Language Style Used on the Caption of @ecobites.official Instagram Account: A Stylistic Study

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ABSTRACT

The language style used in captions is one of the advertising strategies to attract audiences. Captions, as a linguistic aspect, play an important role in supporting the effectiveness of advertising on Instagram. Through using this language style, Ecobites, as an eco-friendly product can create advertisements that can spread awareness about the importance of using eco-friendly products. This aims to persuade the audience to choose ECOBITES. Therefore, examining Instagram captions as advertising tool is worth to studying. Thus, the objective of this study is to identify the types of the language style used in the Instagram captions of the @ecobites.official account. The theory that was used in this study is Keraf's (2007) theory. This study uses qualitative method, with documentation technique to collect the data. The subjects are 15 captions from the @ecobites.official Instagram account. The results show that @ecobites.official Instagram captions used varied language styles, they are 1) Based on the word choice, @ecobites.offfical Instagram captions were dominated by conversational language style; 2) @ecobites.official Instagram captions were dominated by intermediate language style when viewed based on tone; 3) Based on the sentence structure, Ecobites' Instagram captions were dominated by climax and repetition language style; and 4) Language style based on the direct and indirect meaning that used in Ecobites' Instagram captions were dominated by rhetorical language style.
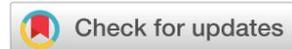
1. Introduction

Language is a highly crucial aspect in communication because it functions to convey information, emotions, thoughts, and other purposes to the addressee (Mailani et al., 2022; Aswad et al., 2019; Pratiwi et al., 2026). Furthermore, in relation to the development of modern technology and communication, language has undergone a significant transformation within the marketing context, especially across social media platforms. On Instagram, language functions as a tool to introduce a brand and to capture the public's attention in order to advertise the products.

In the advertising world, particularly on social media, there are two key aspects to creating attractive advertisements, namely visual and verbal aspects (Majid et al., 2023; Prihandoko et al., 2019; Andini et al., 2026). Muzainah et al. (2022) state that 71.43% of 30 respondents said that the role of the linguistic aspect in an advertisement is "very important". The linguistic aspect can be seen from the choice of words used or the language style delivered to the audience. In the linguistic aspect, language style refers to a variety of language arrangements that can create aesthetic value so that the language becomes livelier (Ramdoni et al., 2021; Rahman, 2017; Yaumi et al., 2023). The use of language style can influence the audience's perception of the product being promoted, as language style can reflect the character and identity of a brand (Hutauruk et al., 2022; Said et al., 2021; Adinda et al., 2026). In addition, the use of language style can create a connection with the audience, making it easier for brands to convey their values effectively (Musonda & Siame, 2025; Karubaba et al., 2024; Junaid et al., 2026). The use of language style on social media for advertising purposes is realized through captions. Captions are often used as supporting elements for post in social media in promotional or advertising activities. Alfarisi & Santhi (2025) stated that communicative captions containing call-to-action were able to increase audience engagement, such as the number of likes, comments, and content shares. Therefore, the use of the language style in captions can increase public awareness of a product, especially for new products such as eco-friendly products.

Eco-friendly products have begun to gain public attention along with the increasing public awareness of global issues such as climate change. Ecobites is one of the eco-friendly products in the form of edible biodegradable tableware, which is designed to reduce plastic waste. Unfortunately, there are still many people who are not interested in changing their consumption habits to use eco-friendly products. This is supported by a previous study that states that there are three obstacles explaining why many people still change their consumption habits into eco-friendly products, they are 1) The high price of eco-friendly products; 2) Limited access to green products; and 3) consumption habits that are difficult to change (Hijrah et al., 2025). Therefore, eco-friendly products need to maximize advertising in order to promote their products. This is intended to attract public interest and spread awareness so that people are willing to purchase eco-friendly products. Green marketing is a strategy commonly used by brands to promote eco-friendly products. Green marketing is a promotional strategy used to gain benefits based on claims of eco-friendly products and sustainable production processes (Rizal & Harsono, 2022).

