

## English Language Functions Used for Copywriting in Instagram Accounts of Hotel Industry in Solo Area

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### ABSTRACT

The purposes of this research are to identify the functions of the English language contained in Instagram copywriting in the hotel industry in the Solo area and to analyze the dominant function found in that copywriting. This research employed qualitative methods, particularly in the *Simak Bebas Libat Cakap* technique for the data collection process. Copywriting data was analyzed by Geoffrey Leech's five functions of language. The findings show that five language functions appear in copywriting text including informational, directive, phatic, aesthetic, and expressive functions. The informational function dominantly appears in the copywriting texts. The pattern is mostly to give information about the hotel's products, services, special offers, and facilities. It implies that English copywriting in Instagram accounts of 3-star hotels in the Solo area is used for brand awareness.

**Keywords:** Brand Awareness, Digital Marketing, Hospitality, Social Media, Text Analysis

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### 1. Introduction

Language conveys ideas and information in written, spoken, and sign forms (Long, 2023). It is a manifestation of social function because of its vital role in bridging society with verbal and written communication. Leech in (Erlita, 2020) categorizes the functions of language into two general functions, namely the delivery of information and the medium of cooperation between individuals. Both functions allow people to communicate with each other and share information. Communication and information delivery can be established by verbal such as speech and written such as correspondence and print media. Written communication is rapidly shifting to digital media through social media platforms.

Instagram is currently the most popular social media. According to Smith in (Natsir et al., 2020), more than 75 million people have used Instagram for daily activities and 16 billion images have been uploaded since 2014. Instagram is used by individuals and for the benefit of businesses and industrial sectors, including Tourism and Hospitality in Solo City. According to data from the Surakarta City Culture and Tourism Office, there are currently 167 accommodations in Surakarta with details: 3 5-star hotels, 13 4-star hotels, 18 3-star hotels, 21 2-star hotels, 7 1-star hotels, and 85 non-star hotels (Dinas Kebudayaan dan Pariwisata Kota Surakarta, 2023). Almost all hotels have Instagram accounts. According to Hootsuite data, Instagram is the top 4 most popular social media for

industry/business in 2023. Even predicted 2024 the use of Instagram is still high (Beveridge & Lauron, 2023).

For the Hospitality industry, Instagram has multiple functions, both for communication media and commercial functions. The use of Instagram is an effective way for hotels in terms of promotion, especially attracting customers (Kurniawan et al., 2021). This phenomenon indicates that hotels are currently using Instagram accounts for marketing purposes. In addition to such visual content, Instagram needs to maximize textual content that contains information and descriptions. Copywriting is a crucial part of Instagram as a medium for delivering information to customers. In the era of globalization, many hotels write descriptions using English. This is very possible considering English and Hospitality are two inseparable things (Chilingaryan, 2020). The Hospitality industry is closely associated with English given that English is a lingua franca or global language whereas the Hospitality industry tends to use English as a global communication standard. English proficiency potentially increases the number of tourists or customers as it can attract foreign tourists to Indonesia (Ayu et al., 2021).

However, not all 3-star hotels in the Solo area use English for their Instagram accounts' captions. Copywriting techniques play a role in digital marketing. The right copywriting technique needs to be accompanied by an informative description so that the message can be conveyed well. In the Hospitality industry, Instagram is currently used for marketing and building brand awareness. The hospitality industry has tight competition. Through effective digital marketing, 3-star hotels can expand their reach, attract more potential guests, and maintain their position in the competitive market. To expand the reach, the use of English becomes an alternative to be applied. The purpose of applying copywriting to information description can be analyzed using text analysis with the theory of language function. According to Geoffrey Leech in (Erlita, 2020) language has 5 fundamental functions, namely informative, directive, aesthetic, phatic, and expressive functions. This study aims to identify the dominant functions contained in English copywriting texts used by hotels in Instagram accounts. The dominant function is analyzed to determine the hotel's purpose of using English copywriting text in the Instagram account.

