

**WHY DO THEY USE IT? AN ANALYSIS OF ENGLISH CAPTION USAGE ON
INSTAGRAM POSTS BY BUSINESS ACCOUNT USERS IN PONTIANAK****Yovita¹***evangelineveyliana@gmail.com¹*Politeknik Tonggak Equator¹**Abstract**

Social media has become an integral aspect of people's lives in the current day, particularly millennials. Instagram, one of the most popular social media platforms, is a photo and video sharing platform with various features. Among the improvements is the ability for users to create business accounts if they want to use Instagram to do business. In social media, English is often used by Indonesian people. This study aims to ascertain why users of Instagram business accounts in Pontianak choose to caption their Instagram posts in English. The qualitative method is used in this study. Observation and interviewing are the methods used to obtain data. Ten business Instagram account users were interviewed, two from five suggested company account kinds. The obtained data is evaluated through data reduction, grouping, and narrative techniques. The writer discovered that the majority of Instagram business account users in Pontianak who utilize English in their Instagram post captions do so to appear cooler, modern, and up to date. Finally, practically all informants will continue to utilize English in the captions of their Instagram postings in the future.

Keywords: *social media, Instagram, Business, English***1.1 Introduction**

In this globalization era, technology and the internet have developed rapidly, are easy to access, and can be found anywhere. It could be said that technology and the internet have been a necessity of life. The usage of technology and the internet helps people study, search for information, research, do business, communicate and connect to the world. One of the forms of technology and internet development in communication is social media. Kumar and Nanda (2019) stated that social media is social interaction with the characteristic of fast speed and wide reach communication through technology and internet-based tools.

There are many social media, such as Facebook, YouTube, Instagram, Reddit, Pinterest, Twitter, WhatsApp, Line, etc. Based on the survey from Kemp (2019),

annual digital worth from April 2018 to April 2019 shows that there is an increase of 2,6% or 130 million mobile users, 8,6% or 350 million internet users, 6,1% or 202 million active social media users, and 11% or 342 million mobile social media users. This data means that the number of smartphone and social media users is rising gradually.

Instagram is an application where people can share photos and videos with captions, emojis, stickers, and filters with their followers. Based on the data provided by We are social (Kemp, 2019), Instagram is one of the social media with the highest actual number of users, with 80% internet usage. According to Bergström and Backman (2013), Instagram is a free mobile application that can be downloaded through App Store and Google Play and was founded in 2010. Since then, Instagram has

40 million pictures uploaded daily and has 100 million active users per month.

Based on the data provided on Statista (Clement, 2019), Indonesia is the fourth leading country with the highest number of Instagram users, with 60 million users as of October 2019, after the United States, India, and Brazil. Furthermore, according to NapoleonCat (2020), There were 62.030.000 Instagram users in Indonesia as of December 2019, with the majority of the users being women (51%). The largest user group was people aged 18 to 24, with 23.000.000 users. The highest difference between men and women occurs among people aged 18 to 24, where women lead by 1.000.000 users. It can be concluded that Instagram is one of the highest actively used social media, with the majority of the Instagram users being millennials and women. Kumar and Nanda (2019) state that more than a hundred people use social media to give their content and opinion online. Uploading photos or videos on Instagram is becoming a habit when people feel like expressing their thoughts and feelings. People these days tend to seek popularity on Instagram by gaining followers on their accounts, likes, and comments on their photos and videos. Ting et al. (2015) remarked that Personal Gratifications are prominent behavioral beliefs on Instagram. One of the main functions of Instagram is for personal pleasure, whose purpose is oriented toward telling their followers about themselves and their daily activities.

