

CHAPTER 1

INTRODUCTION

1.1 Background of the Report

Nowadays, mass communication is a dominant part of modern culture, and media messages have become part of many events. Societies also have always been more influenced by the way social media tells the story of an event rather than the actual content (Whitaker, Ramsey, & Smith, 2012). This new world of communication through social media has changed people's points of view to things that happened around them. It changes their opinion of seeing the world, because, through social media, every single bit of news and information is accessible.

With the increasing number of people's attachment to social media, it is vital to express the contents posted in social media accurately so that every single person could catch the meaning of a picture or a video through a caption (Giannoulakis & Tsapatsoulis, 2016). There are a lot of social media that the public use nowadays; for example, Facebook, Twitter, Snapchat, and Instagram. Instagram is one of the most popular social media today. It is a social media platform used to share pictures and videos of oneself to others from all over the world. Instagram users can also follow another account that posts photos and videos from all around the world. It is a place for people to share what they see, as well as what they hear. In order to make a wonderful post that could grab people's attention, a person must

create the right description of the photos and videos that are being shared. The description that is attached in somebody's post is called a caption.

According to the Cambridge Dictionary, caption is a short piece of text under a picture that describes the image or explains what the people in it are doing or saying. It is a writing piece that helps people to understand a picture better, and it is essential to write a caption in the right way. Caption writing has to use the proper methods and principles because even though a caption is short, it could make a significant difference to every picture above it.

The use of social media and caption writing is frequently used to promote an event or a program in an institution. In Universitas Airlangga (UNAIR), there is an international office that manages and connects Universitas Airlangga with foreign universities from all over the globe. The institution is known as Airlangga Global Engagement (AGE). AGE does not only connects, it also manages every programs and events that collaborates with foreign universities. The other purpose of this institution is for UNAIR to achieve 500 World Class University ranking (Official Website of Universitas Airlangga, 2018). Communication is essential and very much needed in promoting events and programs, and to communicate, AGE uses social media such as Instagram to post every international program and activity which UNAIR has. There are many aspects to consider while writing a caption. Media writers need to pay attention to the writing that they make, such as the writing methods, word choices, and the principles of writing. The writer found that in AGE, the media writers do not always use principles in the caption that they make, not even the basic ones such as the principles of simple language, and the principles of

meaningful language. In caption writing, those principles are useful to provide simplicity, clarity, accuracy, and control. Without principles, the caption will turn out bad and difficult to understand. Thus, the writer decided to do her internship at Airlangga Global Engagement in Event & Communication division, which in charge of posting information about events in AGE's official Instagram account called globalunair.

While doing her internship in the Event & Communication team, the writer's job is to post contents that contain information of events or programs from AGE such as summer school program, information about a session from foreign universities, scholarship opportunities, and student exchange programs. During the time of internship, the writer found several problems with how the Event and Communication team that manage all the social media platforms of AGE used the principles in writing the captions in globalunair's Instagram account. By finding out the problems and the solutions of how the Event and Communication team used the writing principles in the Instagram captions, the writer decided to make a report about "THE WRITING PRINCIPLES USED IN GLOBALUNAIR'S INSTAGRAM CAPTION".

1.2 Statement of the Problem

There are two problems in this report that are:

- a. What kind of principles of simple language that are used in writing the captions of globalunair's Instagram posts?

- b. What kind of principles of meaningful language that are used in writing the captions of globalunair's Instagram posts?

1.3 Purpose of the Report

The purpose of this report is:

- a. To find out the principles of simple language that are used in writing the captions of globalunair's Instagram posts.
- b. To figure out the principles of meaningful language that are used in writing the captions of globalunair's Instagram posts.

1.4 Significance of the Report

- a. For the writer

This final report is useful to improve the ability of the writer in writing good final academic report and to expand the writer's knowledge about working in an institution especially in the event and communication area.