This research focuses on language functions in English copywriting on hospitality Instagram accounts with a pragmatic approach using Geoffrey Leech's theory of language functions. According to Geoffrey Leech in (Ehineni, 2014) language functions are categorized into 5 main functions: expressive, informative, directive, phatic, and aesthetic. Leech's language function theory is used to analyze the dominant function in copywriting texts. The dominant function is then analyzed using the concept of copywriting as support. According to Victor O. Schwab in (Harmoko, 2023), copywriting is a writing technique to attract attention, show the public the benefits of something, prove something, influence the public to take a certain benefit, and ask the public to do something. In the industrial world, these objectives are closely related to promotional or marketing activities. Adinugroho et al. (2023) added that copywriting refers to the technique of composing marketing materials that aim to persuade customers to take actions desired by producers such as buying their products or services.

Previous research has been conducted on the English language function in copywriting techniques on a hotel Instagram account (Putri & Kinasih, 2023). The research focused on the function of language in copywriting the Instagram account of a four-star hotel, The Alana Hotel & Convention Center Solo. The research method used qualitative methods with pragmatic approaches and the functional theory of Geoffrey Leech's language. The results show that directive and phatic functions are the dominant functions used in copywriting. It suggests that Instagram has a social role, that is more functional for marketing and media communication with customers through the hotel's Instagram account copywriting. The research gap lies in the object of the research as a differentiating aspect

whereas previous research analyzed the language function in the Instagram account of the 4-star hotel in Solo. However, this research only examined one hotel's Instagram account. Meanwhile, this research focused on the analysis of the language function in the 3-star hotel Instagram account in the Solo Raya area and examined four Instagram accounts to obtain objective findings.

The second reference study on the language function in the hospitality industry is entitled *The Language Functions Used in Hospitality Advertisement during the Covid-19 Pandemic*. The research focuses on the use of language functions in Agata Hospitality hotel advertisements in Bali during the pandemic. The research method used was qualitative descriptive using the functional theory of the Roman Jakobson language. Research results show that the dominant function in advertising is the function of reference or merely informing the description of the products and services offered by the hotel. Another function commonly found is the phatic function where the advertisement aims to attract the audience's attention (Aningsih et al., 2022). The research gap lies in the object of the study where this study analyzed the language function in hotel brochure advertisements and the language function theory used for analysis. Brochures and Instagram are media for conveying information to customers. However, Instagram as a digital media provides more features to share information and potentially reach global customers through copywriting. It is necessary to examine the language functions in Instagram copywriting to obtain broader findings.

## **2. Methodology**

This research was conducted using qualitative methods. Denzin and Lincoln in (Aspers & Corte, 2019) state that qualitative research focuses on collecting empirical material such as observations, life stories, visual texts, case studies, and interviews. Unlike quantitative methods, qualitative methods are not measured based on quantitative aspects. This method does not study numerical data processing but focuses on non-numerical data such as documents. Consistent with this, Cresswell in (McNabb, 2020) points out that qualitative research requires researchers to collect data through document analysis. This method does not rely on a single data source but requires reviewing several sources or documents and categorizing them into certain categories.