According to NapoleonCat (2020), more than 25 million businesses or brands on Instagram, and over 80% of users follow at least one brand. As seen on Hootsuite (2019), over 130 million users tap on shopping posts every month, and over 200 million Instagram users at least visit one business profile daily. It can be concluded that people also use Instagram for shopping, selling, advertising, and endorsement. Devoted to business purposes, Instagram launched a Business Account in 2016. The difference between a personal account on

Instagram and a business account is the number of features the users could access. Some features of an Instagram business account are access to Instagram insights, the ability to add a contact button, showing the kind of industry on the profile page, adding links to Instagram Stories, and advertising and making promotion posts on Instagram. Based on the writer's observation, there are two types of Instagram accounts. There are Personal Accounts and Professional accounts. Professional Account itself is divided into two types: Creator Account and Business Account, which Business Account is divided into seven suggested types: Personal Blog, Product / Service, Art, Musician / Band, Shopping and Retail, Health and beauty and Grocery store.

According to Panggabean (2016), the usage of English in Indonesia is still minimal, considering the terms of ability and the infrequent usage of certain events, formality, and groups of people. Moreover, as seen in English First (2019), the Indonesian English proficiency index in 2019 is low, with 61 out of 100 countries. "In line with the rapid use of social media, in this case, Instagram, English is also widely used as the language of self-expression by most of its users, both native and non-native speakers; at least, this is what happened in Indonesia. Most Indonesian Instagram users, especially youth, use English to write their captions" (Nurhantoro & Wulandari, 2017, p. 37). It can be concluded that, however, on Instagram, in this case, the Instagram Business account, Indonesian tend to use English captions while posting their photos or videos. At the same time, they are not native speakers of English. As an international language, English is the most commonly used language on social media (Haque, 2017). "The use of English contained some values such as novelty, modernity, internationalism, technological excellence, hedonism, and fun" (Androutsopoulos, 2007, p. 221), which causes the widespread use of English in

social media and even penetrating education, economy, culture and so on (Riadi, 2019). Based on the writer's observation of Pontianak Instagram Business Accounts, the users are likely to use English in their Instagram post caption even if it only contains one English word or English term with a mixed language.

Based on the explanation above, it can be concluded that despite the limitations and infrequent usage of English, Indonesian, in this case, Pontianak Instagram Business Account users still choose to use English on their Instagram captions.

Based on the research problems, the purposes of this research are:

1. To find out the purposes of Instagram Business Account users in Pontianak in using English captions on their Instagram posts while English is not their first/compulsory language.
2. To find out how they obtained their English caption.

2.1 Literature Review

1. *Instagram*

According to Kumar and Nanda (2019), Instagram is a photo and video-sharing social network that can be edited with various filters, tags, and location information. Barton (2018) found that Instagram is where users can do business, share art, and meet incredible people. Trifiro (2018) remarks that Instagram is a new social media stage with many users that connect and engage its members with pictures online. Bergström and Backman (2013) state that Instagram is a free downloaded application on the App Store and Google Play founded in 2010.

Therefore, Instagram can be a visually based social media with a large number of users. We can share photos or videos with unique features and various purposes such as doing business, sharing, or socializing that can be downloaded freely through App Store and Google Play. The writer chooses Instagram as a concern of this research because Instagram is one of

the social media with the highest number of active users.

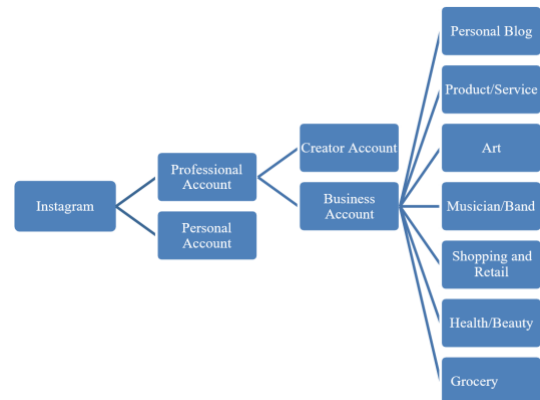


Figure 2.1 Types of Instagram Accounts

Based on the writer's observation, there are two types of Instagram accounts. There are Personal Accounts and Professional accounts. Professional Account itself is divided into two types: Creator Account and Business Account, which Business Account is divided into seven suggested types: Personal Blog, Product/Service, Art, Musician/Band, Shopping and Retail, Health and beauty and Grocery store.

