# Handy Literacy Practice Using Instagram Among Twelve Graders: Pragmastylistic Viewpoint

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**Abstract.** The student's communication in writing has a different style. It is interesting to be studied since it relate with literacy practice especially in using technology.  Thus, this current study was conducted to explore the figurative language and discourse goals made by students in their Instagram posts. This study also describes the student's strategy in using figurative language to create an Instagram post as a literacy practice. The study use Qualitative method with documentation and interview as the instruments. Seventy-one student's Instagram posts were analyzed, and 5 of the students who posted them interviewed. The finding is interesting because only little student who used figurative language and has a clearly discourse goal in their Instagram post. The data shows that only 16,9% of students used figurative language in Instagram posts. Only found 3 figurative languages are used by the student, 7 sentences classified as Metaphor, 3 sentences are Simile and Personification. Metaphor is one of the types of figurative language mostly found in the Instagram post. The result also shows that there are 5 discourse goals found in this study, they are being humorous, protecting the self, comparing similarities, showing positive emotion, and guiding another action. Comparing similarities is the majority of discourse goals of students in their Instagram posts. Although student has limited writing style in using figurative language for creating an Instagram post, the student can create an appropriate picture and caption to share the idea to communicate using Instagram.

**Keywords:** *Figurative Language, Discourse Goal, Literacy Practice*

**INTRODUCTION**

Human communication is always interesting to discuss since people have a different styles to communicate with each other give a different effect on the receiver. The style of human communication and the effect discussed in Pragmastylistic. According to Andimara, pragmatic is often deal with the effect of the context (Andimara, 2020). Al Hindawi stated that pragmastylistic attempts to provide a framework for explaining the relation between linguistic form and pragmatic interpretation and how the style of communication varies as the speaker aids the hearer to identify the thought behind an utterance (Al-hindawi, 2018).

People have a variety of ways of doing communication. One of them is writing. The fast technological development has an impact on smartphone technology (Briandana & Dwityas, 2019). As the effect of the smartphone, technology in the hand of a human. Smartphone makes communication happens without limit of time and area. Although people are separated by ocean or island, people can do communicate by internet. Social media is the popular way that is used by people in the world. Many kinds of software have been created by programmer to support human communication, for example, Facebook, Twitter, WhatsApp, Path, Instagram, and so on. Statisa (2019) stated that Instagram is one of the popular social media in the world, similar to that of Facebook and YouTube with more than 1 billion active users in the world, as cited in Khalisah (Khalisah & Anjarningsih, 2020). The many users in the world, prove that Instagram is a social media that has an important role in building communication around the world. Many influencers or famous figures have Instagram account. It makes Instagram very booming or popular among people, including students.

On Instagram, a student can practice and improve their language skill. It is because usually, people use Instagram to share their moments. In sharing the moment, people can write the caption and add the picture. The process of student in creating a text and choose an appropriate picture to support is part of literacy skill. Media literacy is important, it will give a critical analysis in the access of media message and create a message by using the media (Briandana & Dwityas, 2019). This a kind of public communication because the follower can give a like and comment toward the Instagram post. Discussing the way of students in doing communicate on Instagram is interesting since it is popular among students. The student practicing in writing a caption text also important to discuss because the theme about caption is learned in twelve graders. It includes in National Curriculum. It means that the Ministry of Education aware of student communication in technology. But, this study focus on the Pragmastylistic term of communication to cover this study.

Many studies have been done to discuss the Pragmastylistic term. Studies have proven that the advantage of Pragmastylistic in communication. Pragmastylistic component can be a strategy used as a guide for the teacher to invite the students to prepare the message of peace around the world when they are talking (Nurhadi, 2016). Teacher needs to be aware and accustomed to the structure of the speech delivered well-received by students, and the speech will be more permissive. In a speech delivered, people also use figurative language in their communication. A way of saying one thing and meaning another (Wibisono, 2019). It may discuss that it is a

word or expression that has a different meaning from the literal interpretation. Robert informs that figure of speech is used to accomplish a unique constellation of communicative goals (Roberts et al., 2014). Figurative language is also analyzed in the movie, such as the study conducted by Andimara (Andimara, 2020). The data analyzed showed that there were ten kinds of figurative language in the Guardian Galaxy movie, they were simile, metaphor, hyperbole, personification, metonymy, symbolism, understatement, allusion, irony, and idiom.