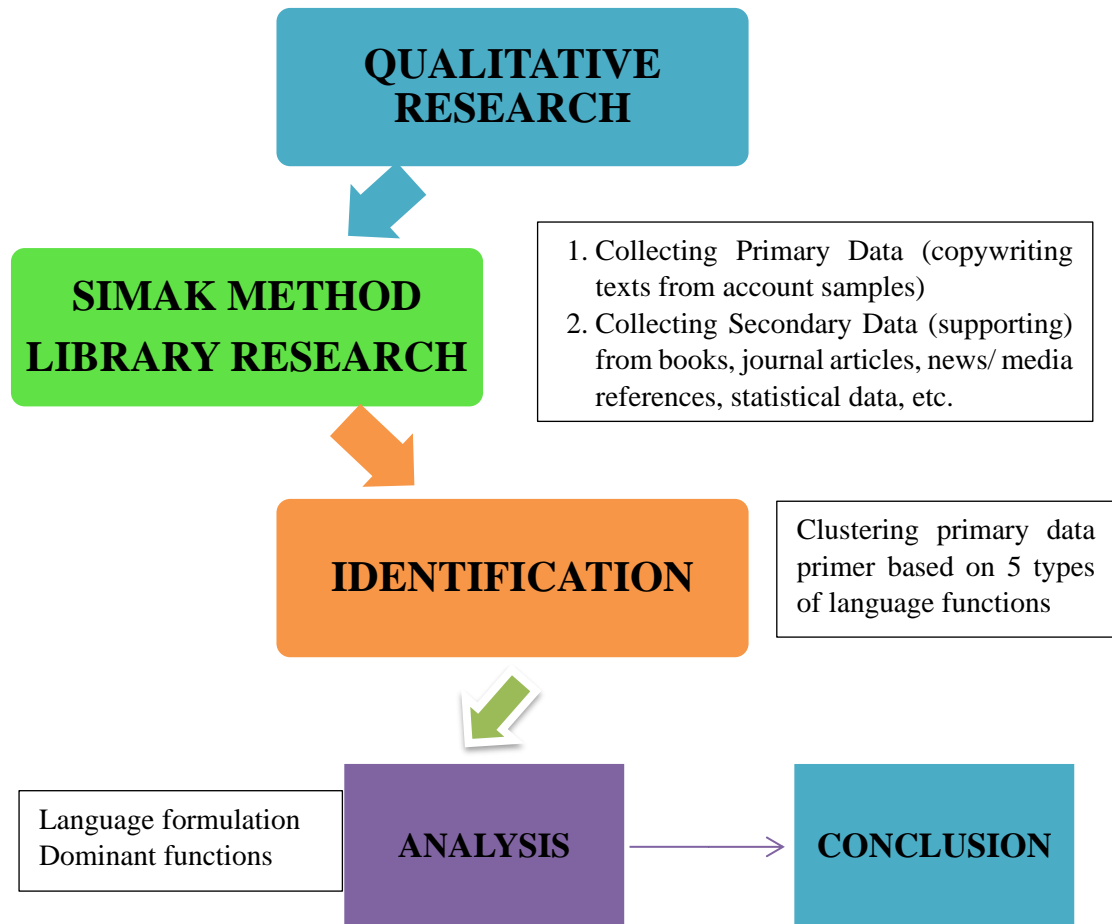
### **2.1. Data Collecting Method**

The research object focuses on copywriting in 3-star hotel Instagram accounts in the Solo Area that apply English copywriting. Based on the initial observation, not all 3-star hotels in the Solo Area use English for Instagram copywriting. Hotel Neo Gading, Fave Hotel Solo Baru, Hotel Brothers Solo Baru, and LOA Living Solo Baru's Instagram copywriting are selected considering those hotels apply English for copywriting. Primary data was taken from the English copywriting of those hotels' Instagram accounts for the past 1 year from 2023 to 2024. Primary data collection was employed in Simak methods, particularly in *Simak Bebas Libat Cakap* technique. According to Sudaryanto in (Nawangsari, 2022), this technique is applied if the researcher does not directly participate in the data formation and presentation. The researchers read and analyzed copywriting texts and focused on the textual aspects of copywriting while they collected data and supporting information. Secondary data collection from various documents is also needed to support the analysis such as articles from scientific journals, books, mass media articles, news, survey results, and other electronic sources limited to the last 5 years.

### **2.2. Method of Analysis**

The method of analysis used qualitative data analysis techniques by Miles-Huberman. Miles - Huberman in (Harahap, 2021) states that there are several stages or courses in qualitative analysis ranging from data collection, data reduction, data presentation, and conclusion or verification. First,

the researchers collected primary data from four samples of hotel Instagram accounts and read them for analysis using language function theory. The data were selected and categorized based on five language functions: informative, expressive, directive, phatic, and aesthetic. This analysis answers the first problem statement, which is to examine language functions found in copywriting text in all sample accounts. Data are presented in tables and pie charts. Once all texts are categorized into their respective functions, the dominant language functions can be found. This is a textual analysis to answer the first problem statement. The dominant language functions are then analyzed using copywriting theory to answer the second problem statement while concluding the purpose of the hotel using the English copywriting text in the Instagram account.