2. *Caption Writing on Instagram*

According to Tasker (2019), the caption is a text that we share below the image we posted is a way to reach our followers in a meaningful way to bond a strong relationship. According to Miles (2013), the caption is the main message containing information for interested people so we can engage them. In Instagram, a caption means text or piece of writing a user adds to an image to describe, explain, or contextualize the uploaded photo or video.

Therefore, the caption on Instagram is a message containing feelings or information to reach the readers. In this study, the writer focuses on Instagram captions with the English Language as it helps people in learning English accidentally through constant exposure in their daily life (Riadi & Warti, 2021).

Based on several observations, it can be concluded that both Instagram Personal Accounts and Instagram Business Accounts do use English as their caption. The differences lie in the content contained in the caption itself. The content provided in @Carlos.tann's Instagram Personal Account is to wish a happy new year to his followers, while the caption held in @idealproject_'s Instagram Business Account is to describe and promote goods to sell to his followers. Moreover, based on the example shown below, not all the captions contained English in a complete sentence. The user uses a mixed language with English terms related to the captions.

3. *The Usage of English as a Foreign Language*

Crystal (2003) remarks that the British colonialism era and English-speaking countries brought English to various countries they colonized. Even when the war is already over, cultural legacies and technological development increasingly use English worldwide. English appears in various communication media globally and shapes the domestic characteristics of people's lives in the 20th Century.

According to Crystal (2003), English was the language of the supreme economic power which is the USA, in the 20th Century. As a result, when new technologies brought new linguistic opportunities, English emerged as the first-rank language in industries which affected and led all aspects of society, even Internationally, including Indonesia, which are:

- i. International Relations,
- ii. Media (The press, advertising, broadcasting, motion pictures, sound Recording)
- iii. International Travel
- iv. International Safety
- v. Education
- vi. Communications

This situation explains the importance of using the English language

even as a foreign language. As a country that adopts English as a foreign language, the usage of English in Indonesia is still minimal and infrequent (Panggabean, 2016). However, in Indonesia, English is also demanded both in education and the professional world. English can be found in packaging products, brands, and advertisements in daily life. Sometimes the English word is even translated both in full or partially into Bahasa Indonesia (Riadi et al., 2020). "The use of English contained some values such as novelty, modernity, internationalism, technological excellence, hedonism, and fun" (Androutsopoulos, 2007, p. 221). In this globalization era, where technology is developing rapidly, most mobiles, systems, devices, and the internet and media mostly use English. Based on the description above, it can be said that despite its position as a foreign language, having the ability to speak English is needed and able to bring up individual values or impressions such as novelty, modernity, internationalism, technological excellence, hedonism, and fun.

3.1 Methodology

This research used qualitative approaches and descriptive methods. Qualitative research uses words data collected and analyzed in all sorts of ways. Langkos (2014) explained that qualitative research is research with small samples while its results are not measurable and countable to fulfill the objective of the dissertation. This research focuses on a small number of samples, and amounts cannot describe the result. This condition makes the qualitative method appropriate for this research. The writer used descriptive research to determine the purposes and impact of people's opinions or attitudes about a social condition. According to Sugiyono (2013), Descriptive research is research that explores a social condition wholly and profoundly. As stated in the quotation above, the writer used the descriptive method for this research

because it concerns Pontianak Instagram Business Account users' opinions and perceptions of using English on their Instagram captions. This research took place in Pontianak. The samples in this research consist of 10 people, each two from each type of suggested account (Personal Blog, Product/Service, Art, Shopping and Retail, Health and Beauty). Except for Musician/Band and Grocery types, based on the writer's observation, the writer hardly found any Business Account with Musician/Band and Musician types in Pontianak.

