family vacation.</p> <p>This data is categorized as a social proof technique. Social proof technique is represented in the sentence "Presenting plenty of playgrounds spots interspersed along a nice green grass growing on a teenage mound allying with multiple shady trees." This sentence is a social proof technique because this statement tries to convince the audience that Sambas Asri Park has lots of playground spots. which is surrounded by many beautiful trees and</p>	
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					grass. Even though not everyone sees Sambas Asri Park as a beautiful park. Social proof is also found in the sentence "Sambas Asri Park would be a top choice for your next day out with the littles!" This sentence is classified as social proof because it includes the word top choice for Sambas Asri Park. This sentence is a trick used by the author to make the audience confident and curious about how the park is a top destination.	
26.	 <p>jakarta_tourism In line with today's Bhayangkara anniversary, we take you to walk along to this modern, well-managed museum, packed with interesting displays and historical stories. The nice thing is, it's a free entry museum!</p> <p>Reserve in advance before you drop by, switch to @museumpolri for more deets!</p> <p>Happy Bhayangkara's Anniversary!</p>	26/FL/P/R/T/2022	Familiar Language Potency	Reciprocati on	<p>Familiar language: "We take you to walk along to this modern, well-managed museum, packed with interesting displays and historical stories" familiar language feature in this datum is second pronoun we and you in the sentence. In the context the writer invites audience to visit a museum.</p> <p>Potency: potency word in this datum is free in phrase "free</p>	Valid


					<p>entry museum”. Free is potency word because free gives new value to audience who want to learn about history and collection which display in museum.</p> <p>Reciprocity in this context was shown in the sentence “The nice thing is, it’s free museum” reciprocity is connected to something free. So, in this context the museum offers free entry to enchant public and increase the amount of visitor.</p>	
27.	 <p>jakarta_tourism It's a July list of fun to share and boost your fun day out with friends, fam, or special others.</p> <p>From the largest tourism expo in Indonesia, the most comprehensive exhibition of sport stuff and accessories in Indonesia, to performances by foreign singers. All are buzzing with lively charm, pick one or two or three...or all of them 🤩. Let's cheer this month!</p>	27/FL/H/S/T/2022	Familiar Language Hyperbole	Scarcity	<p>Familiar Language: Familiar language feature appears on first sentence “It’s July list of fun to share and boost your fun day out with friends, fam, or special others” the authors share an inventory that can do by the reader in July.</p> <p>Hyperbole: Hyperbole in this datum is “the most comprehensive” most comprehensive in here refers to exhibition. The most</p>	Valid


				<p>comprehensive is hyperbole because its claims that this exhibition is the most complete exhibition in providing sports and accessories needs. Hyperbole here is characterized by exaggerating the facilities and advantages possessed by the place being promoted, in this case the author emphasizes the advantages of the exhibition by claiming that this exhibition has the most complete collection in Indonesia.</p> <p>Scarcity in this context was shown in the sentence “From the largest tourism expo in Indonesia, the most comprehensive exhibition of sport stuff and accessories in Indonesia, to performances by foreign singers” In this context, the scarcity technique shown with the description of the largest expo in Indonesia means that the event is a spectacular event so</p>
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					that it should not be missed by the audience. In addition, the presence of international singers makes the event have more value of its own. Scarcity is closely related to offering something that is rarely encountered to attract public attention.	
28.	 <p>jakarta_tourism This is an invitation to witness a spectacular show in Ancol! 🎉</p> <p>Immerse yourself in incredible multimedia performances set on Arka Kinari Ship, and explore their floating audio-visual shows from the beautiful Jembatan Cinta at Ancol. This show will run tonight at 7.00 pm.</p> <p>Get set and we go to the north tonight!</p>	28/FL/H/SP/T/2022	Familiar Language Hyperbole	Social Proof	<p>Familiar language appeals in part “Immerse yourself in incredible multimedia performances set on Arta Kinari Ship, and explore their floating audio-visual shows from beautiful Jembatan-China Ancol” the purpose of sentence to invite everyone to see incredible multimedia performances in Arta Kinari Ship and explore the floating audio-visual shows from Jembatan Ancol China.</p> <p>Hyperbole: The hyperbole feature in this caption is contained in the phrase "incredible multimedia performances." Incredible is a</p>	Valid


					<p>hyperbole feature because it makes an extraordinary impression on multimedia performances so that it can be used as an advantage to attract a lot of public attention.</p> <p>Social proof here is applied in the sentence "Immerse yourself in incredible multimedia performances set on Arka Kinari ship, and explore their floating audio-visual shows from the beautiful Jembatan Cinta at Ancol" in that context the author recommends and invites the audience to explore the place. In addition, the mention of the advantages of the place promoted such as incredible multimedia performances set on Arka Kinari ship. This excellence forms public thinking about the promoted list. Social proof tends to invite people to come.</p>	
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29.	 <p>jakarta_tourism It's a Monday culinary excursion! 🍕🍷</p> <p>Unparalleled culinary pleasure awaits as you walk down the beautiful PIK 1 area. Offers an opportunity to indulge in the city's warm and lovely sunset while munching all the dishes available, from good pizza, and juicy burgers to palatable seafood. Oh...and try some romantic dinner on the Phinisi boat!</p>	29/FL/S/T/2022	Familiar Language	Scarcity	<p>Familiar language indicates the use of pronoun you in the sentence “unparalleled culinary pleasure awaits as you walk down the beautiful PIK 1 area” informs to audience things that can be found in PIK 1 area when people go there.</p> <p>This data uses the Scarcity technique. Scarcity technique is described in the sentence "Offers an opportunity to indulge in the city's warm and lovely sunset while munching all the dishes available, from good pizza, and juicy burgers to palatable seafood. Oh... and try some romantic dinner on the Phinisi boat!" This data is included in the Scarcity technique category because PIK 1 offers an experience that is rare and not necessarily available in other places. This experience consists of enjoying a meal on Phinisi boat while enjoying the beauty of the sunset.</p>	Valid
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30.	 <p>jakarta_tourism Look who's back dancing under the starry night in the capital 🌃👯</p> <p>This long-awaited super exceptional show is already back to cherish your weekends. A flux of great music symphony, dazzling colorful lights synchronizing the beautiful dance of the fountain. Lapangan Banteng dancing fountain is back to set an incredible entertainment to catch!</p> <p>Your next weekend strolling will be lit up!</p>	30/FL/H/S/T/2022	Familiar Language Hyperbole	Scarcity	<p>Familiar Language: Familiar language feature can be seen in the part “This long-awaited super exceptional show is already back to cherish your weekend” the author introduces an event that is very spectacular and most awaited by the audience. This sentence makes the audience curious about what will be displayed in the show.</p> <p>Hyperbole: hyperbole in this datum is “super exceptional” that refers to show. super exceptional is a hyperbole since super exceptional highlights the superiority of the product in the form of a show that will be run which is a very extraordinary show. Another hyperbole feature is the word incredible in "incredible entertainment" incredible means amazing or extraordinary. The hyperbole here claims that the entertainment shown at the event will amaze everyone.</p>	Valid
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					<p>This datum uses the scarcity technique as a persuasive technique. The sentence that applies scarcity can be seen in the section "This-long awaited super exceptional show is already back to cherish your weekend" this data is included in the scarcity aspect because scarcity adheres to the principle of scarcity where the promoted event has been long awaited by the public. Super exceptional here gives the impression that the event is extraordinary so that it can attract the attention of many people.</p>	
31.	 <p>jakarta_tourism • Setu Cipayung Reservoir, one of the quiet places on the outskirts of Jakarta. You can do several activities here, such as walking around, taking pictures, cycling or just sitting and enjoying the Jakarta sky</p>	31/FL/S/T/2022	Familiar Language	Scarcity	<p>Familiar Language: Familiar language is applied in this datum. It can be seen in the part "You can do several activities here, such as walking around, taking pictures, cycling or just sitting and enjoying the Jakarta sky" you in that sentence is you pronoun that</p>	Valid