**Chart 1. Research Methodology**

### 3. Result and Discussion

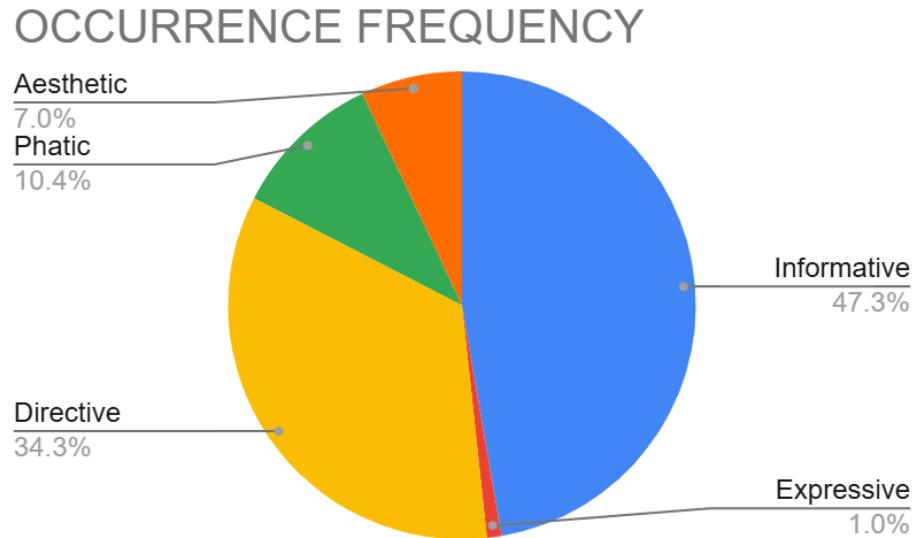
#### 3.1. Result

The research analysis finds five language functions that appear in copywriting of hotels' Instagram accounts. Copywriting contains informative, expressive, directive, phatic, and aesthetic functions. The texts for the captions are written in various styles combining five language functions. This table shows the detailed findings of language functions in copywriting.

Table 1. The Language Function Types Appeared in Copywriting

No.	Primary Functions	Occurrence Frequency	Detailed Functions
1.	informative	236 data	to inform hotel identity, describe products (rooms, dining menu, and facilities), inform events and special offers
2.	expressive	5 data	to express feelings (joy, excitement, blessing) on special occasions
3.	directive	171 data	to ask people to book hotel packages (room or dining) and to purchase hotel products or services
4.	phatic	52 data	to greet customers on special occasions such as festive seasons and to appreciate customers after booking
5.	aesthetic	35 data	to convey meaningful quotations and describe beautiful moments
Total Posts		239 data	

Based on 239 copywriting data, the most dominant function is the informative function with 236 data followed by the directive function with 171 data. Besides, phatic function appears in 52 data and aesthetic function appears in 35 data. Meanwhile, the expressive function is found least in 5 data among all copywriting data. The chart below features the percentage of language function usage.



**Chart 2. The Percentage of Language Functions Occurrence Frequency in Copywriting**

Informative function as the major function aims to inform the public about hotel products and services. In the digital marketing context, Instagram is considered social media marketing. Hence, the formulation of copywriting text is crucial. Albrighton in (Jesslyn & Agustiningsih, 2021) emphasizes that copywriting is the optimal use of language that aims to promote or persuade. The Instagram post requires obvious and detailed information about the products to increase brand awareness. Instagram is a two-way communication between the hotel industry and the public. Kim in (Elysa et al., 2021) finds that the main benefit of using Instagram is to enhance brand awareness and share the latest information with the public, especially tourists. The information presented in the copywriting helps the public to recognize the hotel's products and to determine their choices.

The finding of this research has a similar pattern to a previous study about language functions in advertisements of Agata Hospitality Bali. That research uses Jakobson's language function theory and finds that reference function frequently appears in advertisement texts. Specifically, the reference function represents the information about accommodation products and services (Aningsih et al., 2022). Meanwhile, the informative function in this research is not only formulated by how the copywriting texts describe the hotel's products and services but also provides information about the hotel's identity such as name and location. The minor functions are also required to strengthen copywriting optimization since these functions formulated in text feature the variations of writing style.