Dealing with the advantage of communicative goals, it is important to research human communication in the modern era. Based on the previous study above, the Pragmastylistic study is about the advantage of Pragmastylistic in communication and the figurative language that used in movie. But, there is a limited study of Pragmastylistic in student's communication in the social media, whereas the social media like Instagram is often used by student in communication. In addition, it is seldom to find out Pragmastylistic study in education especially integrates with Literacy. This study interest to explore the figurative language made by a student in communication through Instagram as the result of Literacy practice. This study comes with these research questions:

1. What is figurative language used by the student on their Instagram post as literacy practice?
2. What is the discourse goal of the usage of figurative language?
3. How is the student's strategy in using figurative language for literacy practice?

**Literature Review**

**1.    Figurative Language**

Figurative language is an additional way of saying something than using the usual one (Widyanti, 2013). There are twelve kinds of figurative language, they are Metaphor, Simile, Hyperbole, Meiosis, Idiomatic Expression, Rhetorical Questions, Metonymy, Irony, Sarcasm, Personification, Indirect Requests, and Contextual Expression (Harmastuty, 2016). Metaphor is a comparison between two concepts, same with a simile. But the difference is simile use the special word, for example, like, as, and resemble. While Hyperbole is to show exaggeration, it is the opposite of Meiosis that minimizes the importance of something. For idiomatic expression, it has its meaning which cannot be replaced by one another. Next, the Rhetorical question is the question that cannot be answered. Then, Metonymy is a figure of speech in which the name of one object is substituted for something closely associated with it. Furthermore, the irony is a statement that has the opposite meaning of literal meaning. For Sarcasm, it same with Irony but it more emotional punch. Later, Personification is a type of figurative language that makes the thing look alive as a human.

**2.    Discourse Goal**

The discourse goals classified by Robert and Kerz, are being conventional, being unconventional, being eloquent, being humorous, protecting the self, comparing similarities, emphasizing, deemphasizing, adding interest, provoking thought, differentiating groups, clarifying, being polite, getting attention, showing

positive emotion, showing negative emotion, guiding another's action, and managing discourse (Roberts et al., 2014).

## RESEARCH METHOD

### Research Design

This study used a Qualitative design to conduct the research. Qualitative design is used because this study explored the phenomena of student's writing on Instagram from the Pragmastylistic viewpoint. Qualitative research is a form of inquiry that explores the phenomena in the natural settings and uses multi-methods to interpret, understand, explain and bring meaning to them (Anderson, 2005). So, this study is limit to figurative language that is used by students and its discourse goal. The student's strategy in creating the Instagram post is also discussed in this study.

### Participants

The participant of this study is the student senior high school in twelve graders. This study was conducted in twelve graders because the caption material is taught at this level, which makes the study easier to collect the data. They were the students of a private Islamic boarding school in Mojokerto. Although the school is an Islamic boarding school, the school is very open toward technology. All students use a laptop during the learning process. Based on this reason, this study chooses this school as the participant. 71 students participated in this study, 45 male and 26 females.

### Data Collection Technique and Instrument

This study used Documentation and Interview to gather the data. The data of this study is the Instagram post made by twelve-graders students for documentation. There is 71 capture of Instagram post. This study has been permitted to capture the Instagram post of the student. The data is collected during the pandemic on September, 1st- 18th 2020. The capture of Instagram is the data to answer all the research questions. While the interview is used to support the documentation. Only 5 students have been interviewed for this study. The interview was used to explore the student's experience in making an Instagram post.

### Data Analysis Technique

In analyzing the data, this study used documentation and interview guidelines. The documentation guideline consists of some information about figurative language and discourse goals. After getting the captures of the Instagram post, this study analyses the capture one by one. This study makes a note of the document analyses guideline to take interesting data. Then, this study classifies some figurative languages used by students based on the figurative language synthesize by Harmastuty (Harmastuty, 2016). The figurative language are Metaphor, Simile, Personification, Hyperbole, Meiosis, Idiomatic Expression, Rhetorical Questions, Metonymy, Irony, Sarcasm, Indirect request and Contextual expression. The process also the same to gather the data about the discourse goal, but the discourse goal is classified used theory by Robert (Roberts et al., 2014). The discourse goal are being conventional, being unconventional, being eloquent, being humorous, protecting

the self, comparing similarities, contrasting differences, emphasizing, deemphasizing, adding interest, provoking thought, differentiating group, clarifying, being polite, getting attention, showing positive emotion, showing negative emotion, guiding another action and managing discourse. Last, this study makes a conclusion toward the finding.