- b. For the alma mater

This final report is beneficial for the alma mater so that other students in Universitas Airlangga can have more knowledge about working in an institution and for them to be able to improve their skills and also their abilities.

- c. For the company / institution

This final report is useful for the institution to evaluate and to improve the quality standard of both the institution and the human resources that work and run the institution.

d. For other interns

This final report can be used by other interns to find their true potential and ambition, as well as encourage them to broaden their knowledge in the real working area.

1.5 Review of Related Literature

1.5.1 Image Caption

Image captioning has gradually increased in this modern era and has become an exciting talk among citizens everywhere (Wang, Zhang, & Yu, 2020). The image caption has also become a necessity of everyday lives, especially to those who are active in social media because caption can enhance object representation, give information of a particular picture, and works as a brief description of somebody's life (Thirumeni & Thangarajah, 2020). A caption is also influential in a way that it could act as a bridge that connects many communities which can make a person feel connected with another person even though there is a distance between them. Thus, good image caption is essential nowadays because it does not only act to make a picture complete, but it also acts as a form of communication to people.

1.5.2 English Language in Media Writing

English language does not only acts as a global language, but it also acts as a news language that is used in many countries around the world (Wright, 2016). Even though some countries do not use English as their daily communication, there is no denying how influential the English language is. Whitaker, Ramsey, & Smith (2012) argued that communication is not straightforward. There is no guarantee of

success in it because media consists of opinions, beliefs, and attitudes of individual people. The audience will mostly ignore or reject the information that the media gives them.

Moreover, this is where the English language takes part. As a global language, English carries the power to unite people from all parts of the globe. Thus, in media writing, it is essential to understand English well. Media writing can be useful to unite people from different parts of the world even though they do not speak the same language.

1.5.3 Principles of Simple Language

According to Whitaker, Ramsey, & Smith (2012), there are 12 aspects in the principles of simple language.

a. Think before you write, then write logically

Before starting a writing process, writers need to correctly understand what kind of things they want to say and how to elaborate it in a logical order. Writing must be clear, readable, and it is also essential to have clarity inside the writing. Simple writing helps the readers to understand the topic inside the writing quickly, and it also helps the reader to be able to follow the topic in a logical order.

b. Write naturally

Good media writing is the one that does not use strange, complicated words. Instead, the good ones are the ones that look simple, just like how people talk in their daily lives. The best way to improve original writing is to trust the ears, try to

listen a phrase or a paragraph first to determine whether a sentence sounds awkward or not.

c. Eliminate unnecessary words and phrases

A good writer should know how to remove unnecessary words in a sentence. Empty phrases will take up space, and it will only make the writing looks long and confusing. Media writers must be able to trim their unnecessary words and replace them with the simple one.

d. Avoid redundancies

Redundancies in a sentence will make writing looks bad and too wordy. It also takes up space that can be useful for another sentence. Media writing has to be short and clear, which is why media writers should avoid redundancies in their piece of writing at any cost.

e. Prefer simple words

It is a fact that simple, common words make it easier for readers to process a piece of information. Fancy words are not always necessary in media writing because it could lead the audience into confusion, especially to young audiences. It is also best to avoid big technical words if it is not necessary.

f. Use contractions carefully

Contractions are rarely useful in formal writing, but it is still pretty common to use contractions in conversational speech or informal writing. However, some writers still use contractions to write feature stories, broadcast scripts, and

brochures. Contractions are not very formal, so that is why most of the time, media writers only use it to make a sentence less forceful.

g. Avoid creating new words

Sometimes, writers make up new words to explain a new situation. Sometimes, writers also try to make a shortcut for a long word by making a completely new word. It is not a good idea to always use or create new words because when people do not know what the word means, it will lead them to confusion and information will not go through.

h. Avoid foreign constructions

Foreign words and constructions can lead the readers into confusion. In media writing or any other writing, clarity is essential. In gaining clarity, media writers often avoid the use of foreign words that are not popularly understood to avoid misleading information.