As an eco-friendly product, Ecobites has implemented various marketing strategies, one of which is through social media. This can be seen from the posts uploaded by Ecobites on various social media platforms such as Instagram, TikTok, YouTube, and Facebook. Furthermore, in the context of green marketing, social media becomes a relevant platform for conveying environmental messages and responsibilities to a wider audience. This is because society is highly attached to social media, making it easier for people to access such information. Understanding how green marketing messages are communicated helps improve sustainability efforts and influences consumer behaviour toward eco-friendly choice. Among the various social media platforms owned by Ecobites, Instagram is the platform with the highest number of followers and posts compared to the other social media platforms. Dharta et al. (2023) state that Instagram appeals to a wide range of audiences, including teenagers and adults. This is also supported by data from the We Are Social and Meltwater platforms, which show that Instagram users reached 1.91 billion as of October 2025 (Dataindonesia_id, 2025). Therefore, Instagram is a suitable platform for promoting Ecobites.

Various studies about language style in advertising have been widely conducted. First, a study conducted by Arman et al. (2023) used a qualitative design and Keraf's (2007) theory. This study explains that there are four language styles found in conventional advertisements. However, this study focuses more on conventional advertising media in the form of banners and pamphlets. In fact, as time goes by, advertising is more frequently carried out through digital media.

Second, Li & Wang (2023) investigate the effect of the chatbots' language style on customers through two scenario-based experiments. This study shows that when chatbots use an informal language style, customer intention to continue using the service and attitude towards the brand increase through the mediating role. This study emphasized on the language style used in chatbots' on customers, not on digital media advertisements.

Third, Lu et al. (2025) also conducted a study about language style. This study investigates how language style can influence audiences to the nutrition product. By using an experimental method, the result of this study is that innovative advertising language, clear information processing, and strong information credibility are important factors in increasing consumer purchase intentions towards nutritional products.

Previous studies still largely focus on non-eco-friendly products and conventional advertisements. Meanwhile, language style produces varying effects across different product (Luo et al., 2021). In addition, the four (4) aspects of language style proposed by Keraf (2007) have not been explained by previous studies. Therefore, further research on the use of language style in advertising is still needed to close the gap in previous research. Thus, the objective of this study is to identify the types of language style used in the Instagram caption of the @ecobites.official account through language style based on the word choice, tone, sentence structure, and direct and indirect meaning that was proposed by Keraf (2007).

Keraf (2007) stated that there are four (4) types of language style, they are:

1.1 Language style based on the word

This type can be identified through three (3) features: formal language style, informal language style, and conversational language style. Formal language style is used in official settings, such as presidential addresses. Informal language style is used in literary works and news articles. Conversational language style is commonly used in daily conversation. According to Wen & Xu (2026), conversational language style is part of friendly language style. They also explained that using this language style can effectively reduce tension. This statement supported the study conducted by Jin & Eastin (2022), which stated that this language style fosters a sense of social presence.

1.2 Language style based on the tone

Language style based on the tone can be viewed through three (3) aspects: simple language style, noble and powerful language style, and intermediate language style. Simple language style is commonly used to give instructions and lectures. Noble and powerful language is characterized by strong energy and intensity, enabling it to evoke the audience's emotions. Meanwhile, the intermediate language style aims to establish a pleasant and harmonious atmosphere, as the tone is gentle, warm, and positive humor.

1.3 Language style based on the sentence structure

This type of language style can be seen through five (5) aspects: climax language style, anticlimax language style, antithesis language style, repetition language style, and parallelism language style. Climax language style refers to a sequence of ideas arranged in progressively increasing importance (supporting sentences -> main sentence). Anticlimax language style refers to a style where the main sentence is placed at the beginning, followed by ideas that are less important (main sentence -> supporting sentences). Repetition language style is a style that repeats sound, syllables, words, or parts of sentences to give emphasis. Antithesis language style is a style that presents two contrasting clauses or sentences. Meanwhile, parallelism refers to the use of words or phrased that share the same grammatical structure and serve the same functions within a sentence. According to Vania et al. (2023), antithesis language style is commonly used to describe the social aspects of human life through storytelling.