## RESULT AND DISCUSSION

### Results

1.    Student's Figurative Language

This study shows an interesting result because only found a little student who use figurative language in their caption on Instagram as literacy practices.
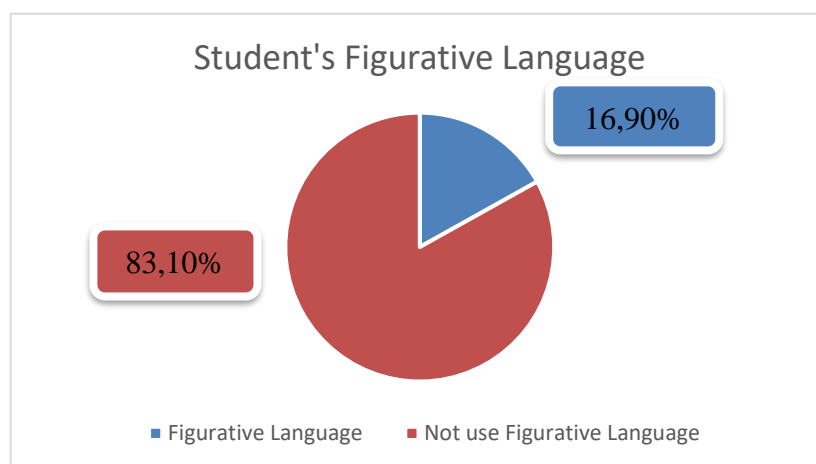


*Figure 1.* The Student's Figurative Language

This figure shows that only 12 or 16,90% students who use figurative language and 59 or 83,10% who do not practice using figurative language in their caption. It means that majority of student do not use figurative language to communicate. It probably because students are not familiar with those kinds of figurative language in their daily activity. Mostly, figurative language found on literature book. In the fact, students are not familiar with literature book in English version. In the school, students only found English book in academic term. The figurative language that familiar with students found in song. Opposite with student case with literature book, they are more familiar with English song than English literature. This is appropriate with the result of student's interview.

*"yahh sometime I write English in my social media based on the song"*
*"just copy paste the lyric of the song"*

There are several figurative language that synthesize by Harmastuty, they are Metaphor, Simile, Hyperbole, Meiosis, Idiomatic Expression, Rhetorical Questions, Metonymy, Irony, Sarcasm, Personification, Indirect Requests and Contextual Expression (Harmastuty, 2016). In fact, there are only three kind of figurative language that found on student's literacy practice in Instagram, they are Metaphor, Simile and Personification. The detail information about figurative language that found in student's literacy practice given below.

*Table 1.* The Figurative Language Used by Student

| No | Figurative Language | Total | Percentage |
|----|---------------------|-------|------------|
| 1 | Metaphor | 7 | 9,85% |
| 2 | Simile | 3 | 4,22% |
| 3 | Personification | 3 | 4,22% |
| 4 | Hyperbole | 0 | 0% |
| 5 | Meiosis | 0 | 0% |
| 6 | Idiomatic Expression | 0 | 0% |
| 7 | Rhetorical Questions | 0 | 0% |
| 8 | Metonymy | 0 | 0% |
| 9 | Irony | 0 | 0% |
| 10 | Sarcasm | 0 | 0% |
| 11 | Indirect request | 0 | 0% |
| 12 | Contextual expression | 0 | 0% |

This table shows that there are not figurative language used by students except Metaphor, Simile and Personification. There are 7 students use Metaphor, 3 students for Simile and 3 students write Personification.

1. Metaphor

A metaphor compares two unlike things (Wibisono, 2019), for example "My baby sister's a doll". It does not mean the sister is a doll but the sister's size and sweetness to the perfection of a doll.

*Table 2.* Student's Writing Analysis on Metaphor

| | |
|---|---|
| Life is not always bright and shining | Student try to compare life with something that not always bright and shining. It means that life is not always happy. |
| The problem that can cause pain is not eating | Student try to compare problem with hungry or not eating. |
| Whatever you receive is the fruit | Student try to compare something that we got or the result of our effort is the fruit. The fruit is like the result. |
| Forest is a dream | Student try to compare forest with a dream. Here, the forest like the place when people can find deeply their effort to reach the dream. It is like when we are lost in the forest that dark and full of trees. We always try to find the way to go home. |
| Life is simple | Student try to compare life with something that simple. Student suggest to do not make some problems that make our life be complicated |

| Life is a long journey and it is not always smooth | Student try to compare life with a long adventure. It means that problem always come on the adventure |
| --- | --- |
| The maturation process in this life is the test that occur in your life | Student try to compare the maturity process with the test. It means that the process to be adult like we do a test or exam |

2.   Simile

Simile is the comparison in which one thing is compared to another unlike thing by using specific words of comparison for example like, as, and resembles.