Observations and interviews collect the data. According to Sugiyono (2013, p. 145), "Observation is a data collecting technique that is used when, research concerning human behavior, work processes, natural phenomena and if observed respondents are not too large." The writer searched for an Instagram Business Account located in Pontianak with English in the post's caption. I have done the observations by searching for the keyword "Pontianak" on Instagram and filtering accounts that appear according to the types. According to Esterberg (2002, as cited in Sugiyono, 2013, p. 231), "Interview is a meeting of two persons to exchange information and idea through question and responses, resulting in communication and joint construction of meaning about a particular topic". Data was collected by interviewing the Instagram Business Account users located in Pontianak. During interviews, the data collection is done using phone calls and audio recordings. The writer used interviews as the tools because they are helpful to obtain detailed information about personal feelings, perceptions, and opinions. The interview contained ten questions with 10 minutes estimated.

4.1 Finding and Discussion

1. Findings

This research contained ten informants, each two from each criterion of the Instagram business account located in

Pontianak with English contained in their captions. All of the accounts chosen has various numbers of posts that started from 34 to 1.537 posts, and followers started from 61 to 9.816 followers. The informants consisted of eight females and two males, which tells that most informants were female, from 2 March 2020 until 5 May 2020 through direct meetings and voice calls. Until this study was written, the situation and condition of Pontianak city were still not conducive due to the spreading of COVID-19. Due to that issue, direct meetings were impossible to hold, so half of the interviews were done through phone calls. Based on in-depth interviews conducted by the writer with informants regarding their purpose of using English as a caption for Instagram posts, the writer found a similar answer from the informants. In the following section, the writer will elaborate on the interview result based on each selected interview question. The questions chosen contained seven questions answered by every ten informants.

Based on in-depth interviews conducted by the writer with informants regarding their purpose of using English as a caption for Instagram posts, the writer found a similar answer from the informants. In the following section, the writer will elaborate on the interview result based on each selected interview question. The questions chosen contained seven questions answered by every ten informants.

Question 1: Do you often use English on your Instagram posts' captions?

Among ten informants, four of them answered that they often used English on their Instagram posts' captions. One account, @floristcorner.id's owner, said that 80-90% of her Instagram posts use English on the captions, and also @dnpmakeupartist's owner stated that "I used English on all of my Instagram posts captions, most of them were on the hashtag.". Three of the informants answered that they often used English but mixed it with Bahasa on their Instagram posts caption; as stated by @snack_pontianak2's owner, "I often use

English on my Instagram posts caption even though it mixed with Bahasa.". The rest three of the informants answered that they seldomly used English on their Instagram posts captions. There are only one or two words of English, but they usually use Bahasa. One account owner, @goldencakes_pontianak, stated that "English is seldomly used. There are only one or two words.". Moreover, @kbeatyskincare's owner said, "I seldom use English. I usually use English, but many people do not understand, and I have to re-explain in Bahasa."

Question 2: What are your purposes for using English in your Instagram posts' captions?

Among ten informants, most answered that they want to look cooler, modern, and up to date. As stated by @snack_pontianak2's owner, "my purposes are just because using English makes captions better, more ear-catching and cooler." @byoote.pontianak's owner also stated a similar answer said: "I use English to look modern, high class and premium.". The other informants also stated various purposes: their product is related to English, they have customers overseas, some of their students (followers) can only speak English, some English words are easier to understand and more compact, and they are following the trend.

Question 3: Is there any benefit gained after you use English on your Instagram posts caption?

Of all informants, eight the informants answered that they had not gained any benefit on sales or benefit. They just got a personal feel from their opinions. @snack_pontianak2's owner said that "Using English is more ear-catching such as the word "Crispy" on English is more interesting than "Garing" in Bahasa when I want to describe my product. I have not gained any benefit for sales, and followers increased.". Moreover, @goldencakes_pontianak's owner said that "I have not gained any benefit like that. I just personally feel more modern if I am using English.". After using English on their Instagram posts captions, only two informants gained similar benefits. As stated by @floristcorner.id's owner, "Yes, I have gained benefit from using English on my Instagram posts caption. Some foreign customers from overseas would

like to send flowers or a bouquet to their couple in Pontianak. English captions help them understand our product and show them that our staff can communicate with English".