				<p>indicates the use of familiar language features. This sentence makes audiences feel included in the interaction.</p> <p>This datum uses the scarcity technique as a persuasive technique. The sentence that applies scarcity can be seen in the section "This-long awaited super exceptional show is already back to cherish your weekend" this data is included in the scarcity aspect because scarcity adheres to the principle of scarcity where the promoted event has been long awaited by the public. Super exceptional here gives the impression that the event is extraordinary so that it can attract the attention of many people.</p>	
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32.	 <p>jakarta_tourism This is worth an early wake-up call, really! 😊</p> <p>Home to oodles of mouthwatering traditional heritage cakes, a good spot to try breakfast in a local way. Busy from dawn from 4 am-6 am, tendering the best traditional cakes to indulge in, from sweet, savory to salty flavors.</p> <p>Shopping starts very early in our capital, are you up for this one? 😊</p>	32/H/FL/N/S/T/2022	Hyperbole Familiar Language Neologism	Scarcity	<p>Hyperbole features in this datum indicate from the use of adjective that shows the quality of thing. Words that appeal as hyperbole are mouthwatering.</p> <p>Mouthwatering means very delicious or very tasty. Mouthwatering is found in the phrase "mouthwatering traditional heritage cakes" meaning that the traditional cakes served by the shop are very delicious, so it can attract the audience's interest to try and taste the delicious traditional cakes served.</p> <p>Another hyperbole feature is the word the best in the phrase "the best traditional cake" which means the traditional cake served is of the best quality.</p> <p>The familiar language feature in this data is the pronoun "you" in the sentence "Shopping starts very early in our capital, are you up for this one?" This data provokes</p>	Valid
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					<p>audience interaction by asking whether you are ready to shop at that store.</p> <p>Neologism: Neologism in this data is mouthwatering. Mouthwatering is coinage word in compound words between mouth and watering.</p> <p>Scarcity technique is found in the section "Busy from dawn 4 a.m.-6 a.m., tending the best traditional cakes to indulge in from sweet, savory to salty favors" the sentence states that the advertised place has limited hours of operation. Scarcity applies techniques by limiting the time a product is available. In this context, the promoted venue only operates for 2 hours from 4 to 6 am. These restrictions can attract people's attention to arrive early.</p>
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33.	 <p>jakarta_tourism • It's a wonderful Shanghai vibes in East Jakarta</p> <p>Old Shanghai Sedayu City Kelapa Gading is your latest culinary paradise in East Jakarta, an idyllic spot to find unique gastronomic treats with a perfect combination of Chinese nuance. Spend a day experiencing delectable eatables for your light lunch or as your stamping ground with friends.</p> <p>So, are you in?</p>	33/FL/H/SP/T/2022	Familiar Language Hyperbole	Social Proof	<p>Familiar Language: Familiar language indicates you, your, and yours. The pronoun appeal in “Old Shanghai Sedayu City Kelapa Gading is your latest culinary paradise in East Jakarta” is intended to create the impression that the location is only recommended for the reader. “spend a day experiencing delectable eatables for your light lunch or your stamping ground with friends” informs audience the place is worth it to enjoy food.</p> <p>The hyperbole in this data is in the form of culinary paradise in the phrase "your latest culinary paradise". This expression is hyperbole because it defines Old Shanghai Sedayu City Kelapa Gading as a place that provides many types of food, it could be said that this place provides all types of food. This expression attracts tourists to find out how</p>	Valid
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					<p>complete the culinary delights are available in Old Shanghai Sedayu City.</p> <p>This datum uses a social proof technique. Social proof here is shown by the statement "It's wonderful Shanghai day in East Jakarta" the statement means that there is an extraordinary place in east Jakarta that has Shanghai vibes. The statement relates to what the author believes that there are places that have vibes like Shanghai that can attract visitors who potentially visit the place.</p>	
34.	 <p>jakarta_tourism Gear up, we are going to climb this largest Climbing Wall Park in Indonesia!</p> <p>Towering in Cakung, East Jakarta, this place would be your best spot to challenge gravity climbing to the peak. Outfitted with international standard facilities, such as a standard lead wall, speed wall, and boulder wall, this site becomes home to national athletes to practice and wall climbing communities.</p> <p>So, ready to drive yourself up the wall?! 🧗</p>	34/R/H/FL/SP/T/2022	<p>Repetition Hyperbole Familiar Language</p>	Social Proof	<p>Repetition appeals in some repetition of wall words. "such as standard lead wall, speed wall, and boulder wall" in this part wall words is repeated.</p> <p>Hyperbole: The hyperbole in this caption is "this largest Climbing Wall Park". This largest is a hyperbole because this largest means very big.</p>	Valid

					<p>Very big here defines that Climbing Wall Park is the largest climbing wall in Indonesia. Another hyperbole feature is found in the sentence best spot which is found in the sentence "your best spot". The best spot is a hyperbole because the author claims that the climbing place is the best place to test your adrenaline. This statement makes the audience want to feel the sensation of training their adrenaline skills in that place.</p> <p>Familiar language in this context is the use of the pronoun "your" in the sentence "Towering in Cakung, East Jakarta, this place would be your best spot to challenge gravity climbing to the peak" in this context the author recommends the best place to hone your adrenaline. The use of the pronoun you here is to make the delivery of the</p>	
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					<p>advertisement friendlier and the audience feels involved in the advertisement.</p> <p>This datum uses a social proof technique. "Gear up, we are going to climb this largest climbing Walk Park in Indonesia" the statement provided information to the audience in the form of a recommended place which is the largest climbing walk in Indonesia. The social proof technique in this data is information that the audience can trust. The social proof technique here is in the form of providing valid information so that it can attract potential visitors.</p> <p>The use of other social proof techniques can be seen from the sentence "Outfitted with international standard facilities, such as standard lead wall, speed wall, and boulder wall, this site became home to national athletes to practice and wall climbing</p>
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					<p>communities" these statements are like testimonials because they are used by many climbing communities and even national athletes. This indicates that this place is an extraordinary place to practice climbing skills and is equipped with international facilities. Usually, social proof also provides testimonials to attract potential visitors.</p>	
35.	 <p>jakarta_tourism Ssh...this way, a tunnel to Asgard! ⚡</p> <p>Kendal Tunnel, a lively public space brings a marvelous experience with their new mural art installation, an inspiring work of collaboration from @jxboard and Disney. Get prepared for an exciting surprise from this superhero mural, find out and see what is coming by scanning the barcode with the app available.</p> <p>Psst...Thor told us, there will be no thunder striking this place! 😊</p>	35/P/L/T/2022	Potency	Liking	<p>The potential word here is in the form of the word new in the sentence "new mural art installation". New is categorized as a potency word because new represents newness in the mural art installation that is shown during the event. With this update, it can attract the interest of the audience to see the latest art installations.</p> <p>This caption uses Liking as a persuasive technique.</p>	Valid


					"Kendal Tunnel, a lively public space brings a marvelous experience with their new mural installations, an inspiring work of collaboration from @jxboard and Disney," in this sentence, the organizers explain the collaboration with Disney. The mention of Disney is a Liking because Disney is a company that is famous throughout the world so it can attract many tourists who want to see what the collaborative art mural of @jxboard and Disney looks like.	
36.	 <p>jakarta_tourism Project Banda by Kopikalyan and HekaLeka brings together an artistic photo exhibition and spices while sipping their signature coffee brew. This exhibition will run until 16 July 2022 at Cafe Kopikalyan, Barito, Jakarta Selatan. Find their pleasant surprise recipes from Banda's typical nutmeg and walnut served in scrumptious food and beverages. Oh..one more, sale from its special dishes will be donated to the education of Banda's children.</p> <p>Coffee and art, everyone? ☕</p>	36/H/S/T/2022	Hyperbole	Scarcity	<p>Hyperbole features appeal in the use of adjective that highlight spot superiority. "pleasant", "scrumptious", and "special, this adjective will make public curious about the ambience and facilities in that place.</p> <p>This data applies scarcity technique. "Project Banda by</p>	Valid

					Kopikalyan and HekaLeka brings together an artistic photo exhibition and spices when sipping their signature coffee brew. This exhibition will run until 16 July 2022 at Cafe Kopi Kalyan, Barito, South Jakarta" This section is a scarcity technique because it limits the time of an event or product. Scarcity means using tactics by offering limited products. As stated above, the signature coffee brew menu offer only lasts until July 16.	
37.	 <p>jakarta_tourism It's a Masjidil Haram shades on the 7th floor of Blok M Square! 🏠</p> <p>With a unique design concept, mimicking the Haram Mosque in Mecca and bringing the mini version of Kabaa, Nurul Iman mosque is one to visit for your religious walk in town. The roomy and beautiful architecture sets the tone as you let your eyes sweep the city skyline.</p> <p>Happy Eid al-Adha, have a blessed Eid, y'all! 🙏</p>	37/FL/L/T/2022	Familiar Language	Liking	Lexical features of this caption is familiar language which can be indicated by the use of pronoun “you” and “your” in the caption. The pronoun you is used in the sentence “Nurul Iman mosque is one to visit your religious walk in town” the creator suggested a destination for people who like religious tourism. The pronoun “you” makes the caption more communicative	Valid