*Table 3.* Student's Writing Analysis on Simile

| Take a trip! Like a bee that will not produce a honey without leaving the hive | Student try to compare trip with a honey of Bee. When we have a trip or vacation, we will find interesting thing or sweet memory during the vacation. The sweet is same with the honey of Bee. The Bee cannot produce a sweet honey if it does not go outside to find the food. |
| --- | --- |
| Like a glass, we have the opportunity to choose what we want to contain within ourselves | Student try to compare human character or life with a glass. People can choose what he wants to be. If he wants to be a Teacher, so he should care with child. It is like when we pour kind of drink in a glass. |
| No matter how hard and difficult it is, keep trying to be positive and smile like an idiot | Student try to compare people who always smile when he gets a problem with an idiot people. |

3.   Personification

Personification is a figure of speech in which a thing or an animal is made by human (Andimara, 2020). It is the type of figurative language that make things look alive (Harmastuty, 2016). For example "Tree watches him sleep"

*Table 4.* Student's Writing Analysis on Personification

| Sometimes Monkey look the smartest when they climb trees when pigs are told to climb a tree too | In this sentence, student write *pigs are told.* It looks Pig can speak like a human. |
| --- | --- |
| Dusk teaches us that life is not always bright and shining | Student write that Dusk can teach. Teach is the verb for live thing. |
| I tell you dear myself. The world is to cruel for people who just want  to enjoy their life. | *The world is too cruel,* the word cruel is the characteristic of human. Here, the student wants to say that word can be a cruel like a human. |

2.   Discourse Goal in Figurative Language made by Students

The next problem is the study want to explore the discourse goal of student in their figurative language that found in Instagram's caption as the literacy practice.

This study going to discuss about the discourse goal that classified by Robert and Kerz (Roberts et al., 2014). The discourse goals are being conventional, being unconventional, being eloquent, being humorous, protecting the self, comparing similarities, emphasizing, deemphasizing, adding interest, provoking thought, differentiating groups, clarifying, being polite, getting attention, showing positive emotion, showing negative emotion, guiding another's action, and managing discourse. In fact, this study only found 5 discourse goals that appropriate with the figurative language that discuss before.  The five discourse goals that found focus on the figurative language based on result of the Research Question 1 (Metaphor, Simile, and Personification). The table below helps to look kind of Discourse Goal that found.

*Table 5.* Discourse Goal of Student on Figurative Language Made by Student

| No | Discourse Goal | Metaphor | Simile | Personification |
|----|----------------|----------|--------|-----------------|
| 1 | Being Conventional | 0 | 0 | 0 |
| 2 | Being Unconventional | 0 | 0 | 0 |
| 3 | Being Eloquent | 0 | 0 | 0 |
| 4 | Being Humorous | 0 | 0 | 1 |
| 5 | Protecting the self | 0 | 0 | 1 |
| 6 | Comparing Similarities | 7 | 3 | 0 |
| 7 | Contrasting Differences | 0 | 0 | 0 |
| 8 | Emphasizing | 0 | 0 | 0 |
| 9 | Deemphasizing | 0 | 0 | 0 |
| 10 | Adding Interest | 0 | 0 | 0 |
| 11 | Provoking thought | 0 | 0 | 0 |
| 12 | Differentiating Group | 0 | 0 | 0 |
| 13 | Clarifying | 0 | 0 | 0 |
| 14 | Being Polite | 0 | 0 | 0 |
| 15 | Getting attention | 0 | 0 | 0 |
| 16 | Showing Positive Emotion | 0 | 0 | 1 |
| 17 | Showing Negative Emotion | 0 | 0 | 0 |
| 18 | Guiding Another Action | 1 | 0 | 0 |
| 19 | Managing Discourse | 0 | 0 | 0 |

This table shows that only found 5 discourse goals in the field. In Personification, it found 1 being humorous, 1 protecting the self and 1 positive emotion. For Simile, it found 3 sentence that have a goal comparing similarities. The last, it found 7 comparing similarities, and 1 guiding another action for Metaphor. The detail analysis is given below.