Question 4: What process do you go through to produce your English caption?

Four of the informants do not have any particular process for producing their English captions. They type their English captions directly when they are about to post photos or videos. @goldencakes_pontianak's owner said, "there is no specific process because I used common words, so I just type it directly.". The other informants used google translate whenever they were about to make English captions to make sure if there were any mistakes. @kbeatyskincare's owner said, "I type my English captions directly and use google translate sometimes to cross-check any mistake.". Another two informants produce their English captions by copy-paste from several sources. @byoote.pontianak's owner stated, "I usually copy-paste from the official's account feeds, add some English words I know, and sometimes use google translate too". Moreover, @pontianaklapak's owner said, "I copy-paste description from the product's official website as my captions and add some words like "ready stock" and "grab it fast". The rest of one informant researched an idea and illustration references on google and any other Instagram account before producing an English caption.

Question 5: Are there any difficulties in producing your English caption?

Three out of ten informants found difficulties in producing an English caption. @byoote.pontianak's owner said, "I usually confused when choosing a word to use in English.". Moreover, @snack_pontianak2's owner said, "I have trouble arranging the sentence. I already feel it difficult when I use Bahasa, so using English makes it more difficult.". The rest seven the informants did not find any difficulties when producing their English captions. @pemburu_makanan_'s owner said, "I do not have any difficulties because I just used the basic word". While @floristcorner.id said, "There is no any, that is why we have to learn English

because it is already a modernization era. We should not just learn only one language". Furthermore, @dnpmakeupartist's owner stated, "I have no difficulties because I have mastered the words".

Questions 6: Do you have any difficulties caused by your English caption after you posted it?

Three informants had found similar difficulties caused by the English caption they posted. @byoote.pontianak said, "yes, I have found the problems. One of my customers ever asked me to re-I have to re-explain my captions because he did not understand English." @kbeautyskicare's owner also explained that not everyone could understand what we write in the captions in English. The other one is @idealproject_'s owner, who said that "I have ever sold flowers and wrote "Discount Rp30.000", but instead, it was thought it would only cost Rp 30.000." However, the other seven informants did not find any difficulties.

Questions 7: Do you still want to use English on your Instagram post in the future?

Nine out of ten informants stated that they still want to use English on their Instagram captions. One of them is @pontianaklapak's owner, and she said: "I will probably always use English because it is related to my products, and I want to keep up with the trend.". The other informant, unsure if she still wants to use English in the future, @kbeautyskincare's owner, said, "It depends on the content and is it useful or not. If it is unnecessary, I might not use it. If it does, I will."

2. Discussion

According to Androutsopoulos (2007, p. 221), it noticed that some values contained in English used are novelty, modernity, internationalism, technological excellence, hedonism, and fun. Some of those values appear as the most response in interviews conducted with ten informants to find out their purposes of using English in their Instagram posts. Among ten informants, most of them stated that their purposes for using English in Instagram posts are to look cooler, modern, follow the trends, and stay up to date.

"my purposes are just because using English makes captions better, more ear-catching, and cooler." (@snack_pontianak2)

"If using English, the impression is more modern, cool, more sociable, and up to date." (@goldencakes_pontianak)

"The purpose is to follow the trend from another famous blogger." (@pemburu_makanan_)

"I use English to look cooler and elegant." (@idealproject_)

"Because this is already a modern era, so we are following the update, and some of our students (followers) can only speak English." (@sundayschoolgb)

"Because using English is a cool and modern, simple and high class, using English gives premium feels." (@byoote.pontianak)

From their answers, it can be seen that the values of "modernity" appear and affect the informants' decisions to use English on their Instagram captions. They feel that if they use English on their Instagram, they will give their followers cooler, modern, and up to date.

The other purpose stated by the other informants is because the product they sell, which is computer stuff, is related to English. It shows the value of "technological excellence" appears and affects English usage in Instagram captions. Because if they want to look, they know their product very well they have to use a particular description or word in English. have to use a particular description or word in English.