				<p>and audiences feels involved in that talk. Other familiar language feature in the caption display in the sentence “the roomy and beautiful architecture sets the tone as you let your eyes sweep the city skyline” describes beside visitor can enjoy the mosque building and city surrounding. This sentence also convinces audience that this place is special and extraordinary.</p> <p>This caption uses the Liking Technique. This is shown in the sentence "Mimicking the Haram Mosque in Mecca and bringing the mini version of Kabaa". This sentence states that the Nurul Imam Mosque has architecture similar to the Haram Mosque and brings a mini version of Kabaa. As is known, the Haram Mosque and Kabaa are widely known by the general public. By resembling famous buildings such as the Haram Mosque</p>	
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					and Kabaa, people are interested in seeing the architectural design of the Nurul Iman Mosque.	
38.	 jakarta_tourism All-time fav delicacy to spruce up your Eid al Adha dinner! 🍽️ Jl. Sabang is where you will drop by tonight for some bountiful flavors of mutton. A sumptuous plate of Nasi Goreng Kambing or Mutton Satay will definitely tickle your taste buds and end up in your tummy with a bunch of fulfillment! So, choose your fighter! 😊	38/FL/H/SP/T/2022	Familiar Language Hyperbole	Social Proof	Familiar language feature can be seen by the using of pronoun “you”. In this caption there are some sentences use pronouns “you” and “your”. The first sentence is “All-time fav delicacy to spruce up your Eid al Adha dinner!” the creator starts to build communication with audience by advocate audience a culinary spot. The second sentence is “Jl. Sabang is where you will drop by tonight for some bountiful flavors of mutton” this sentence advises public the location of the spot and what is delivered by this spot. Third sentence is “A sumptuous plate of Nasi Goreng Kambing or Mutton Satay will definitely tickle your taste buds and end up in your tummy with a bunch of	Valid

				<p>fulfillments!” this sentence appeals the superiority of the meal which can attract people to come over to restaurant.</p> <p>The hyperbole feature in this word is the phrase "tickle your taste buds" which means appetizing or very delicious. "A sumptuous plate of Nasi Goreng Kambing or Mutton Satay definitely tickles your taste buds" meaning that the food served there is so delicious that it can attract many culinary lovers and the general public to taste it.</p> <p>The persuasive technique applied in this datum is social proof. The part that shows social proof is "Jl. Sabang is where you will drop by tonight for some bountiful flavors of mutton" because the information conveyed is real. The author provides information in the form of the location of the recommended place for hunting meat culinary. Social proof</p>
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					techniques here occur one of them by providing valid information to attract some visitors.	
39.	 <p>jakarta_tourism Your maze adventure begins at Taman Hutan Kota Penjaringan.</p> <p>A big pocket of nature to be your next perfect bushwalk excitement, taking some tranquility tree-t, jog, cycling, or picnics among the 14-hectare green space. The walks in this inner-city forest will take you along green twisting pathways, and "get lost" in a tricky labyrinth.</p> <p>Are you up for a maze run? 🧑🏻‍🚶</p>	39/FL/N/SP/T/2022	Familiar Language Neologism	Social Proof	Familiar language in this datum indicated in the use of pronoun "you" and "your". "Your maze adventure begins at Taman Hutan Kota Penjaringan" takes attention from reader what is being promoted in the caption, a wonderful place to commence new experience. Another familiar feature is "A big pocket of nature to be your next perfect bushwalk excitement" this sentence describe the place has amazing nature panorama and perfect to do outdoor activities. "The walks in this inner-city forest will take you along green twisting pathways, and "get lost" in a tricky labyrinth" explain about what will the visitors get when visit the spot. You and your in the caption build	Valid


					<p>interaction between the creator and reader more polite and friendly.</p> <p>This data uses social proof techniques in persuasive. Starting with the sentence "Your maze adventure began at Taman Hutan Kota Penjaringan" the sentence is an introduction to the audience about the place being promoted. The place promoted here is in the form of a forest that can be used as a place to do outdoor activities. This aspect is included in the feasibility of the place because visitors can do various outdoor activities in the Forest Park. Another social proof technique can be seen from the phrase "A big pocket of nature to be your next perfect bushwalk excitement, taking some tranquility tree-t jog, cycling, or picnics among the 14-hectare green space" the statement means stating what</p>	
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					can be done in the forest. Social proof in this aspect means that the author explains what activities can be done by visitors in the forest. The activities offered in the place are classified as normal so that visitors can do it. Social proof here attracts visitors by explaining what can be done in the promoted place so that many visitors can imitate it while in the place.	
40.	 <p>jakarta_tourism We are set to soar to heights of 69 meters!!</p> <p>Features 32 air-conditioned pinkish cabins, J-Sky Ferris Wheel provides a cushy adventure and 360-degree miraculous city views. A packed extravagant experience awaits, from lovely dinner, catching the twilight to sweep up city night scenes.</p> <p>Ready? Let's buckle up!</p>	40/H/S/T/2022	Hyperbole	Scarcity	<p>Hyperbole feature indicate by the use of adjectives which appeal product superiority. Hyperbole feature in this caption are “cushy”, “miraculous”, “extravagant”, and “lovely” those adjective words describe excellence of the spot that provide complete pleasure to everyone who visit the place.</p> <p>This data uses scarcity in a persuasive technique. The part that shows the scarcity</p>	Valid


					<p>technique is "Features 32-bit air-conditioned pinkish cabin, J-Sky Ferris Wheel provides a cushy adventure and 360-degree miraculous city view" The sentence states something that is offered by the place being promoted in the form of a Ferris Wheel which has air-conditioned facilities and can enjoy city views from all sides. In this context, the place provides a new experience that may not exist elsewhere, this new experience can attract potential visitors, ranging from children to adults. Scarcity in this data is in the form of facilities offered to increase the number of visitors.</p>	
41.	 <p>jakarta_tourism Ranggon Wijaya Kusuma Park comes with many to offer for your day out with the littles. This green space is overgrown by many shady trees to give you a sense of comfort while exercising, taking a fresh breath in the tree house, playing on the playground, or getting a full-body stretch on a climbing wall.</p> <p>Gorgeous spot to supercharge your relaxation routine! 🌿</p>	41/FL/SP/T/2022	Familiar Language	Social Proof	<p>Familiar language in this datum delivered in sentence "Ranggon Wijaya Kusuma Park comes with many offers for your day out with little" and "this green space is overgrown by many shady trees to give you a sense of</p>	Valid


				<p>comfort while exercising” these sentences give familiar impression between creator and audience.</p> <p>This data uses a social proof technique. beginning with the sentence "Ranggon Wijaya Kusuma Park comes with many offers for your day out with littles" the statement is a statement about a park for carrying out various activities outside. This introduction made the audience believe that the park is a suitable place to play and do activities with children. Social proof in this context is in the form of getting people to agree that the park is a place for outdoor activities. Social proof is also found in the sentence "This green space is overgrown by many shade of trees to give you a sense of comfort while exercising, taking a fresh breath in the tree house, playing on the playground, or getting a full-body stretch on a climbing wall" social proof</p>	
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					in this context is in the form of a writer explaining the activities that can be done in the park and the writer can agree with the author's thoughts about the activities that can be done in the Ranggon Wijaya Kusuma park	
42.	 <p>jakarta_tourism • More art attack is coming to our city!</p> <p>Come along and jump into a world of mind-blowing, classy art exhibitions and admire <i>tumbuh</i>, a solo exhibition by Syaiful Aulia Garibaldi that turns <i>Eleusine indica</i>, a specific type of grass, into a masterpiece of art in the printmaking medium, paintings, video, and other installations.</p> <p>Book your spot now!</p>	42/H/P/L/T/2022	Hyperbole Potency	Liking	<p>The hyperbole feature in this data is the word mind-blowing in the sentence "Come along and jump into a world of mind-blowing, classy art exhibitions and admire growing" mind-blowing means very surprising or astonishing. In this context, the author describes the exhibition being held as presenting art that will make people amazed by the ideas and works created by Syaiful Aulia Giribaldi. The author describes the work of art displayed as extraordinary work.</p> <p>The potential feature in this</p>	Valid


