AN ANALYSIS OF WRITING ERRORS IN PUBLIC FIGURES' CAPTION ON INSTAGRAM

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ABSTRACT

Social media is a media which is used by an individual to become social, or to be social online by sharing content, news, picture, etc. with others. Instagram is currently one of the most active social media platforms in the world. Instagram is a photo and video-sharing social media network owned by Facebook. Instagram allows users to upload photos and videos, which can be edited with various filters and organized with tags and location information. English is one of the languages that public figures often use as a caption on their Instagram post. However, there are many errors that made by public figures, the research problem is what are the type or writing errors and the purpose of the research is to find out the types of writing errors that frequently occur. This research used qualitative method and got the data from content analysis on public figures' Instagram. From the findings, the writer got two types of errors that frequently occur, there are punctuation and capitalization.

Keywords*: Media, Instagram, Writing, English, Errors.*

INTRODUCTION

In this era, as technology develop, many people, newspapers or magazines offer an online version of news or various information through social media and sell access to their content. Social media is a media which is used by an individual to become social, or to be social online by sharing content, news, picture, etc. with others (Taprial & Kanwar, 2012). Multiple platforms that are most often used in Indonesia are YouTube, WhatsApp, Facebook, Instagram etc. (We Are Social, 2019). On social media there are writings, pictures, videos, polling. These platforms are used as media to share stories, news, or some interesting content so the readers or viewers could understand the purpose of what is posted easily.

Instagram is currently one of the most active social media platforms in the world (We Are Social, 2019). Instagram is a photo and video-sharing social media network owned by Facebook (Kumar & Nanda, 2019). This service allows users to apply digital filters and share their photos and videos on other social networks and social media platforms. Kumar and Nanda (2019, p.61) also state that "Instagram allows users to upload photos and videos, which can be edited with various filters and organized tags and location information". However, Tasker (2019) mentions that Instagram gives everyone chance to express themselves. From the statements above, it can be concluded that Instagram is a platform that people use to express themselves by uploading photos and videos.

Amaral (2015) claims that there are many features that Instagram offers. Instagram users can follow other users' profile, like and comment on photos or videos, and connect their Instagram account to other social networking sites and share photos or videos.

Instagram has an embedded feature that is location based, which enables users to add geo-located data to their content. Another features of Instagram is hashtags, Instagram encourages users to use specific and relevant tags in order to discover photos and other users on the platform. Hashtags also contributed to the creation of several communities of interest, and to the large-scale dissemination of photographs. With Instagram story, users can share 15-second videos for 24 hours. Other features are images and videos editing, private and group messaging or direct message, @mentions, text and drawing tools, filters live video streaming, public and private profiles. Instagram has a feature to create an account based on what someone do, like artist, influencer, musician, athlete, etc. and it is called public figures.

Many people make themselves public figure, spread positive things, and positive content to influence followers. Most people are following public figures such as artist, musician, influencer, athlete etc. on social media because of some reasons. Some of them like the content that the public figure shares or probably they want to know the daily activities of public figures which can be seen from their Instagram post. People who follow public figures are not just certain circles, so they must use language that everyone knows. English is one of the languages that public figures often use as a caption on their Instagram post. Haque (2017) states that English is the most commonly used language when it comes to internet.

Based on the writer's observation, some of the captions written in English on Instagram accounts of these public figures contain errors. Institut Teknologi Bandung (2017) states that social media has a significant influence on delivering information, education, lifestyle, etc. with its rapid spread, and it can change someone's opinion quickly. Based on the description above, the writer would like to analyze the writing errors in a thesis entitled "An Analysis of Writing Errors in Public Figures' Captions on Instagram".

The purpose of this study is to find out the types of writing errors that frequently occur in public figures' Instagram caption. The writer hopes this research become a references for further research. Within this research, the writer hopes to provide more information about writing errors that frequently occur and can help other researcher who are related to this research.