1.4 Language style based on the direct and indirect meaning

These types of language style can be identified through two (2) aspects: rhetorical language style and figurative language style. Rhetorical language style refers to the language used that has its literal meaning, without exaggeration or hidden meaning. There are many various rhetorical languages styles, such as anastrophe, apophasis, rhetorical question, etc. Figurative language style is formed based in comparison and similarity between things. Figurative language style also has various subtypes, such as metaphor, simile, irony, satire, hypallage etc. Liu et al. (2020)stated that information delivered using a figurative language style is not only realistic but can also describe experiences effectively.

2. Methodology

2.1 Research Type

A qualitative design is employed in this study, as described by Miles et al. (2014). This design is chosen because the results of the analysis are presented in descriptive forms using words rather than numerical data. In addition, the analysis draws on theory, ensuring that the researcher's interpretations are not purely subjective. Thus, these characteristics are in line with the qualitative approach proposed by Miles et al. (2014).

2.2 Object of the Study

The subject of this study is the Instagram caption on @ecobites.official account. Instagram caption on @ecobites.official account was chosen because this platform promotes sustainable products, such as Ecobites edible biodegradable tableware more massively than the other social media. In addition, Ecobites' Instagram account has the highest number of followers and viewers.

Furthermore, the @ecobites.official Instagram account serves as an advertising medium and main medium for reporting entrepreneurial activities conducted by the team to *Direktorat Pembelajaran dan Kemahasiswaan, Kemdiktisaintek*, as a form of accountability for the *Program Kreativitas Mahasiswa - Kewirausahaan 2024* (*PKM-K 2024*). Therefore, this study analyzed 15 captions of posts that aimed to advertise Ecobites, not posts intended to provide reports on *PKM-K 2024* activities.

2.3 Data Collection Technique

This study used a documentation technique to collect the data obtained from the captions of the @ecobites.official Instagram account. There are some procedures to collect the data: 1) reading all captions of @ecobites.official Instagram account; 2) selecting some captions that aim to promote Ecobites edible biodegradable tableware product; 3) documenting the selected captions and save it into a Google Drive file; and 4) categorizing the selected captions.

2.4 Data Analysis Technique

The data were analyzed using the technique proposed by Miles and Huberman (2014). They stated that there are three steps of data analysis techniques, they are data condensation, data display, and conclusion drawing/verification.

a. Data condensation: the researcher reduced the original data (all of the captions of @ecobites.official) to selected data (captions that aim to promote Ecobites). In addition, the researcher also reduced the original sentences in datum to the selected sentences in a datum.

b. Data display: the researcher categorized the data into four (4) types. Afterward, the researcher classified the data into various subtypes under each type.

c. Conclusion drawing/verification: the researcher made conclusions from the analyzed data based on the theory that was used and interpreted the findings.

3. Results and Discussion

3.1 Result

Keraf (2007) stated that there are four (4) types of language style based on language style based on word choice, language style based on tone, language style based on sentence structure, and language style based on direct and indirect meaning. Therefore, four types of language style are found in the captions of @ecobites.official Instagram account.

3.1.1 Language Style Based on the Word Choice

Language style based on the word choice can be seen in the three types, they are formal language style, informal language style, and conversational language style. From 15 data collected, the results regarding the language style based on the word choice can be seen in Figure 1.
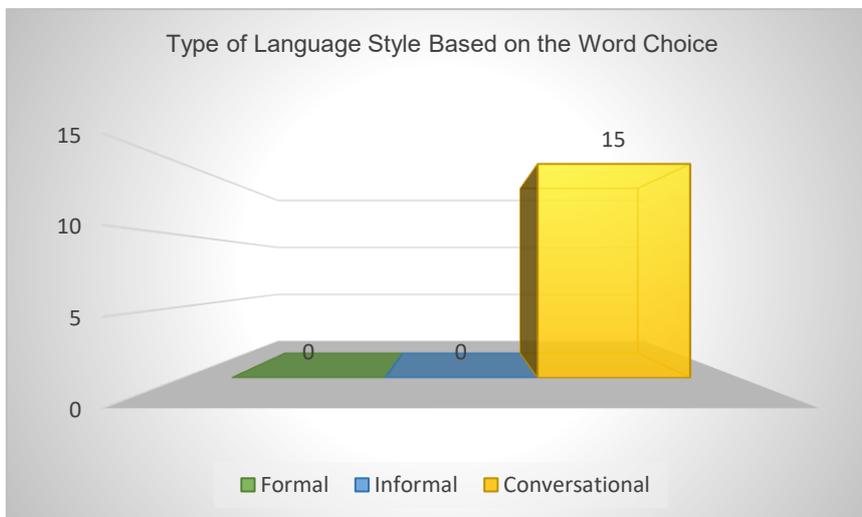
Figure 1. Type of Language Style Based on the Word Choice