"Because our product is computer stuff, many related to English. We got our captions from copy-paste from the product's official website because computer stuff already has a specific/particular description in English, so we cannot randomly write the captions to describe the product." (@pontianaklapak)

Another purpose of using English from the Informants is because they have customers outside Indonesia or foreign customers, so they have to use English on

their Instagram posts captions so that their foreign customers understand their product posts. From their answers, we can notice the value of “Internationalization” is in their purpose of using English in their Instagram posts’ captions.

“I use English because it is already modernization, also my customers are not just from Indonesia, I have got some foreign customers from overseas that would like to send flowers or a bouquet to their couple in Pontianak. English captions help them understand our product and show them that our staff can communicate with English.” (@floristcorner.id)

“I use English so that people from outside Indonesia that see my works also can understand the meaning of my captions.” (@Idealproject_)

The other answers that are not contained in those values are that they are interested in making all of the followers understand what the captions are saying because some of the followers can only speak English. The other one answers that she uses English because some words in Bahasa are hard to understand but more simple English.

“Because this is already a modern era, so we are following the update, and some of our students (followers) can only speak English.” (@sundayschoolgb)

“There are some words in Bahasa that are hard to explain, but it simpler in English, for example; “Ready Stock,” “Grab it Fast.” I do not know if it is true or not. It is just my thoughts.” (@kbeautyskincare)

However, besides personal feelings of being cool, modern, high class, and up to date, most of the informants have not gained any benefit, for example, Increased numbers of followers and sales of using English as Instagram posts captions. Nevertheless, there are 2 of 10 informants that have gained the benefit. Two of them have gained similar benefits: gaining customers from outside Indonesia because their caption uses English and is understood by foreign customers.

For producing the English captions, four informants used google and Google Translate for references and cross-checked the words and vocabulary. The other four informants typed the English captions directly without any particular process. The rest of the informants produce their English captions by copy-paste from other sources like websites or other accounts. In producing English captions, most informants do not have any difficulties. However, there are still three informants who have difficulties producing their English captions. Their problems are arranging words, word selection, and grammar.

Among ten informants, seven never had difficulties caused by English caption posted. Most informants never have a problem caused by English captions posted on Instagram. Nevertheless, three other informants have a similar problem caused by an English caption posted on Instagram. The problem is that their followers did not understand or misunderstand their captions because they use English, and not everyone can speak English. Finally, almost all of the informants surely still want to use English on their Instagram posts captions in the future. There is only one informant who not surely still wants to use English caption in the future.

5.1 Conclusion

Based on the writer’s analysis of Interview results with ten Instagram Business Account Users in Pontianak, some of the findings obtained are:

1. Most of the Instagram Business Account Users in Pontianak often used English on their Instagram posts.
2. Most of the user’s purpose for using English captions on Instagram Business Account posts is to look cooler, modern, follow the trends, and stay up to date.
3. Instagram Business Account Users in Pontianak purposes of using English contained Modernity,

- Internationalism, and Technological Excellence values.
 4. The benefit of using English on Instagram posts captions is the possibility of gaining foreign customers and self-prestige feelings of being cooler, modern, following the trends, and up to date.
 5. The Instagram Business Account Users in Pontianak produce their English captions by copy-paste, searching for references, and without any particular process.
 6. Most of the Instagram Business Account Users in Pontianak never had any problems caused by their English captions posted.
 7. Most of the Instagram Business Account Users in Pontianak surely still want to use English on their Instagram posts captions in the future.
- Based on the writer's analysis of Interview results with ten Instagram Business Account Users in Pontianak, the writer provides suggestions as to the following:
1. Instagram business account users could use English to create a cool, modern, and up-to-date account.
 2. Instagram business account users should use English to engage customers outside Indonesia on their Instagram posts captions.
 3. Instagram business account users can use so many media and sources to produce a proper English caption, such as a search for references or copy-paste on Google, websites, and Google Translate, without worrying about their limitations in English.
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