METHODOLOGY

The writer used qualitative approach in this research. Kumar (2011) states that the main focus in qualitative method is to understand, explain, explore, discover and clarify situation, feelings, perceptions, attitudes, values, beliefs and experiences of a group of people. Kumar (2011, p. 104) also states "Study designs in qualitative research are more appropriate for exploring the variation and diversity in any aspect of social life". This research uses qualitative approach because this research aims to illustrate something to draw conclusions that are generally accepted.

To support the approach, the writer used descriptive method. According to Lodico, Spaulding, & Voegtle (2010, p.26) "descriptive survey research aims to describe behaviors and to gather people's perceptions, opinions, attitudes and beliefs about a current issue". Moreover, Kumar (2011) claims descriptive study tries to describe

situation, problem, phenomenon, service or program, or provides information systematically.

This research is conducted on Instagram. Most public figures are more active to influence or interact with their followers on Instagram. The writer started the observation on February 1st 2020 and is estimated to finish on March 1st 2020 and finished the research around May 2020. The object of this research was public figures' Instagram account based in Indonesia that has errors in their Instagram caption. In collecting the primary data, the writer employs content analysis. According to Glaser and Laudel (as cited in Cohen, Manion and Morrison, 2018) qualitative content analysis is a systematic and strict set of procedure for the rigorous analysis, examination, replication, inference, and verification of the contents of written data. Content analysis is a research technique for making replicable and valid inferences from text to the contexts of their use (Krippendorff, 2004). According to Kabir (2016, p.204) "primary data is the data that has been collected from first-hand-experience". The information or data which already exists but used by the researcher for the purpose of the study is the definition of secondary data (Kumar, 2011). In this research the observation was conducted on Instagram for one month from 1st February 2020 until 28th February 2020. The writer observed 5 of public figures' Instagram account. This observation focused on the captions that the public figures' made on the photos that have been posted. The writer classified the errors and determines the errors that frequently occur.

According to Kumar (2011) validity is a procedure in qualitative research that is used for getting the appropriateness, quality and accuracy of answer. However, Lodico, Spaulding and Voegtle (2010) claim that validity focuses on ensuring that what the instrument "claims" to measure is truly what it is measuring. Furthermore, Kumar (2011) claims reliability as consistency and stability of research tool in a research for a predictable and accurate answer that is reliable. According to Cohen, Manion, & Morrison (2018) reliability is essentially an umbrella term for dependability, consistency and replicability over time, over instruments and over groups of respondents. There are four criteria of validity and reliability in qualitative research, such as credibility, transferability, dependability and confirmability (Sugiyono, 2018).

In this research, the writer used credibility. There are some methods in credibility, one of them is increased perseverance. Increasing accuracy is one way to control / check the work whether the data that has been collected, created, and presented is correct or not. To improve the perseverance of researchers can be done by reading various references, books, results of previous studies, and related documents by comparing the results of research that has been obtained. In this way, the writer will be more careful in making a report that in the end the report will be more qualified.

From the statement above, increasing accuracy is one way to control / check the work whether the data that has been collected, created, and presented is correct or not. Therefore, the writer will be careful in controlling the data that has been collected, created, and presented until absolutely nothing is wrong. Otherwise, the result of this research will not show significant results.

According to Miles and Huberman in Sugiyono (2018) activities in qualitative data analysis are carried out interactively and take place continuously until finished, when data

is already saturated. There are three activities in data analysis, they are data reduction, data display, and conclusion drawing or verification.

a. Data Reduction

Reducing data means summarizing, choosing the main points, focusing on the important things and looking for themes and patterns.

After the writer got the observation result, the results categorized by the error of the writing.

b. Data Display

Data display can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. It is easier for the writer to understand what is happening, to plan further work based on what has been understood by displaying the data.

The errors made by public figures on their Instagram caption will be shown in paragraphs.

c. Conclusion Drawing or Verification.