					<p>caption is <i>Eleusine indica</i>, which is the Latin name for a type of grass used in paintings. <i>Eleusine indica</i> is a potency word because it provides a new update in painting, meaning that this material makes the audience curious about how this type of grass is transformed into a work of art.</p> <p>This data uses the scarcity technique. Scarcity Technique in this data is in the form of a mention of one famous painter, namely Syaiful Aulia Giribaldi, in the sentence "Come along and jump into a world of mind-blowing, classy art exhibition by Syaiful Aulia Giribaldi". This sentence shows a famous figure in the form of a painter who organizes art exhibitions. which is amazing.</p>	
43.	 <p>jakarta_tourism Get some extra cheers with the fam as you wander around these immense outdoor fields. Provides a whopping 3 hectares of shady surrounds crowned with some exciting rides and a swimming pool. Kampung Main Cipulir is one to choose to set up a lot of fun for the whole fam!</p>	43/FL/SP/T/2022	Familiar Language	Social Proof	<p>Familiar language feature in this datum indicated by the use of pronoun you in the caption. "Get some extra</p>	Valid

				<p>cheers with the fam as you wander around these immense outdoor fields” the creator talks like someone who familiar each other. In the sentence the creator suggests and engages the audience an interested place to spend time in outdoor. Pronoun you make the promotion feel friendlier to audience.</p> <p>This caption uses the reciprocity technique. "Get some extra cheers with the fam as you wander around these immense outdoor fields. Provides a whooping 3 hectares of shady surrounds crowned with some exciting rides and swimming pool" used as a place to have fun with family and enjoy rides in the form of challenging games and swimming pools. Reciprocity here means that tourist attractions offer facilities to visitors and visitors who want to visit</p>
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					these places must enjoy the available rides.	
44.	 jakarta_tourism Standing uniquely in the city and displaying an awe-inspiring architectural design, SQ Dome is a comfy melting point in South Jakarta. Take a nice rendezvous in between your tight schedule with a hearty cup of coffee or just grab a quick luscious bite or two at some cozy restaurants. A hangout spot to have a go!	44/FL/S/T/2022	Familiar language	Scarcity	<p>Familiar language is found in the sentence "Take a nice rendezvous in between your tight schedule with a hearty cup of coffee or just grab a quick luscious bite or two at some cozy restaurant." Familiar language in this sentence is the use of the pronoun your in the sentence. This sentence is intended to tell the audience to come during rush hour. Your role here is to involve the audience in promoting the place.</p> <p>This caption uses scarcity as a persuasive technique. this is evidenced by the phrase "Standing uniquely in the city and displaying an awe-inspiring architectural design, SQ Dome is a comfy melting point in South Jakarta" this place carries a unique architectural design for a</p>	Valid


					comfortable gathering place in a strategic location. This sentence is categorized as a scarcity technique because it displays the advantages of the place being promoted such as unique architecture, comfort and strategic location, these advantages are a plus point that attracts the attention of visitors. According to Cialdini, Scarcity refers to something that is rarely found or limited time. In this case the advantage of the place is something new that does not necessarily exist in other places.	
45.	 <p>jakarta_tourism Woohoo...gliding through the week at the largest ice rink in Indonesia 🏒</p> <p>Make the most out of your fun time at Oasis Center Arena, AEON Mall, East Jakarta. Whooshing round and round on the ice rink, whether you are a beginner or a pro skater, this is could be your perfect spot to share a joyful slide with friends or the fam.</p> <p>Let's get some lovely dance on ice! 🏒</p>	45/FL/H/S/T/2022	Familiar Language Hyperbole	Scarcity	Lexical feature in this datum is familiar language. Familiar language feature was applied in sentence “Make the most out your fun time at Oasis Center Arena, AEON Mall, East Jakarta” has purpose to invite audience to visit AEON Mall in spending time. “Whooshing round and round on the ice rink, whether you are beginner or pro skater,	Valid


				<p>this could be your perfect spot to share a joyful slide with friends or the fam” this sentence tells audience what can be done in the place. The reader feels like involve in the caption.</p> <p>The hyperbole in this data is the largest ice skating in Indonesia. The largest is hyperbole because the largest provides information that this ice skating is the largest ice skating in Indonesia. Another hyperbole feature is the word perfect which refers to the place being promoted. The word perfect itself defines the place as the perfect place to fill your free time.</p> <p>This data uses the Scarcity Technique. In this data, it is explained that the Oasis Center Arena is the largest ice rink in Indonesia. The biggest mention of this is the scarcity technique. Oasis Center is the only ice rink with the largest area. So this point is included</p>
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					in the Scarcity technique category.	
46.	 <p>jakarta_tourism • Prep out, it's time for a weekend shopping stroll 📍</p> <p>Baywalk Mall carries stunning waterfront views to treat your eyes. Fam destinations to tick all your shopping list boxes, completed with an outdoor sidewalk and seating zone to take in the splendid Jakarta bay whilst soaking up the sunset with a cup of coffee in your hand.</p> <p>So...We are going to the North today! 🚗🚗</p>	46/FL/S/T/2022	Familiar Language	Scarcity	<p>This datum has familiar language feature which indicate by the use of your pronoun. “Baywalk Mall carries stunning waterfront views to treat your eyes” In this section the author informs a great place to see the incredible waterfall. The use of your make the caption friendlier. Another familiar feature in the sentence is “fam destination to tick all your shopping list boxes, completed with an outdoor sidewalk and seating zone to take in the splendid Jakarta Bay whilst soaking up the sunset with a cup of coffee in your hand” the creator offers facilities in the mall.</p> <p>This caption uses the scarcity technique. "Baywalk Mall carries stunning waterfront views to treat your eyes. Fam destinations to tick all your</p>	Valid


					<p>shopping list boxes, completed with an outdoor sidewalk and seating zone to take in splendid Jakarta Bay whilst soaking up the sunset with a cup of coffee in your hand" in that sentence the author explains about the location of Baywalk Mall. This data uses the scarcity technique because it highlights the difference in the location of shopping places that are located on the beach so that visitors can shop while enjoying the sunset view through the space provided. Cialdini explained that people tend to look for something that is rarely found elsewhere. It's the same as the caption above which explains the location of shopping places on the beach which can be an alternative for people when they just want to shop or just enjoy the beach view.</p>	
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47.	 <p>jakarta_tourism A city, we called home, full of incredible destinations, amazing experiences, endless natural beauty, and breathtaking urban landscapes, grown and crafted in the spirit of collaboration to move forward together. Whether it's for a great business or marvelous leisure (or maybe bleisure) Jakarta is the answer.</p> <p>It's a vibrant Jakarta, it's yours to explore!</p>	47/H/SP/T/2022	Hyperbole	Social Proof	<p>Hyperbole feature in this datum is reflected by the use of adjective that brings up the excellence of product and attracts public interest. The adjective is “incredible”, “breathtaking”, and “marvelous” all of the adjectives imply positive words which exaggerate the city.</p> <p>This caption uses social proof techniques. Social proof is described in the sentence "A city, we called home, full of incredible destinations, amazing experiences, endless natural beauty, and breathtaking urban landscape, grown and crafted in the spirit of collaboration to move forward together. Whether it's for a great business or marvelous leisure and (or maybe bleisure) Jakarta is the answer" this data is included in the social proof technique because the author tries to convince the public that the</p>	Valid
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					city of Jakarta has many good opportunities such as good destinations, amazing experiences, and City life is filled with amazing things.	
48.	 jakarta_tourism Sunday's ride admiring this gorgeous tropical forest miniature.....and its inhabitants 🦒🐘🦏 Ragunan zoo is your wonderful place to meet fascinating zoo animals, one of the fav family weekenders in the city packed full of fun for the kiddos. Meeting animals is pure happiness! Who's coming down with us? 🙋	48/FL/SP/T/2022	Familiar Language	Social Proof	<p>Familiar language in this feature is the word your which is found in the sentence "Ragunan zoo is your wonderful place to meet fascinating zoo animals". This sentence involves the audience with the use of the pronoun your. In this sentence the author recommends Ragunan Zoo as a good place to get to know many animals.</p> <p>This data uses social proof technique because the author describes Ragunan zoo as a good place to see various kinds of animals, besides that the author also mentions that Ragunan is also one of the favorite family destinations. This opinion makes the audience believe that</p>	Valid