The directive function in copywriting helps clients comprehend why this hotel is a better alternative than competitors. Copywriting that employs this function can highlight the hotel's distinguishing features that rivals lack, such as lower pricing for comparable amenities or special loyalty programs for repeat clients. In promoting their products and services, hotels need to implement persuasive language. According to (Suleman, 2023), copywriting refers to the

persuasive technique of writing promotional material for commercial purposes. This phase requires hotels to direct clients to buy their products. Considering the basic function of Instagram as a communication tool, the phatic function in the copywriting text is important to implement for building relations with customers. It is beneficial to strengthen customer loyalty and public trust. Hotels can optimize social relations with customers through Instagram features including comment columns and direct messages. The aesthetic function is also vital in making copywriting more attractive by varying sentence form since it exposes the beauty of words. Copywriting makes hotel descriptions feel more appealing, interesting, and less boring by including aesthetic and creative language. Meanwhile, the expressive function also helps to create a pleasant emotional impression. For example, by describing the hotel's comfort or exclusivity, potential clients might be assured that they will have a valuable experience while staying there. To add an emotional aspect, descriptions must be added using the expressive function.

### **3.2. Discussion**

This part explains the detailed analysis of five language functions represented in the copywriting text. The analysis includes the language formulation of the text based on each function.

#### **3.2.1. Informative Function**

Unlike the relevant research about Instagram copywriting conducted in 4-star hotels in Solo City, copywriting in 3-star hotel Instagram accounts dominantly contains informative functions. Putri & Kinasih (2023) found that in 4-star hotels, the directive function dominates copywriting texts followed by the phatic function. That finding shows that the purposes of English copywriting used in 4-star hotel Instagram accounts are for marketing or promotion and building social communication with the customers. Meanwhile, this research finds that the informative function dominates the copywriting texts reaching up to 47.3%.

Informative or informational function, according to Leech, is the function of language to convey certain information to people (Utami et al., 2020). In line with the main purpose of language as a tool of communication, the informative function is categorized as the basic function. The speakers or writers convey certain information to the readers or listeners. Through copywriting text, hotels or accommodations aim to provide information to the customers by describing their products and services. The informative function analysis can be viewed in the text formulation below.

***Perfect dish for you who want to relax their mind while grabbing light munchies Classic Gado-gado on Wednesday afternoon with faultless spot on, only on @barelosolo at @swissbelinnsaripetojo***

Swiss-Belinn Saripetojo Solo Hotel obviously informs its restaurant product by describing the signature menu. The hotel provides Classic Gado-gado that can be purchased on Wednesday afternoon only. The customer can dine at a hotel restaurant called Barelo Solo to enjoy this dish. To make it interesting, Swiss-Belinn Saripetojo Solo Hotel also describes Classic Gado-gado as the perfect dish and Barelo Solo as the perfect restaurant so the customer can relax their mind while dining. A similar formulation is also found in another copywriting of Fave Hotel Solo Baru.

***Create special moment wedding with favehotel  
We have special prices starting from IDR 5.000.000,00***

***For more information, please click link in BIO Instagram.***

The hotel also gives information about its services such as wedding packages. Fave Hotel Solo Baru clearly informs that it also offers wedding packages for the customers. The hotel adds detailed information about the price that costs starting from IDR 5.000.000, 00. This information infers that the customers can celebrate their wedding ceremony at Fave Hotel Solo Baru. The customer can find more information and book the wedding package by only clicking the link in the Instagram biodata (part of the profile). The informative function can be implemented to highlight the hotel's uniqueness through special promo offered only at its hotel. This function is effective in objectively explaining the benefits of hotel services or facilities. Good copywriting can accurately and precisely convey brand values (Khalil et al., 2023). With informative language, hotels can convey various important information such as the promotions offered, strategic location, signature menu, or complete room facilities. Furthermore, informative functions can also be optimized to attract certain market attention. In attracting the attention of a certain market segment, the informational function becomes very important. The informational function plays a role in conveying specific offers to certain market niches, such as exclusive deals for wedded couples looking for a romantic stay experience.

Informative function frequently appears in most copywriting since this function is not only contained in the caption but also in the hashtag. An Instagram post consists of visual and textual content. Visual content features one or more images. Meanwhile, the textual content can feature a descriptive caption and hashtags (Bashari & Fazl-Ersi, 2020). The descriptive caption presents the explanation of the posted image. Hashtags are keywords written without space and begins with the sign “#”. Hashtags enable people to find specific information directly (Wahyujatmiko et al., 2023). The picture below shows the use of hashtags in copywriting text as the informational aspect.