Figure 1 shows that 15 data have been analyzed, dominated by a single type, that is conversational language style. Meanwhile, the other types, such as formal language style and informal language style ,were not found in this study. This is indicated by the use of the types of language style in the Ecobites' Instagram caption which have the same characteristics that proposed by Keraf (2007) consistently. Keraf (2007) argued that conversational language style usually uses daily conversational sentences and commonly used words are popular in society. In addition, he also stated that syntactic/morphological aspects are not strictly considered and commonly ignored. Table 1 presents the example of the data that shows conversational language style found on the caption of the @ecobites.official Instagram account.

Table 1. Conversational Language Style

| Datum	Examples/Evidences
Datum 1	Hi, Ebers!
	We're waiting for your testimonials, guys
Datum 2	Hurry up
Datum 3	Here's what you've been waiting for 🤩

Datum 4	Don't worry, guys
Datum 15	seeing Mimin's post about the environmental issues raised

Data 1 and 3 show that the caption uses the greetings "Hi, Ebers" and the pronoun "you", which are usually used in daily conversations. In addition, Datum 2 also presents the phrase "hurry up" as a spontaneous or direct invitation typically found in everyday speech. These features indicate a sense of connection and closeness between the addresser and the audience as the addressee. Similarly, the expression that is present in datum 4 reflects an informal and conversational tone. Furthermore, datum 15 also represents a conversational language style, as the word "Mimin" indicates the neglect of morphological conventions that in line with the theory proposed by Keraf (2007).

3.1.2 Language Style Based on the Tone

Keraf (2007) argued that Language style based on tone has three aspects, they are simple language style, noble and powerful language style, and intermediate language style. Figure 2 presents the analysis results of language style based on tone that were found in 15 captions of the @ecobites.official Instagram account.
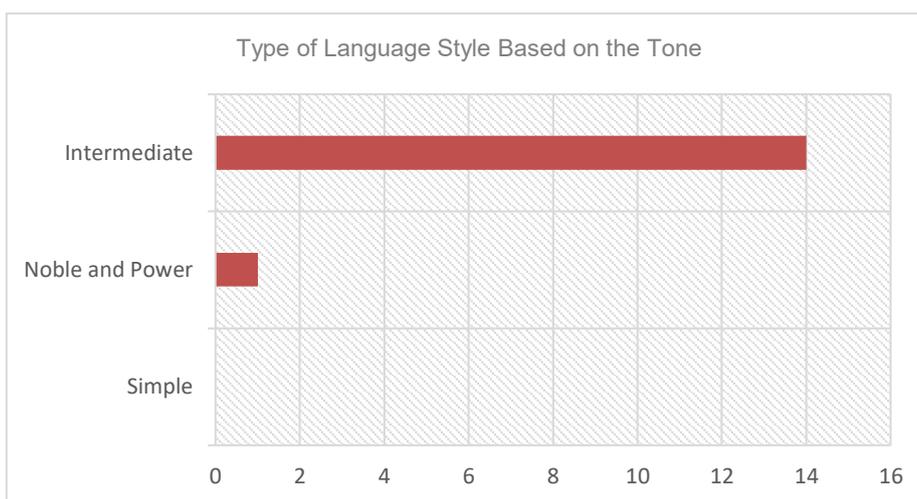
Figure 2. Type of Language Style Based on the Tone

Figure 2 shows that the Intermediate language style dominated the 14 captions of Ecobites' Instagram account based on the tone. Then, the noble and powerful language style is found in only one datum. Meanwhile, the simple language style was not found in this study.