*Table 6.* Student's Discourse Goal Analysis on Figurative Language

| No | Student's Writing | Figurative Language | Discourse Goal | Analysis |
|----|-------------------|---------------------|----------------|----------|
| 1 | Sometimes Monkey look the smartest when | Personification | Being Humorous | In this sentence, student uses kind of animal to write the caption. He |

| | | | | |
|---|---|---|---|---|
| | they climb trees when pigs are told to climb a tree too | | | uses Monkey and Pig. The caption become funny because the student said the Pig can climb a tree. |
| 2 | Dusk teaches us that life is not always bright and shining | Metaphor Personification | Showing Positive Emotion | This sentence looks to give positive effect to reader. It said that *life is not always bright and shining*, the sentence motivates the reader to be ready about the problem that probably faced, because life in not always happy. |
| 3 | The problem that can cause pain is not eating, so eat when you are hungry | Metaphor | Comparing Similarities | The discourse goal of this sentence to compare the similarities between the problem that can cause the pain with not eating or hungry. So, the writer wants to say that both of them have the same effect in the sadness. |
| 4 | Whatever you receive is the fruit of your effort. Don't expect more if you don't try more | Metaphor | Comparing Similarities | The discourse goal of this sentence also compares the similarities between whatever has been receive with the fruit of the effort. Both of them shows about the result of our effort in doing something. |
| 5 | Take a trip! Like a bee that will not produce a honey without leaving the hive | Simile | Comparing Similarities | Same as previous, this sentence has a purpose to show the similarities between take a trip and honey. Both of them is same because show the sweetness. |
| 6 | Like a glass, we have the opportunity to choose what we | Simile | Comparing Similarities | This sentence also has a goal to compare the similarities between the glass and the life. Both of them is the place that |

| | want to contain within ourselves | | | people can choose the ingredient. |
|---|---|---|---|---|
| 7 | Forest is a dream where you may find yourself and dream is a forest where you may lose yourself. | Metaphor | Comparing Similarities | The discourse goal of this sentence is to compare the similarities between forest and a dream. Forest and dream are same based on the writer's point of view. Both of them are place where people can curious toward themselves. |
| 8 | Life is simple, don't make it complicated! | Metaphor | Comparing Similarities | This sentence has a purpose to compare the similarities between life and simple. The writer wants to said that *life is simple*. If the people take easy every problem it become a simple. Don't create a problem to make the life become complicated. |
| 9 | No matter how hard and difficult it is. Keep trying to be positive and smile like an idiot. | Simile | Comparing Similarities | The discourse goal of this sentence is to compare the similarities between smile when face some problem with an idiot's smile |
| 10 | Life is a long journey and it is not always smooth. On what day and at what time. We never know what pain we have to go through | Metaphor | Comparing Similarities | Comparing the similarities between *life* and *a long journey* is the discourse goal of this sentence. This sentence informs the reader that there is pain or problem when we are alive. |
| 11 | I tell you dear myself. The world is to cruel for people who just want to enjoy their life. | Personification | Protecting the self | The sentence *world is to cruel* is personification that has purpose to protecting the self. The writer writes this sentence to give advice for herself. |

| 12 | The maturation process in this life is the test that occur in your life | Metaphor | Comparing Similarities | This sentence has a purpose to compare the similarities between the maturation process with the test. When people grow up, he will face some exam or problem like a test. |
|----|---|---|---|---|

3. Student's Strategy in Using Figurative Language for Literacy Practice

This study explored the Student's strategy in using figurative language in writing Instagram's caption as literacy practice. The interview result show that mostly students have an idea to create the Instagram post based on the student's experience. Students take the picture to support their Instagram post after they visited interesting place. There are three figurative language that analyzed, they are Metaphor, Simile and Personification. This study only discusses these figurative languages because only those figurative language that used by student in this field. In this part, the picture of student's Instagram displayed to make easier in showing the student's strategy.

a. Metaphor



*Figure 2.* The Student Instagram Post

In this Instagram post, the student writes about problem and not eating is same. The student tries to inform that the problem that make him sad or hurt is not eating. Through this Instagram post, the student can interpret that although you get a problem, you should still do eating. Student tries to influence his follower in Instagram to do the same. It looks that the student's strategy here is supporting his caption by place the picture of cooking. It is a good strategy to make the caption more understood by the reader.