Figure 1. Informative Function Used in Hashtag (Neo Gading Solo Hotel)



The hashtags **#cinematography** **#cinematic** **#hotelneogadingsolo** **#stayatarchipelago** **#view** used in the above post defines the identity of the hotel and give information about the hotel room type. The hashtag **#hotelneogadingsolo** obviously identifies the hotel's name while hashtags **#cinematic** and **#view** describe information about its room type with a beautiful view. It infers that the customer will get a beautiful view if they stay at Neo Gading Solo Hotel. This formulation is also found in Fave Hotel Manahan Solo's Instagram copywriting.

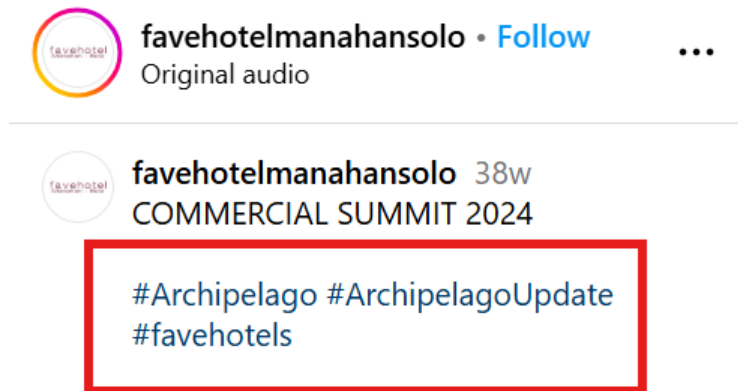


Figure 2. Informative Function Used in Hashtag (Fave Hotel Manahan Solo)

Similar to Neo Gading Solo Hotel, Fave Hotel Manahan Solo informs its identity in several hashtags such as **#Archipelago** **#ArchipelagoUpdate** **#favehotels**. Hashtag **#favehotels** obviously defines the hotel's name while hashtag **#Archipelago** refers to Archipelago Group. Archipelago is an international group managing several hotel brands such as Fave, Aston, Alana, Quest, Neo, Huxley, Harper, and Kamuela (Archipelago, 2024). This hashtag informs that Fave Hotel Manahan Solo is a part of Archipelago management. Meanwhile, hashtag **#ArchipelagoUpdate** refers to the updated event held at one of Archipelago hotels which is Commercial Summit 2024. This also infers that Archipelago Management can manage MICE by providing an event venue.

### 3.2.2. Directive Function

Leech in (Artikmashrabovna, 2022) states that the directive function aims to give other people (listeners or readers) a certain order. In other words, the formulations in language are to ask people to do something, to persuade people, and to invite people. This research finds that the directive function has the second-highest frequency appearing in copywriting texts with 34.3%. The patterns are mostly to persuade people to book hotel packages such as room or dining, both explicitly and implicitly, and to ask people to purchase the other products or services offered by hotels.

*Enjoy an unforgettable school break with our exclusive School HoliDEALS!*

*Indulge in luxurious rooms with breakfast for 2 and take advantage of special discounts on laundry and food & beverage.*

*Plus, enjoy a complimentary late check-out until 03.00 pm\*\*.*

*Create priceless memories with loved ones.*

*Book now at <https://bit.ly/SchoolHoliDEALS> or simply click the link on our bio!*

At first, the hotel invites the customer to enjoy the school holiday by offering special deals. Following this, the hotel persuades the customer to enjoy its room special package by offering luxurious room package advantages in facilities and adding the complimentary for late checkout. The hotel also suggests the customer book this package by adding a persuasive statement *“Create priceless memories with loved ones”*. This statement infers that this package is perfect spend for a family. At last, the hotel directly asks the customer to book with the statement **“Book now”** and directs the customer to click the link on its Instagram biodata for booking. The words **“book”** and **“click”** indicate the direct words to ask people to purchase the products. However, hotels sometimes use implicit words like in the below caption.

*Join with us in Kids Activities, only in Swiss-Belinn Saripetojo you can find more attractive activities every Saturday afternoon.  
For more information and reservation just tab on our bio!*

Swiss-Belinn Saripetojo Hotel provides activities and facilities for kids. This hotel does not use explicit words to ask customers to purchase; it uses an alternative word that sounds less direct. Instead of using **“book”** or **“buy”**, it changes with **“join”**. The word **“join”** in this context does mean that this hotel asks the customer to join the hotel activities only, however, it is an implicit yet persuasive way to ask people to book. A persuasive statement is needed when it deals with a promotion as in the below caption.