The evidences intermediate language style found in the captions of the @ecobites.official Instagram account can be seen in Table 2.

Table 2. Intermediate Language Style

Datum	Examples/Evidences
Datum 7	Don't worry guys!
Datum 13	Are you curious?
Datum 15	Don't you feel so sad?

Intermediate language style usually has some characteristics, such as a pleasant and peaceful atmosphere. It is because the tone is gentle, affectionate, and contains healthy humor. The sentences in datum 13 and 15 carry an affectionate tone through the use of rhetorical questions addressed to the audience. Datum 7 creates a sense of closeness with the audiences, as the sentence is used to engage and reassure the audience as the addressee. Datum 7 also expresses an affectionate tone by trying to convince the audience that things are under control and will be fine. Furthermore, these data contain gentle and affectionate sentences. Therefore, these examples present that the captions of @ecobites.official are dominated by the intermediate language style.

The noble and powerful language style was also found in the 15 captions. However, this type of language style was very limited because it only occurs on one post identified as a noble and powerful language style. The example of this language style is presented in Table 3.

Table 3. Noble and Power Language

Datum	Examples/Evidences
Datum 14	You must feel sad seeing environmental conditions that are getting dirtier over time, with fewer people caring about them 😨 ♻️ 🌲

Keraf (2007) stated that the noble and powerful language style is generally able to evoke readers' emotions. He also explained that this language style can persuade and attract audiences to achieve the goals. The sentence in datum 14 attempts to persuade the audience about the worsening environmental pollution, particularly considering that many people remain indifferent to these issues. Datum 14 also suggests the audience's emotions concerning the alarming state of the environment.

The simple language style was not found in any of the captions of the @ecobites.official Instagram account.

3.1.3 Language Style Based on the Sentence Structure

Keraf (2007) argued that language style based on sentence structure has five (5) types, they are climax language style, anticlimax language style, parallelism language style, antithesis language style, and repetition language style. Figure 3 presents the result of the analysis of language style based on the sentence structure that was found on the @ecobites.official Instagram account's caption.
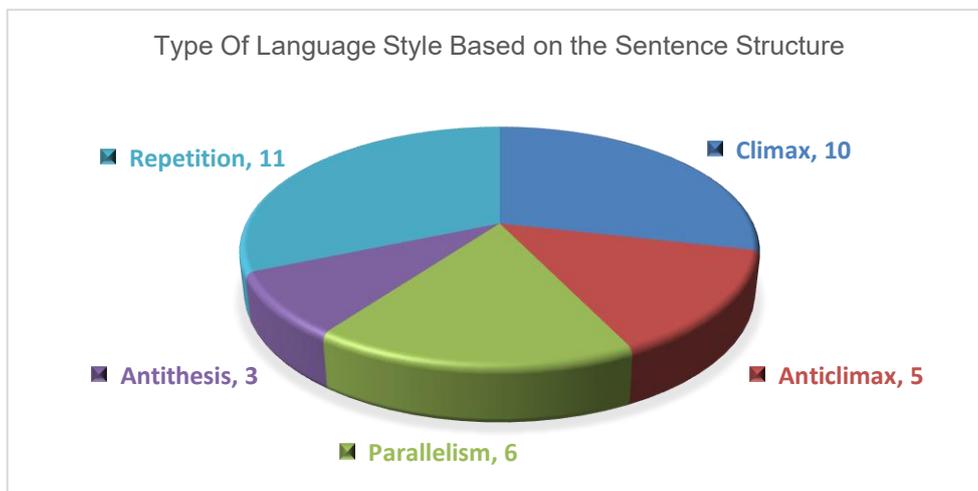
Figure 3. Type of Language Style Based on the Sentence Structure

Figure 3 shows that the whole language style based on the sentence structure was found in the 15 captions of the @ecobites.official Instagram account. Figure 3 also reveals that repetition language style is the most frequently used in this study, as this language style was found in 11 data. Then the most frequently use followed by climax language style, that appear in 10 data, parallelism language style was identified in 6 data, anticlimax language style appeared in 5 data, and last, antithesis language style was the least frequently used language style. Anthithesis language style was found only in 3 data.