					Ragunan zoo is an extraordinary place to spend time with family.	
49.	 <p>jakarta_tourism • Feel the breeze and take a good time enjoying the stunning city's sunset</p> <p>Resides in the north of Jakarta, Ancol beach is the right spot to spend a fun family day out, play on the sand, set your light exercise around the shore or unwind with friends, sit back and simply let your skin be kissed by the sun!</p> <p>A stunning spot to be high on your bucket list!</p>	49/FL/SP/T/2022	Familiar Language	Social Proof	<p>Familiar language in this datum present in the sentence “set your light exercise in the shore or unwind with friends, sit back and simply let your skin be kissed by the sun!” informs audience can people do in the beach. You and your pronoun make the audience feel involve in the promotion. “A stunning spot to be high on your bucket list!” make an impression the place is an extraordinary place and must be visited by people.</p> <p>This data uses social proof techniques because the author describes Ancol Park as a fun place to spend time with family. With this mention, people will be influenced and think that Ancol is the right place to spend a lot of time with family.</p>	Valid

50.	 <p>jakarta_tourism Feel the gust of wind from speeding without gravity when ride your bike!</p> <p>Jakarta International Velodrome is a great location for bike or inline skate lovers. You can run on a 250m circular sloping tracks and cross the hairpin with a slope up to 40 degrees. This eco-friendly stadium track made of Siberian Wood. This kind of material combined with top-notch structural build, will smooth your speeding sensation. That's why this arena has been chosen as the venue for road bike race in Asian games 2018 and as the best bike race arena in Asia.</p> <p>Are you ready to speed up your bike? See you in Velodrome!</p>	50/FL/S/T/2022	Familiar Language	Scarcity	<p>Familiar language is indicated by the use of pronoun you and your. In this datum there are some familiar language features in some parts. First is "Feel the gust of wind from speeding without gravity when ride your bike!" the creator notifies public about the sensation while people do biking. Second sentence is "You can run on a 250m circular sloping tracks" means that creator tells public what people can do in the spot. The third sentence is "Are you ready to speed up your bike? See you in Velodrome!"</p> <p>The hyperbole feature in this data is the word best in the sentence "the best bike rice arena in Asia." best means the best or the best. The caption describes the Jakarta International Velodrome as the best bicycle training place in Asia. This hyperbole can attract many visitors to</p>	Valid
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					<p>experience the sensation of cycling in this best place in Asia.</p> <p>This data uses scarcity technique, in the caption it mentions facilities that are rare or do not exist in other places such as 250 m circular sloping tracks and cross hairpin with a slope up to 40 degrees. The track in the Jakarta International Velodrome is made of Siberian Wood. The author also added that this is the venue for the 2018 Asian Games. This rare facility is a scarcity that can attract visitors to experience the sensation of a 250 m sloping track and a 40 m high slope.</p>	
51.	 <p>jakarta_tourism Say hello to Betawi culture, the culture who always welcomes you!</p> <p>You can find many Betawi special culinaries, artsy things, traditional clothes, and even artefacts from centuries ago in Betawi Museum. All the objects here have historical value about the Betawi culture itself, from the colonial era to modern era. And yes, you are welcomed to learn it.</p> <p>Spend your good weekend learning Betawi culture!!</p> <p>* Betawi is an ethnic who inhabit Jakarta area</p>	51/FL/P/SP/T/2022	Familiar Language Potency	Social Proof	<p>The lexical feature applied in this data is in the form of a familiar language. Familiar language can be seen in several sentences that use the pronouns "you" and "your" to make a familiar impression on the reader. Sentences that</p>	Valid


					<p>use the pronouns "you" and "your", namely "You can find many Betawi special culinary, artsy things, traditional clothes, and even artifacts from centuries ago in the Betawi Museum". In this section, the author uses the pronoun "you" to introduce audience about things that can be found in the Betawi Museum. The pronoun you is also found in the sentence "And yes, you are welcome to learn it." The feature "you" convinces and invites the audience to learn Betawi culture. The pronoun "Your" is found in the sentence "Spend your good weekend learning Betawi culture". The author recommends visiting the Betawi Museum on weekends. Grey explained that familiar feature generally uses the pronouns "you" and "your" to give a familiar impression and involve the audience in promoting an item or place.</p>	
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				<p>This data uses potential features in the sentence "You can find many Betawi special culinary delights, artsy things, traditional clothes, and events artefacts from centuries ago in the Betawi Museum." In this sentence it is explained that in the Betawi Museum visitors can find many special foods, art objects , and artifacts from several centuries ago. This shows that the Museum has new values in the form of Betawi culture which does not necessarily exist in other places.</p> <p>This datum uses reciprocation technique. The reciprocation technique is contained in the statement "You can find many Betawi special culinary delights, artsy things, traditional clothes, and even artifacts from centuries ago in the Betawi Museum. "All the objects here have historical value about the Betawi</p>	
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					<p>culture itself, from the colonial era to the modern era." This data reflects reciprocity as a persuasive technique because it offers authentic items from Betawi culture that can impress visitors with their uniqueness. Reciprocity has the principle of creating something memorable that cannot necessarily be found elsewhere.</p>	
52.	 <p>jakarta_tourism Here you are, your weekend's long-lunching spot to settle on!</p> <p>If South Jakarta has M Bloc Space, Central Jakarta has Pos Bloc. The location is in the former post office building of the Dutch East Indies era. The Jakarta Philatelic Building is one of the oldest post office buildings that was established in 1746. This building was formerly known as Post Telefon en Telegraf. Here you can hang out while enjoying the architectural beauty of the building with a comfortable semi-outdoor place.</p>	52/FL/SP/T/2022	Familiar Language	Social Proof	<p>Familiar language in this caption is the use of the pronouns "you" and "your". The use of this pronoun is applied in several sentences in the caption. "Here you are, your weekend's long-lunching spot to settle on" that sentence involves the reader in introducing the place being promoted. Another sentence that contains familiar language features is "Here you can hangout while enjoying the architectural beauty of building with a comfortable semi-outdoor</p>	Valid

				<p>places”. This phrase uses the pronoun you to get the reader involved in the promotion being made. According to the Grey pronoun, the use of the pronoun you can make the reader involved in delivering advertisements and give a friendly impression to the reader.</p> <p>This data uses social proof technique because the author describes the place as the oldest post office established since 1746. In addition, this post office is known as a telephone post that has architectural beauty that can be enjoyed by visitors when visiting there. This opinion makes people curious about the atmosphere of the oldest post office building that has been standing for a long time.</p>	
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53.	 <p>jakarta_tourism Prepare yourself to drown in the sea of textiles at the Textile Heaven!</p> <p>Jakarta Textile Heaven aka Pasar Tanah Abang is a market which was built in 1735. You may find your needs of materials, textiles, or even garments for your souvenirs in Pasar Tanah Abang. You could be given lower price if you buy in bulk.</p> <p>So, what kind of textiles you are going to buy?</p> <p>_____</p>	53/H/P/SP/T/2022	Hyperbole Potency	Social Proof	<p>The hyperbole in this data is found in the phrase "the sea of textiles at Textile Heaven!" the sea of textiles is hyperbole because it exaggerates the Tanah Abang Market factory as a sea of textiles. The sea of textile means sea of textiles, which means Tanah Abang Market has a very complete collection of goods needed for the textile business. This expression gives the impression that Tanah Abang Market is the right place to buy textile goods.</p> <p>This data uses potential features in the sentence "You can find your needs of materials, textiles, or even garments for your souvenirs in Tanah Abang Market." This sentence explains several items such as materials, textiles, and garment need that can be found at Tanah Abang Market. These items are</p>	Valid
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					<p>potential words because they describe textile goods that visitors may not necessarily find elsewhere.</p> <p>This caption uses a social proof technique because in the caption the author emphasizes Tanah Abang as the most complete place for textile needs, apart from that the author also mentions that if you buy goods in large quantities, you can get cheaper prices. This explanation can attract people who are interested in buying goods at the Tanah Abang market. The social proof technique here means that people think that the market provides various kinds of textile needs.</p>	
54.	 <p>jakarta_tourism Holding out its remarkable history, this cultural heritage building is one of the oldest mosques in the capital. Standing proudly in an art nouveau architectural style, the unique Cut Meutia mosque has no dome adorning the roof, with Western Europe nuance looming firm.</p> <p>Happy Muharram, Islamic New Year 1444 H!</p>	54/P/L/T/2022	Potency	Liking	<p>This data uses potency as a lexical feature. The potential feature is the phrase "western European nuance" which means that the Cut Meutia mosque building has a Western European nuance</p>	Valid