*Black Friday Bed Bash! Get 30% OFF!  
Don't miss out on the Black Friday Bed Bash! Up to 30% off for a weekend getaway, family adventure, or romantic escape.  
Book now and treat yourself to the relaxation you deserve.  
Explore exclusive deals by visiting our website at  
bit.ly/blackfrideals2023 or simply click the link in our bio.*

The persuasive statement can be formulated by using pressure tactics. Pressure tactics for persuading customers contain the urgency for quick purchases (Ramli & Razak, 2023). It commonly gives the customers a time limitation or countdown. The phrase **“Don't miss out”** persuasively asks people to book the special offers as soon as possible since it is only available during Black Friday. Furthermore, it adds the phrase **“relaxation you deserve”** to convince the customers that they have the right to relax time and pamper themselves. In other words, the hotel tries to highlight that customers can enjoy relaxation at a lower cost after a discount.

The directive function is also found in the hashtags. Similar to the patterns containing informational functions, hashtags can direct people in a shorter phrase. Hashtag is a mean to regulate mass behavior and a powerful marketing tool for product updates (Gaputina & Budnik, 2020). Based on the above analysis, the use of Instagram copywriting is for promotional or marketing purposes. The hotel can use hashtags to reach global customers.

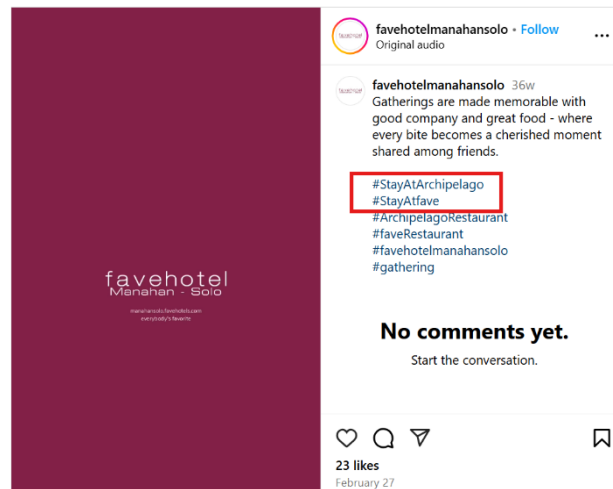


Figure 3. Directive Function Used in Hashtag (Fave Hotel Manahan Solo)

This post combines informational and directive functions in the hashtags. The hashtags **#ArchipelagoRestaurant** **#faveRestaurant** **#favehotelmanahansolo** **#gathering** give information about the hotel's identity and event. Meanwhile, the hashtags **#StayAtArchipelago** and **#StayAtFave** indicate persuasive acts. Both hashtags indirectly ask the customer to stay or book at one of Archipelago's hotels, especially at Fave Hotel.

### 3.2.3. Phatic Function

Leech states that the phatic function in language is used to sustain people's relations (Made et al., 2023). In this context, language has a social role. It is embodied in copywriting text. Hotels build and maintain communication with the customer through Instagram. The formulations are mostly to greet the customers, specifically on special occasions. To welcome the festive seasons, hotels commonly send seasonal greetings on Instagram, for example during the Christmas holiday or other religious public holidays.

*Wishing you a joyous Christmas filled with love, laughter, and cherished moments with your loved ones.*

*May your Christmas be adorned with the enchanted magic of joy, love, and festive wonders!*

*From all of us Swiss-Belinn Saripetojo Solo wishing you Merry Christmas & Happy Holiday!*

Through this caption, Swiss-Belinn Saripetojo Solo sends Christmas greetings to its customers. The hotel also adds wishes and hopes that they can celebrate the holiday in a wonderful condition and can enjoy the holiday with good people surrounding them. Seasonal greetings can develop relations

between the hotel and its customers and make a good impression on customers.

In addition, the hotel maintains its relationship with customers by appreciating loyal customers after they book or purchase hotel products and services. The common expression is gratitude or saying “thank you”.