Table 4 presents examples of the climax language style that was identified in the Ecobites Instagram captions. Keraf (2007) stated that climax language style is a style in which the main sentence is placed at the end of the sentence, while the supporting sentences are placed at the beginning.

Table 4. Climax Language Style

Datum	Examples/Evidences
Datum 4	Yesterday we already did the 3rd production, now let's take a peek at the 4th production 🤩 → In this 4th production, we still maintain the quality of ECOBITES products → we will definitely always ensure the best quality of our product
Datum 7	So, how do you feel after watching the 3rd product production video? →Don't worry, guys! To boost your confidence, we are present TESTIMONI#3 🥳

Table 4 presents that datum 4 employs a climax language style, as the initial sentences, because this sentence acts as a connecting sentence or small talk before moving to the core message. Which means, this sentence have function as a supporting sentence. This is followed by a second sentence that has more important information to the audience by explaining the posted image. Finally, the last sentence serves as the main message intended to inform the audience that the quality of Ecobites products has been well maintained. Datum 7 also demonstrates that the main idea is placed at the end of the caption.

Furthermore, Table 5 presents the evidence of anticlimax language style that was found in the caption of the Ecobites'Instagram account. Keraf (2007) stated that anticlimax language style is the opposite of the climax language style. It is because the main sentence is placed in the initial paragraph, followed by the supporting sentences.

Table 5. Anticlimax Language Style

Datum	Examples/Evidences
Datum 6	ECOBITES products have officially secured the SPP-IRT Certificate → By holding the SPP-IRT, quality and food safety are guaranteed and legally protected

Datum 6 shows that the main idea as well as the main sentence is presented initially by directly discussing the SPP-IRT Certificate. After that, that sentence is followed by a supporting sentence that explains the benefits of having the certificate. This charecteristics is in line with Keraf's (2007) theory that these examples reflect the anticlimax language style

Parallelism language style was found in the caption of the @ecobites.official Instagram account. The example can be seen in Table 6.

Table 6. Parallelism Language Style

Datum	Examples/Evidences
Datum 1	Keep developing and improving our product
Datum 12	ECOBITES product are good for: Body Health ✅ Preventing Anemia ✅ Body Detoxification ✅

Parallelism language style refers to a style in which several sentence elements are equal in function and depend on a main clause or main word (Keraf, 2007). In datum 1, the elements that have equal functions are "developing" and "improving", while the main word is "keep". Furthermore, in Datum 12, the elements with equal functions are "body health", "preventing anemia", and "body detoxification", with the main clause being "ECOBITES products are good for."

Furthermore, an antithesis language style was found in three data. Table 12 presents examples of antithesis language style

Table 7. Antithesis Language Style

Datum	Examples/Evidences
Datum 10	Are you getting confident to buy, or even more confused?
Datum 15	Don't you feel so sad too, seeing Mimin's post about the environmental issues raised by the ECOBITES Team? But, don't worry, Sobat EBers? You can definitely contribute to improving the situation

Keraf (2007) explained that antithesis language style refers to the language style that contains two opposing ideas. Datum 10 shows that there are two contradictory ideas. Datum 15 also demonstrates two opposing ideas. The first idea is expressed in the sentence "Don't you feel so sad too...", while the second idea, "But, don't worry...", contradicts the first. Datum 15 is categorized as antithesis language style because the first idea validates the audience's feelings, whereas the second idea encourages the audience not to feel sad or afraid.

This study found repetition language style in the captions of the @ecobites.official Instagram account. According to Keraf (2007), he said that repetition language style refers to the repetition of sounds, syllables, words, or parts of sentences to provide emphasis in a particular context. Table 8 presents the evidences or examples of the repetition language style.