The last step in analysis is conclusion drawing or verification. Conclusion in qualitative research is about new research that has never before existed. The research can be in the form of a description or description of an object that was previously still dim or dark so that after examination it becomes clear, it can be a causal or interactive relationship, hypothesis or theory.

FINDING AND DISCUSSION

The data was taken from five public figures' caption on Instagram throughout February 2020. Lula Lahfah, Wendy Walters, Alvin, Anya Geraldine and Nana Mirdad are the public figures whose Instagram captions the writer has chosen to analyse. The writer chose them because the criteria determined in this research is public figure and the writer has been following them for a long time. The following table is some of the public figures chosen by the writer in this research.

Table 1 Data of Public Figures.

No	Name	Username	Gender	Followers
1.	Lula Lahfah	@lulalahfah	Woman	1.800.000
2.	Wendy Walters	@wendywalters	Woman	1.100.000
3.	Alvin	@alvinlvins	Man	81.700
4.	Anya Geraldine	@anyageraldine	Woman	4.300.000
5.	Nana Mirdad	@nanamirdad	Woman	2.800.000

1. Lula Lahfah

From all photos that has been posted, the writer found some errors. For instance, the photo posted on February 9th with the caption *"mama and her lipstick"*. From the caption above, there is an error in the first letter of the first word and no full stop at the end of the sentence. The caption should be *"Mama and her red lipstick."*

2. Wendy Walters

   From all photos that has been posted, the writer found some errors. For instance, the photo posted on February 19th with the caption *"3rd Anniversary + Valentine"* It should be *"3rd anniversary + valentine."*

3. Alvin

   From all photos that has been posted, the writer found some errors. For instance, *"Milkshake anyone?"* In the caption it can be seen there are no comma before "anyone".

4. From all photos that has been posted, the writer found some errors in her caption. For instance *"2 personality, 2 mood"* the purpose of the caption, she describe that she has 2 personalities. The caption should be *"two personalities, two moods."*

5. Nana Mirdad

   From all photos that has been posted, the writer found some errors.For instance, the post on February 25th *"Happiest on the woods"* the correct sentence should be *"Happiest on the woods."*

From the result above, the writer got 29 pictures posted in full English caption and five pictures posted in English-contained from 60 pictures posted of 5 public figures within one month, 1st -29th February 2020. From the data, the writer got 30 pictures posted with errors in the captions. Which means it is more than 50% of the data that the writer has acquired.

Most errors are of punctuations. Most of the captions have no full stop at the end of the sentence. Capitalization is the second most frequent errors made by public figures. For instance, *"mama and her red lipstick",* it can be seen that there are 2 errors in a sentence. One, the caption has no full stop at the end of sentence, and two, the capital word at the first letter of the first word.

From the caption above, it can be seen that many public figures either do not care about the form of writing or they want to write quickly. According to Frankfurt Internal School (2018) mechanical errors are the consequence of quick writing where the focus is on the content rather than the form. These are typical of immature writers who do not understand the concept of a sentence.

CONCLUSION

From the result above, the writer got 29 pictures posted in full English caption and five pictures posted in English-contained from 60 pictures posted of public figures within one month, 1-29 February 2020. From the data, the writer got 30 pictures posted with error in the caption. Which means it is more than 50% of the data that the writer gets. The kind of errors that frequently occurs from the data are errors related to punctuation. Most of the captions have no full stop at the end of the sentence. Furthermore, capitalization is also the most frequent errors made by public figures.

Judging from the results of the study, the writer purposes a suggestion to public figures that use any writing enhancement tools to correct their caption writing so that there is no error because as the writer has mentioned in chapter one, it can change someone's opinion quickly by reading wrong sentences. The second suggestion to English student who write captions on social media are advised to write well and correctly so that it can be conveyed well to people. The last one to further researcher that

to find the specific of the research like the positive and negative impact for the reader to read the writing error.

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