*Thank you for choosing the favehotel Manahan Solo as a place to spend your holidays.*

Maintaining social relationships with customers is crucial for sustainability. Fave Hotel Manahan Solo appreciates its customers by saying “thank you”. Gratitude expression can be used to engage with the customers and make them rebook or repurchase. This caption indicates that the phatic function is also vital to be implemented in the copywriting text since it can maintain sustainable relations between hotels and loyal customers. Greetings and expressions of gratitude can create more personal and impressive relations than those of competitors. Maintaining relations with customers through Instagram can enhance hotel loyalty. (Ardinantoro & Pradana, 2024) finds that the use of Instagram is effective in increasing brand loyalty, particularly in the tourism industry. Instagram does not only attract customers’ attention but also builds closer relations between customers and the brand.

### 3.2.4. Aesthetic Function

Aesthetic function sounds different from other functions because according to Leech, this does not have any particular meaning. This function highlights the poetic aspect of the utterance (Made et al., 2023). Aesthetic function is commonly found in literature or written communication. This function appears in the Instagram copywriting text. Since it only emphasizes the poetic aspect, the text formulation is only for quoting public figures’ statements or beautiful phrases made by the hotel itself.

*The future belongs to those who believe in the beauty of their dreams."*  
(Eleanor Roosevelt)

The aesthetic function in Instagram copywriting text above has no certain intention. It purely takes Eleanor Roosevelt’s statement. Alternatively, it is adjusted to the picture description. The quotation is used to illustrate the picture.



Figure 4. Aesthetic Quotation to Illustrate Picture

Fave Hotel Solo Baru depicts the work of its housekeeping staff through an image. The hotel does not convey a direct description of the image. However, it puts a meaningful quotation related to hard work that correlates with the image. The aesthetic function is important in providing variation in sentence structure in copywriting to make it more appealing, considering that the aesthetic function highlights the beauty of words. Using aesthetic and creative language, copywriting can make hotel descriptions feel more vibrant, engaging, and not monotonous.

### 3.2.5. Expressive Function

Leech's expressive function represents people's feelings about something (Ehineni, 2014). People express what they feel and think about something through language. In other words, language is the media to deliver people's emotions, attitudes, thoughts, or impressions toward something. This research finds that expressive function rarely appears in the copywriting text. The text pattern commonly expresses certain feelings such as joy, excitement, and blessing on special occasions.

*Click, Catch, Hooray! Dive into the fun with 'clickNcatch Flamingos' at favehotels. Our website is now a playground of prizes, and your adventure awaits from February 3rd to 10th, 2024.*

*To play, simply explore favehotels.com and all favehotels locations to find hidden flamingos. Click on them, and you might snag hotel vouchers worth IDR 2,000,000! P.S. If you win, you will receive an email within the latest 2x24 hours.*

*Don't miss out on this limited-time chance. Start clicking now at bit.ly/clickNcatchflamingos and get ready for flamingo-filled excitement!*

This caption actually aims to promote the hotel's special offer. This is a limited room voucher from Fave Hotel to give the customers a special price by offering a discount for a limited period. To attract customers, the hotel does not only inform the voucher's worth but also uses expressive sentences. The word **"Hooray"** expresses the feeling of joy and excitement. In spoken communication, **"hooray"** is shouted happily. Through this caption, Fave Hotel invites customers to get its special voucher by clicking the website and collecting flamingo icons. The customers should collect flamingo icons as many as possible to get the voucher. **"Hooray"** expresses the customer's joy after they win this voucher.

## 4. Conclusion

Language is a tool of communication, both spoken and written communication. As a communication tool, language has several functions. Social media platforms including Instagram have become one of the most popular platforms in this digital era. Copywriting is a crucial aspect of Instagram since it requires certain formulations to convey the information. There are five functions of language found in the copywriting text of 3-star hotels' Instagram accounts encompassing informational, directive, phatic, aesthetic, and expressive functions. The informational function is the most dominant function followed by the directive function. Specifically, the informational function appears in copywriting texts that aim to give information about the hotel's products, services, and facilities. Meanwhile, the directive function appears in copywriting texts that aim to persuade people to book or purchase the hotel's products and services. In conclusion, copywriting used in 3-star hotels' Instagram accounts is more for brand awareness rather than a marketing tool. The hotel industry should

optimize Instagram copywriting by implementing five language functions formulated in the copywriting text. This research can be developed by examining the effectiveness of English copywriting in hotel marketing and promotion in further study.

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