Table 8. Repetition Language Style

Datum	Examples/Evidences
Datum 8	Jaga Bumi, Dengan Aksi
Datum 9	It's time for YOU to ORDER 👊🏻 👊🏻 👊🏻
	Hurry up and ORDER NOW yeeee ❗ ❗ ❗
Datum 11	Let's check out the testimonial!
	Here are testimonials from Sobat EBers 🥳

Datum 8 demonstrates the repetition of sound, as shown in the words "Bumi" and "Aksi". Those two words repeated the sound "I" at the end of the words. The sentence functions as the tagline of the Ecobites brand. Therefore, the sound repetition serves to emphasize the message and make the brand identity easier for the audience to remember. Datum 9 repeated the word "ORDER" to emphasize the message and directly encourage the audience to purchase Ecobites products. In addition, in Datum 11, the repetition of the word "testimonial" is used to highlight and provide clear information to the audience that the post presents testimonials from individuals who have purchased Ecobites products.

3.1.4 Language Style Based on the Direct and Indirect Meaning

According to Keraf (2007), language style based on direct and indirect meaning is divided into two types, they are rhetorical language style and figurative language style. Rhetorical language style dominated the captions of the @ecobites.official Instagram account. Meanwhile, the figurative language style was found in only two data as illustrated in Figure 4.
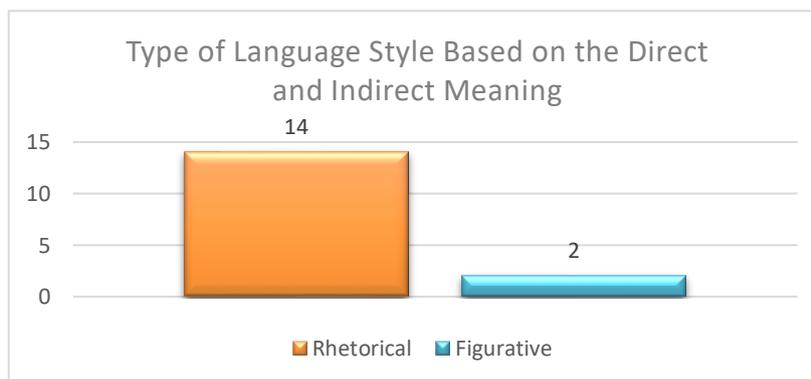
Figure 1. Type of Language Style Based on the Direct and Indirect Meaning

Rhetorical language style is usually used to highlight the meaning and attract attention for the addressee. However, this style does not change the original meaning. Therefore, the sentences can still be interpreted literally. In addition, rhetorical language style expresses meanings that are neither exaggerated nor reduced beyond their natural value (Keraf, 2007). Table 9 presents the rhetorical language style that were found in the Ecobites caption.

Table 1. Rhetorical Language Style

Datum	Examples/Evidences
Datum 3	So, what's left to do???
Datum 5	So, what IP Certificates have been secured?

Data 3 and 5 are evidences of rhetorical language style because the questions that are conveyed are rhetorical in nature. They are not intended to sincerely ask the audience, but rather to emphasize the information that follows and to attract the audience's attention.

The use of figurative language style in the Ecobites captions was very limited, with only two data identified. Information conveyed through figurative language style is generally not purely literal. Table 15 presents examples of figurative language style found in the Ecobites Instagram captions.

Table 2. Figurative Language Style

Datum	Examples/Evidences
Datum 15	Say no to plastic!

Datum 15 shows that this sentence does not literally mean saying *"no"* to plastic; instead, it conveys the meaning of avoiding the use of plastic.

3.2 Discussion

This research demonstrates that the language style used in the captions of the @ecobites.official Instagram account is not used randomly or merely as a formality. Instead, it is a strategy to adjust the characteristics of the targeted social media platform, that is, Instagram. Generally, when conducting promotion on Instagram, a post must be attractive and able to engage audiences. This is done to build connection and closeness with the audience so that the message can be delivered effectively. Inderasari et al. (2021) also state that attracting audience attention can be achieved through the use of various language style variations such as word choice, tone, sentence structure, and figures of speech.