					<p>which is unique for this mosque. Western European nuances provide new values to building architecture that do not exist in other mosques.</p> <p>This data uses liking as a persuasive technique because it promotes a mosque named after one of Indonesia's heroes. Liking here means mentioning someone or something that the public likes. In the caption the author mentions the Cut Meutia mosque which has an art nouveau architectural style.</p>	
55.	 <p>jakarta_tourism Jakarta Karnaval (Jakarnaval) IS BACK...!! 🎉🇮🇩</p> <p>This lively festivity brings together the colorful Indonesian culture and amazing creativity in a beautiful vehicle parade and cultural arts. To start with, let's see and feel all the excitement of Jakarnaval from year to year through these pics.</p> <p>Get yourself ready for more excitement in the coming days! 🎪</p>	55/WW/S/T/2022	Weasel words	Scarcity	<p>Weasel words in this context are colorful which are attached to "colorful Indonesian culture". Colorful here are weasel words because the feature because colorful does not explain in detail about the Indonesian culture presented in the carnival so that visitors feel curious about the Indonesian culture displayed in the</p>	Valid


					<p>carnival.</p> <p>This caption applies scarcity technique because the event provides something meaningful, such as performances from various Indonesian cultural parades. The event also held in certain various time, so it was scarce event.</p>	
56.	 <p>jakarta_tourism Enjoy the beauty of the petite Bali on the northern island from Jakarta!</p> <p>To escape yourself from your daily hustle and bustle, you can go to the northern islands of Jakarta. Prepare yourself to go to Kepulauan Seribu National Park in Pramuka Island. This island is just 2-hours away from Sunda Kelapa Harbor by taking the speed boat. When you land there you will be welcomed by the white pearl sands and swimmable beach with calm waves. You can feel the excitement of Bali sensation by enjoying the sunrise and even the sunset from the beach. Also, you can see the mangrove and snorkeling to say hello to the colorful reefs. Just like in Bali, right? Complete your short escape by visiting Kepulauan Seribu National Park!</p>	56/FL/R/P/L/T/2022	Familiar Language Repetition Potency	Liking	<p>The lexical feature in this caption is a familiar language feature. Familiar language features are marked by the use of the pronoun you and "your" which gives the impression of involving the audience in promoting something. The familiar language feature is inserted in a few sentences in the caption. Sentences that use the familiar language feature are as follows. "To escape yourself from your daily hustle bustle, you can go to the northern islands of Jakarta" in this context the author intends to recommend</p>	Valid

					<p>a place to relieve stress. "Prepare yourself to go to the Seribu Islands National Park in Pramuka Island" the author shows where the place is located to the audience. "When you land there you will be welcomed by the white pearl sands and swimmable beach with calm waves" This sentence shows the audience what they will see when going to the Thousand Islands, this sentence also highlights the positive aspects contained in the Thousand Islands. The next sentence is "You can feel the excitement of Bali sensation by enjoying the sunrise and even the sunset from the beach. Also, you can see the mangroves and snorkel to say hello to the colorful reefs." The last sentence that uses the familiar language feature is "Compete your short escape by visiting the Thousand Islands National Park." The author</p>	
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				<p>instructs visitors to take a sightseeing trip to the Thousand Islands. According to Gray himself, the familiar language feature makes the audience feel included in promoting something. Familiar language also makes a good impression in advertising an item or place.</p> <p>The repetition feature in the caption is "hustle and bustle". The repetition in hustle and bustle occurs at the end of the word. You can see that hustle and bustle have a rhythm at the end of the word, while the initial letters of hustle and bustle are different, namely the letters h and b. hustle and bustle create a repetitive sound when spoken.</p> <p>The potential feature in this data word is "the petite of Bali" because this phrase represents the Seribu Islands National Park, a tiny version of the island of Bali which</p>
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					<p>gives a new look to the Thousand Islands. With the Balinese atmosphere found in the Seribu Islands, people are curious about how many Balinese vibes can be felt on the island.</p> <p>This caption uses liking as a persuasive technique because the author mentions Bali as an image of the place being promoted. Liking is synonymous with mentioning something that many people like. "Enjoy the beauty of petite Bali on the northern island from Jakarta" this sentence seems to invite the audience to visit an island that has a vibe like Bali.</p>	
57.	 <p>jakarta_tourism Asinan Betawi, the legendary food of the Betawi people. Created from the acculturation of Betawi culture and Chinese culture, it produces a unique taste of food. Using the technique of soaking the ingredients in vinegar, Asinan Betawi has the right combination of spicy, sweet, sour and savory flavors.</p> <p>Swipe to start drooling!</p>	57/WW/A/T/2022	Weasel words	Authority	<p>This data uses weasel words as lexical features. The weasel words in this data are the words unique in the sentence "it produces a unique taste of food." Unique here are weasel words because the author did not explain in detail how Asinan</p>	Valid


					<p>Betawi tastes. The uniqueness here can attract the public's attention to the unique taste of Asinan Betawi.</p> <p>This data uses authority in a persuasive technique because the author promotes Betawi food created by a combination of Betawi and Chinese culture. In this context, the author mentions where the food was created, which leads to the experts, namely the people who created the food so that it can attract the interest of the audience.</p>	
58.	 <p>jakarta_tourism • Thrill-hunter? This is where you will be scared!</p> <p>Move out of your comfort zone to challenge yourself getting trapped in a full of the fear apartment. Nine rooms to puzzle out its mystery to find your way out. Catch all the frightfully fun excitement adapted from the famous horror movie. "Pengabdian Setan 2: Communion" ride runs until 28 August 2022, at Mall of Indonesia, North Jakarta.</p> <p>The mother is waiting for you! 🤩</p>	58/FL/S/T/2022	Familiar Language	Scarcity	<p>The familiar language feature in this caption is shown by the use of the pronouns you and your in the data. "Thrill hunters? This is where you will be scared" in this sentence the author conveys a film genre that is interesting to watch. "Move out of your comfort zone to challenge yourself getting trapped in a full of the fear apartment.</p>	Valid


					<p>Nine rooms to puzzle out its mystery to find your way out" This sentence is intended to explain to the audience the contents of the film recommended by the author. The use of you and your here makes the audience feel as if they are being invited into a discussion about the film being promoted.</p> <p>Scarcity is a persuasive technique that is applied to this data. The caption explains that the event being promoted ends on August 28, 2022. This statement shows that the event has a limited time to hold. Scarcity technique is usually applied by setting product and time limits to attract lots of buyers and visitors.</p>	
59.	 <p>jakarta_tourism • Weekend is movie time! 🎬</p> <p>Metropole XXI is where you will pop in today, formerly known as Megaria Cinema, standing gloriously since 1951! Holding a remarkable journey of Indonesia cinema history, this 50-year-old building witnessed the screening of Indonesian film "Krisis" by Usmar Ismail.</p> <p>Historic cinema, popcorn, and a good movie, sound fit, isn't it? 🍿</p>	59/FL/A/T/2022	Familiar Language	Authority	Familiar Language in this data is addressed by the use of the pronoun you in the sentence "Metropole XXI is where you will pop in today, formerly known as Megaria	Valid