**Figure 3**. The Student Instagram Post (2)

This is another example of the student's strategy in using figurative language as literacy practice. In this Instagram post, the student displays the picture when he climbs a mountain. This is very good picture to support his caption. It probably the student can write this caption after he climbs a mountain. So, it gives him an inspiration.

b.   Simile



**Figure 4**. The Student Instagram Post (3)

This is an example of student's Instagram using Simile in figurative language. This student captures the picture of empty glass to support his caption *"Like a glass, we have the opportunity to choose what we want to contain within ourselves"*. This is a good strategy used by student to represent his caption using an empty glass. An empty glass is a symbol that people can pour kind of drink on it, like coffee, honey, or cola. If people want the sweet taste, he should pour a honey. Opposite, if people want the bitter taste, he should pour a coffee. It same like when people make a decision for his life. For example, when student have a choice to decide what major that going to study in the university. He can choose what knowledge that be improved on his life. Hope the knowledge can help his future in

real life. The picture can draw the student's idea in writing the caption. The student also gives the effect of the glass that make it as focus object in the picture. It makes the picture more interesting.

c.    Personification



*Figure 5.* The Student Instagram Post (4)

This is an example of student's writing in Instagram that has a Personification figurative language. The student takes the picture of dusk to support his caption *"Dusk teaches us that life is not always bright and shining"*. It is an appropriate picture to support the caption because it discusses about dusk. In the caption, the student shows that life is not always bright and shining like a sun, or we call the people life happy. There is a time when people life is dark like a dusk when people get a problem. Although the position of the sunset in the bottom of the picture, it makes the picture is interesting. It also brilliant because it represents the people who get a bad time in life, the position is bottom.

**DISCUSSION**

The interesting point to discuss here is only 3 type of figurative languages used by student in creating their Instagram post. It is appropriate with the study that conducted by Wibisono who analyze the figurative language in online short story posted on the Jakarta post (Wibisono, 2019). Metaphor, Simile and Personification also found in the online short story. But, different with this current study, Personification mostly found in the short story on Jakarta Post. Another study also conducted by Widyanti who discuss about figurative language on Harper's Bazaar Magazine (Widyanti, 2013). Same with this current study, Metaphor is the rank first than the other type of figurative language. The study that conducted by Damayanti (Damayanti, 2018) and Harmastuty (Harmastuty, 2016) also found Metaphor, Simile and Personification include the type of figurative language based the data result. The highlight here is the majority of the type of figurative language that found probably different among the study. It is because the media or platform that used is different, for example Short Story, Magazine and Advertisement. This current study conducts on Instagram as the media, and Metaphor is the top rank. Metaphor mostly used by students because this figurative language probably appropriate with their idea that

want to share in Instagram post. Widyanti stated that Metaphor not only make the sentence attractive, but also make it more informative and persuasive (Widyanti, 2013).

For the next interesting point to be discuss here is the discourse goal of figurative language used by students in Instagram post. Being humorous, protecting the self, comparing similarities, showing positive emotion, and guiding another action are the type of discourse goals that found in this study. It is different with the study that conducted by Wulandari, on her study all the discourse goals are found (Wuladari, 2018). She conducted the study to find discourse goal of figurative expression on Rodes Fishbuner's *Going to see the Elephant*. The majority type of discourse goal that found also different. Wulandari found that getting attention and guiding another action are the top rank. Opposite, this current study found that comparing similarities is the most discourse goal that found. It is supported by the study that conducted by Iravani, the finding showed that comparing similarities is the intention of the writer of the speaker (Iravani, 2010). Same as the previous research question, the different result as the effect of the media that has different context. According to Iravani, the factor of context influenced the choice of discourse goal (Iravani, 2010). It can be concluded that the other discourse goal has a different context with the Instagram post made by student.

For the last problem is the student's strategy in using figurative language in creating Instagram post as Literacy practice. Based on the data that showed above, it proven that choose an appropriate picture that correlate with the caption is the student's strategy to used figurative language in writing the caption. In writing the caption some students use figurative language to make the sentence more beautiful. It is used to build a communication on Instagram. The literacy practice rise when students write the caption based on the experience. So, there is transform practice from experience in image form to writing form. It is appropriate with Newman who stated that social media literacy is the result from understanding Instagram's utility, the use of images has been integral to the human communication process in the modern day (Newman, 2015).

**CONCLUSION**

In conclusion, there is a limited students who used figurative language and a clear discourse goal in their caption on Instagram post. The different figurative language and discourse goal is affected by the different media or platform and the context of Instagram post. Furthermore, students use an appropriate picture to support their Instagram post, it help them in show their idea to build a communication in Instagram. Meanwhile, to reform the existing Pragmastylistic term in education, it still need many research to be conduct on this field. For suggestion, this research could be developed by conducting the research in video platform because today many teachers and students create a video content to build a communication. Hopefully, it will increase the digital competence for student's information literacy.

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