The strategy of using language style is also implemented by Ecobites, as evidenced by its Instagram captions, which are dominated by conversational language style (see data 1 – 4 and 15) when viewed from word choice. This language style is part of a friendly language style that effectively reduces tension (Wen & Xu, 2026). In addition, conversational language style is able to build a relaxed and approachable interaction with the audience so the selection of this language style can establish a connection with the addressee (Wen & Xu, 2026). This can lead audiences to produce a positive evaluation. As an eco-friendly product, Ecobites needs to spread awareness to the public about the importance of using eco-friendly products. This is because eco-friendly products are still rarely used and encountered by the public. Therefore, the use of conversational language style makes it easier for audiences to understand the messages being delivered. This finding is also supported by other research stating that this language style enhaces a sense of social presence, which has been shown to improve interaction outcomes (Jin & Eastin, 2022).

The intermediate language style used in Ecobites Instagram captions is in line with the purpose of using conversational language style, which is to attract audiences to eco-friendly products (as presented in data 7, 13, and 15). As a result, audiences are able to understand the conveyed messages more easily. Ecobites Instagram captions do not use simple language style because this style is usually used to deliver instructions, commands, lectures, and similar activities (Keraf, 2007). If a simple language style were used in Ecobites Instagram captions, the impression created would not be friendly and would not attract audiences, as it tends to give a commanding tone

When viewed based on sentence structure, Ecobites Instagram captions use climax language style (as seen in data 4 and 7) more frequently than anticlimax language style (see datum 6). Climax language style is used to make audiences curious about the information provided because the main sentence is placed at the end of the sentence. This leads audiences to stay on the post as they read the caption until the end. This finding is also supported by a study conducted by Napitupulu (2023) that language makes it easier for audiences to obtain complete information. Meanwhile, anticlimax

language style is very limited in the captions of the @ecobites official Instagram account. According to Deta et al. (2023), anticlimax language style is considered less effective. This is because the main sentence is placed at the beginning, causing audiens will not spend much time on the post since the main sentence has already been read and does not generate curiosity. If this occurs, the advertising approach in the form of attention value will be difficult to apply.

To deliver messages directly, effectively, and informatively, @ecobites official uses rhetorical language style (as presented in data 3 and 5) more frequently than figurative language style (see datum 15). The figurative language style found in this study is very limited because the purpose of the data is to deliver information clearly. Although Harun et al. (2020) state that figurative language style is a powerful linguistic tool for representing social, political, and cultural issues during and after conflict in Aceh, figurative language style can cause miscommunication among audiences because the information is not conveyed clearly. Meanwhile, in advertising eco-friendly products, public awareness is needed so that people first recognize eco-friendly products.

Overall, this research supports the study conducted by Purba et al. (2021), which states that language style is not used randomly but is deliberately selected as a strategy for advertising purposes. The Instagram captions of Ecobites also show that language style is able to represent the purpose of promotion and advertising.

4. Conclusion

The results of this study show that the language styles used in the Instagram captions of the @ecobites.official account are highly varied and possess distinct characteristics. This is done to ensure that the Ecobites Instagram account aligns with the characteristics of Instagram as a platform, thereby enabling it to persuade audiences. Based on word choice, the language style used in the Ecobites Instagram account is a conversational language style, which is found in all data. When viewed in terms of tone, intermediate language style is the language style used by Ecobites. Intermediate language style is found in 14 caption data points, followed by noble and powerful language styles, which are found in only one datum. Based on sentence structure, the Instagram captions of @ecobites official use climax language style more frequently than anticlimax language style Repetition language style is another language style based on sentence structure that is used in 11 data of Ecobites Instagram captions. Furthermore, based on direct and indirect language styles, the Instagram captions of Ecobites are predominantly characterized by a rhetorical language style, as evident in the 14-caption data. In conclusion, the effective use of language style can be a crucial factor in the success of advertising and promotion in digital media. Future studies are encouraged to examine the relationship between the language styles used in the captions of the @ecobites official Instagram account and audience engagement levels.

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