				<p>Cinema, standing gloriously since 1951!" In this context the author recommends a place that must be visited today to the audience.</p> <p>This data uses authority as a persuasive technique. In the caption it is stated that this cinema has been established since 1951, this cinema also shows the film entitled "Crisis" by Usmar Ismail. The screening of this film is an authority because it mentions the film that was the beginning of the history of showing films in cinemas. Authority here means naming one of the experts on a product to convince visitors, in this context the author states that the cinema is a witness to the screening of the film "Krisis" by Usmar Ismail.</p>	
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60.	 <p>jakarta_tourism • This park is the oasis of South Jakarta</p> <p>If you in the southern of Jakarta and you need something greeny to relax and refresh your mind, why don't you come to Ayodya Park? This park is just 10 minutes from Blok M.</p> <p>This park is so green, there are a lot of trees and plants to be enjoyed. In the middle of the park you can find a small lake with 1500 square in width. There is also a fountain in the center of it. This park is also disabled people friendly. You can find facilities for disabled people there.</p> <p>Just come here and enjoy its beauty!</p>	60/FL/A/T/2022	Familiar Language	Authority	<p>The lexical feature in this data is familiar language. Familiar language can be seen in several sentences in this caption. "If you are in the southern part of Jakarta and you need something green to relax your mind, why don't you come to Ayodya Park? This park is just 10 minutes from Blok M." This sentence uses familiar language because of the use of the pronoun you in conveying information about the advertised place to the audience. In this context the author recommends a park in the southern part of the city of Jakarta. The author also added that this place only takes 10 minutes from Blok M. The familiar language in this feature gives a friendly impression to the audience. Another sentence that uses familiar language is "In the middle of the park you can find a small lake with 1500 square in width." The author</p>	Valid
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				<p>tells the audience about what is in Ayodya Park. “You can find facilities for disabled people there.” In this context the author shows that the place has facilities intended for disabled people. According to Gray, the nature of advertisements that use the pronouns "you" and "your" makes the audience who read the advertisement feel involved in advertising the place.</p> <p>This data uses an authority technique because the author presents information based on facts. In the caption, Ayodya Park Park which only takes 10 minutes from block M. The caption also explains what is in the park such as many shady plants and trees and fountain in the middle of the park.</p>	
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61.	 <p>jakarta_tourism • Who's coming out to this lotta attractive goings-on with us? From podcasts, fashion shows, cheerful music performances and more. Jakarta Moslem Friendly Tourism Exhibition 2022 also presents you with tons of delightful great deals to pick up. On now until 7 August 2022!</p> <p>Hurry up and See you there! 🤝</p>	61/H/S/T/2022	Hyperbole	Scarcity	<p>The hyperbole in this caption is in the form of the sentence "tons of delightful great deals" which means lots of pleasure provided. This expression describes the Jakarta Moslem Friendly Tourism Exhibition as an event that provides a lot of fun for the audience. This ton of delightful greatness is hyperbole because it exaggerates the happiness that visitors can get so that it becomes an attraction for how fun the exhibition is.</p> <p>This data uses the scarcity technique because the time limit for the event being held is only until August 7 2022. In this caption the author tells the audience about an interesting event with various kinds of shows such as podcasts, fashion shows and music performances. In this case, the author organizes an event for a limited time to attract potential visitors to the</p>	Valid
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62.	 <p>jakarta_tourism Come put some steps into this landmark of Kota Tua, standing gracefully since 1710, Jakarta History Museum was previously a city hall building in the Batavia area. You will be invited to step back in time as your eyes sweep along various collections from prehistoric times to the founding of the city of Jayakarta.</p>	62/FL/WW/A/T/2022	Familiar Language Weasel words	Authority	<p>event.</p> <p>This data uses familiar language as a lexical feature. Familiar language is applied in the sentence "you will be invited to step back in time as your eyes sweep along various collections from prehistoric times to the founding of the city of Jayakarta". This sentence uses the familiar language feature because it applies the pronouns "you" and "your ". This sentence is intended to tell readers about buildings that can convey a prehistoric atmosphere with various items that existed in prehistoric times. The pronoun you gives the impression that the reader is invited directly to see the prehistoric atmosphere in the museum. Gray explained that familiar language is used to give a good and friendly impression to readers, readers can also feel involved in conveying advertising</p>	Valid
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				<p>information.</p> <p>Weasel words in this sentence are various in the various collections section. Various is categorized as weasel words because various means various kinds, meaning that various does not explain in detail what collections are in Kota Tua so that it can invite curiosity from visitors.</p> <p>This data uses authority technique. In this context the author provides information about the Jakarta History Museum. Authority technique is located in the sentence "Come put some steps into the landmark of Kota Tua, standing gracefully since 1710, Jakarta History Museum was previously a city hall building area. You will be invited to step back in time as your eyes sweep along various collections from prehistoric times to the founding of the city</p>	
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					<p>Jayakarta" in this sentence the author explains a fact about the Jakarta History Museum which has been established since 1710. Apart from that there is information that the museum became the previous city hall, with this fact visitors can feel the prehistoric vibes again. Information in the form of facts is an authority technique because the author explains the Jakarta History Museum according to the facts.</p>	
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63.	 <p>jakarta_tourism Pop Art Jakarta 2022 is our next artsy pop-up spot in town! 🎨</p> <p>Showcasing crowds of creative and beautiful artwork installations and interesting intellectual property, Pop Art Jakarta is taking over Senayan Park from 12 August-4 Sept 2022. Secured your ticket at Locket.com on 10 August at 10 AM for FREE!</p> <p>Don't miss it and see you there! 🍷</p>	63/P/S/T/2022	Potency	Scarcity	<p>The potential feature words in this caption are the words free and interesting. Free here is a potential word feature because free here refers to free offers regarding Pop Art Jakarta. In this context, Pop Art Jakarta is an offer for visitors to see many of the works displayed at the event. Interesting is a potential word feature because interesting here describes intellectual property. Interesting here provides new value about intellectual property which makes the public curious about it.</p> <p>This data uses the scarcity technique because the organizer limits the time limit for the event. In the caption, the event will be held from 12 August – 4 Sept 2022. Scarcity is related to limited offers. In this context, the event showcases various artwork installations and interesting intellectual</p>	Valid
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					properties which are held for a limited time so that they can attract more audiences.	
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64.	 <p>jakarta_tourism A visit to the house of the legendary Betawi, Si Pitung.</p> <p>Si Pitung's House, which has now become a museum, can be one of your destinations when you are at the northern tip of Jakarta. There are some furniture and clothes used by Si Pitung. This wooden stilt house was once owned by a rich merchant named Haji Saipudin who was close friends with Si Pitung, thus making Si Pitung often visit and stop at Haji Saipudin's house.</p>	64/FL/L/T/20221	Familiar Language	Liking	<p>Familiar language in this data is the use of the words you and your in this caption. "Si Pitung's House, which has now become a museum, can be one of your destinations when you are at the northern tip of Jakarta" in this context the author recommends to the audience a destination in the form of a museum.</p> <p>This data applies the liking technique because it promotes legends from the Betawi people, namely in Pitung. In this case, Jakarta Tourism provides information about Si Pitung's house which contains a lot of furniture and clothes used by Si Pitung. Liking Tehnique here means mentioning a famous person, in this context Pitung is a legendary figure who is well known among the public.</p>	Valid
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65.	 <p>jakarta_tourism • Uncover of the unforeseen enjoyment of Jakarta!</p> <p>There are so many things to be enjoyed in Jakarta and you may discover the unforeseen enjoyment. You can experience new things, enjoy more of the good sights, explore more of your creativity, discover more colors, find more new taste, make more good memory, or anything you name it, you can discover and enjoy it in Jakarta.</p> <p>Put your shoes on and enjoy the city of collaboration!</p>	65/FP/P/SP/T/2022	Familiar Language Potency	Social Proof	<p>Familiar language in this context is the use of the pronoun you in several sentences. "There are so many things to be enjoyed in Jakarta and you may discover the unexpected enjoyment" in this sentence the author introduces something that travelers can enjoy. Other familiar language is in "You can experience new things", and "you can discover enjoy it in Jakarta". In this context the author conveys to the audience in Jakarta that visitors can explore many interesting things. The use of the pronoun you create a familiar impression on the audience.</p> <p>The potential word in this caption is "unforeseen" in the phrase "unforeseen enjoyment". Unforeseen is categorized as a potential word feature because unforeseen means unexpected, which means</p>	Valid
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				<p>visitors can discover new things that have never been found before in other cities. "You can experience new things, enjoy more of the good sights, explore more of your creativity, discover more colors, find more new tastes, make more good memories, or whatever you name it, you can discover and enjoy it in Jakarta" stated It contains a potential word feature because this statement provides new things such as new experiences, creativity and new culinary delights that can be found in the city of Jakarta when people visit the city of Jakarta. This new thing has the potential to attract visitors from various circles to explore the city of Jakarta.</p> <p>This data uses social proof technique because in the caption the author pinned positive and fun things to be found in the city of Jakarta. In</p>	
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					the caption explained in the city of Jakarta there are many new experiences, new things that are fun in the city.	
66.	 <p>jakarta_tourism Coffee lovers, you may explore southern of Jakarta to find more taste, story, or even philosophy of the coffee.</p> <p>Coffee is not just a drink, more to existential. Coffee is not also about the feeling in every sip. Maybe coffee is about philosophy. Do you want to know about the philosophy of coffee? You may come to Filosofi Kopi. Or maybe you want to explore more Indonesian coffee? You may come to Tanamera Coffee to enjoy Indonesian volcanic coffee.</p> <p>Those two coffee shops serve you variants of Indonesian authentic coffee with many stories and philosophies behind it</p>	66/FL/L/T/202	Familiar language	Liking	In this data the author uses familiar language features in several sentences. "You may explore southern Jakarta to find more taste, story, or even philosophy of the coffee" in this sentence the author uses the pronoun you to tell about a place for coffee lovers in the South Jakarta area. The use of the familiar feature is also found in the sentence "Do you want to know about the philosophy of coffee? You may come to Kopi Philosophy. Or maybe you want to explore more Indonesian coffee? "You may come to Tanamera coffee to enjoy Indonesian volcanic coffee," this data applies familiar feature language because it involves the audience with the use of the pronoun you. " those two coffee shops serve you	Valid

					<p>variants of authentic Indonesian coffee with many stories and philosophies behind it" this sentence also uses a familiar feature in the form of the pronoun "you".</p> <p>This data uses Liking Technique. Liking here is the mention of the name of Indonesia volcanic coffee which is a famous item from Indonesia. Indonesian Volcanic coffee here makes the audience appeal increase about how authentic taste of Indonesian Volcanic coffee itself.</p>	
67.	 <p>jakarta_tourism (Drum roll please....🥁) IT'S TOMORROW!!!</p> <p>Yess! You all invited to catch all the festivities and the colorful of Jakarnaval tomorrow. Coming to you with an extra special touch and a lot of surprises. Joining the parades are amazing Intellectual Property works and local characters as such Buto Ijo, Rama-Sinta, Si Pitung, and more.</p> <p>Feel the hype yet? Let's join and feel the excitement of this biggest parade at the Jakarta International E-Prix Circuit, Ancol, tomorrow...once again, it's tomorrow!!!</p> <p>Bring all your troops! 🏠 🥁</p>	67/FL/H/S/T/2022	Familiar Language Hyperbole	Scarcity	<p>Familiar language in this data is the use of the pronoun you in the sentence "You are all invited to catch all the festivities and the colorful of Jakarnaval tomorrow. Coming to you with an extra special touch and a lot of surprises" in this section the author involves the audience to promote the Jakarnaval event.</p>	Valid


					<p>The hyperbole in this sentence is in the form of "an extra special touch." Extra special is hyperbole because the author describes the event as bringing a very special touch to be shown to the public. "biggest parade" biggest is hyperbole because it represents Jakarnaval as the biggest parade, which means the author exaggerates the parade as a very big parade so that it can attract the audience's interest.</p> <p>This data uses scarcity technique because the event is the biggest event featuring many famous local characters such as Buto Ijo, Rama Shinta and Si Pitung. The event was also held at international places. This aspect is scarcity because the event is only held in a certain period of time and the place is different from the others.</p>
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68.	 <p>jakarta_tourism Our next stop for a historical walk in the city: National Awakening Museum.</p> <p>Spotted just about 2KM away from Monas, set inside the STOVIA (School Tot Oplending Van Inlandsche Artsen) building or the former Bumi Putera Medical School, this museum stores the grand Indonesian independence history presented in a collection of photos, replicas, paintings, sculptures, dioramas, mockups, and war equipment.</p>	68/G/A/T/2022	Glamorization	Authority	<p>Glamorization in this data is in the form of the word grand in the phrase "the grand Indonesian independence history" grand here describes the very important history of Indonesian independence. Grand here is a glamorization because it gives the impression that the history of Indonesian independence is something very valuable.</p> <p>This data uses authority technique. Authority technique is explained in the sentence "Spotted just about 2 KM away from Monas, set inside the STOVIA (School Tot Oplending Van Inlandsche Artsen) building or the former Bumi Putera Medical School, this museum stores the grand Indonesian Independence history presented in a collection of photos, sculptures, dioramas, and, mockups, and war equipment" this statement is a fact related to the National</p>	Valid
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					Awakening Museum. Having information about the location of the place and the items displayed in the museum is an authority technique that aims to attract the interest of the general public.	
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69.	 jakarta_tourism • The enormous diversity of cultures, plenteous natural attractions, urban beauty, and historical heritage, under the umbrella of Enjoy Jakarta, the city of collaboration, all those beauties and the splendor of the city pop up proudly on these 5 countries' big screens. Have you snapped one of those? 😊	69/H/FL/SP/T/2022	Hyperbole Familiar Language	Social Proof	<p>The hyperbole in this data is enormous which refers to various kinds of culture, natural beauty, city beauty and historical buildings in Jakarta. Enormous is a hyperbole because enormous has a very big meaning, with enormous it represents that in the city of Jakarta there is a lot of diversity that is united into one.</p> <p>Familiar language in this data is the use of the word you in the sentence "Have you snapped one of those?" In this sentence the author uses you to provoke interaction between the author and the audience.</p> <p>This data uses a social proof technique because in this data the author explains the advantages of the city of Jakarta in the form of a variety of natural beauty, the beauty of city life, and historical buildings.</p>	Valid
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					<p>Embedding this aspect is an aspect of social proof. Namely trying to convince the audience about positive and good things in order to attract lots of tourists from various corners.</p>	
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70.	 <p>jakarta_tourism Come inside and plunge into Indonesia's extensive cultural heritage history and feel the new connections from the prehistoric era up to today. Displaying superb collections of integral parts of Indonesian archeology, history, ethnography, and geography.</p> <p>Your essential visit when around the capital!</p>	70/P/SP/T/2022	Potency	Social Proof	<p>The potential words in this data are the word new in the sentence "new connections from the prehistoric era up to today". In this sentence new refers to history from past to present. New is a potential word because new here shows the new knowledge provided by the place to visitors.</p> <p>This data uses social proof techniques because the author describes a place that has a complete collection of Indonesian relics from prehistoric times to the present, so that visitors can feel what the atmosphere was like from prehistoric times until now. With this explanation, people will believe that this place is a good place to learn about Indonesian history.</p> <p>This data applies social proof techniques, this is proven by the author who lists various interesting things in the</p>	Valid
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					<p>Indonesian cultural heritage event. In the caption, the author explained that at this event there were many amazing collections which were part of Indonesian archeology, history, ethnography and geography. Embedding the adjective amazing addressed to the collection describes a social proof technique that tries to influence visitors to come to that place.</p>	
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71.	 <p>jakarta_tourism Combining old-time buildings and modern aesthetics, M Bloc Space is not only your chic hang-out spot, but also a 'home' for local creators from culinary, fashion, books, local comics, and a shopping strip to be fond of. Oh, there is also an exhibition about a collection of money-making machines.</p> <p>Attractive spot for your everyday nights!</p>	71/G/FL/SPT/2022	Glamorization on Familiar Language	Social Proof	<p>The glamorization in this caption is in the form of chic in the phrase "chic hang-out spot". Chic is glamorization because it gives an elegant and contemporary impression to M Bloc Space.</p> <p>Familiar language in this data is the use of the pronoun "your" in the sentences "M Block Space is not only your chic hang-out spot" and "attractive spot for your everyday nights!". These two sentences involve the audience in promoting Block M.</p> <p>This data uses social proof because the author explains that M block space is not only a place to relax but also a place that is loved by local creators and also a shopping place that many people like. Apart from that, the author also adds that Block M has an architectural combination of old buildings and modern</p>	Valid
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					aesthetics. This opinion influences people to come to that place. Most people tend to believe and imitate what other people do.	
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72.	 <p>jakarta_tourism Walk to infinity and beyond</p> <p>The capital city pavement now has new looks. Every single day it's getting more comfortable for pedestrians, disabled people, and even cyclists.</p> <p>From commuting to recreation, we can feel the difference when we take a walk.</p> <p>Don't forget to hydrate yourself before you take the walk!</p>	72/FL/P/SP/T/2022	Familiar language Potency	Social Proof	<p>Familiar language in this context is the use of the pronoun you in the sentence "Don't forget to hydrate yourself before you take to the walk!" This sentence involves the audience by saying the word you.</p> <p>The potential words in this caption are the words new embedded in "new looks". New here is a potential word feature because it provides an update to the appearance of the sidewalks in the city of Jakarta.</p> <p>This data uses social proof techniques because the author explains about sidewalks that have recently been repaired so that people can use them more safely. In the social proof aspect, the author describes new pavement as a comfortable place for pedestrians, disabled people and bicycle users.</p>	Valid
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