i. Avoid unwanted rhyme and alliteration

Rhyming sentences can make a piece of writing sounds pretty. Unwanted rhyme will make writing looks terrible and unprofessional. To make sure a sentence has the right rhyme, the easiest thing to find out is to read those sentences out loud and see if it sounds good.

j. Use short sentence

Media writers use short sentences in their writing. It is easier for the readers to understand information when the news is in short sentences. Wordy and

complicated sentences will lead the readers to confusion, and information will not go through.

k. Very sentence structure

Media writers should always seek simplicity in their writings. To do good writing, writers must always consider the length and structure of their writing. Phrases and clauses can be modified and arranged in different places of a sentence, and complex sentences are also useful in delivering information.

l. Prefer active voice

Media writers always use active voice in their writing. Active sentence means the subject is doing an action, and it is better because it sounds more direct and more powerful than passive voice. Using active voice can help the readers get to the point quickly, eliminates unnecessary words, and increases readability.

1.5.4 Principles of Meaningful Language

The ability to share information and to communicate with the readers through words are writers' greatest power (Whitaker, Ramsey, & Smith, 2012). In doing so, there are 12 principles of meaningful language to remind writers how to write something that could be meaningful for the readers.

a. Create word pictures

Writing is powerful when it demonstrates a fact and makes the readers making up conclusions. Effective writing provides a story and accurate information to the readers so that they can build a conclusion on their own. A writer's writing is

only successful when it could engage with the readers without having to rely on the writer's interpretation.

b. Use analogies

An analogy is used by media writers to make the readers suggest a relationship between two things. Some writers aim for readers to use their imagination to categorize what kind of parallel relation of a relationship and its meaning in writing. An analogy is also useful to create a bigger picture of something uncommon so that readers can understand the meaning well.

c. Use the right word

Using the right word is essential for media writing. Good writers must understand the difference between each word because even at first glance a word looks the same, it might hold another meaning. Writers also need to write everything accordingly and logically using the right word to gain readers' attention.

d. Use precise descriptions

Precise and accurate information is a significant part of a story. Media writers have to provide accurate information and should avoid the unnecessary topic in their writing. The writing should also not use vague and strange phrases to avoid misleading interpretations of the readers.

e. Use strong verbs

Competent writers use strong verbs and phrases in their writing. The aim is to make an impression for the readers. Strong verbs tend to give off powerful

feelings in writing, and sometimes it is necessary to know how some words in a sentence can mean very differently from the others.

f. Replace clichés with original words

Clichés are predictable and it is very common for media writers to use it in media writing. However, it is so overused to the point where it loses its meaning. Because clichés are predictable, competent writers use original words and fresh expressions in their writing to keep the readers excited.

g. Avoid journalese

Media writers are not the same as journalists. Journalists' style of writing can be sloppy and most of the times, journalists use clichés and repetitive words in their piece of writing. Media writers have to avoid boring, repetitive words and use strong verbs as well as solid descriptions in order to keep the readers read their writing.

h. Rewrite jargon

Jargon is too specialized and unfamiliar to ordinary readers. Media writers need to rewrite a jargon into something familiar so that its meaning can reach their average readers. Technical terms should be avoided because it does no good to have a jargon when nobody understands it.

i. Avoid loaded words

English has many words with a similar expression. Media writers need to take good care in choosing what words with the right meaning, expressions,

connotation, and also denotation that should be in their writing. Loaded words will make the writing complicated and confusing.

j. Avoid pretentious words and euphemisms

Sometimes, writers want to sound impressive in their writing. To achieve that, they use pretentious, big, strange words in their writing, but in reality, those words are not very common in the ears of readers, and that is why writers need to avoid those strange words. Pretentious language slows down readers, makes them work harder to understand the information and could lead them into confusion. It is best to only use short, simple words in media writing to avoid unwanted situations.

k. Write honestly

Writing the truth is the best thing to do for media writers. It is the most effective way to grab the readers' attention towards information. Writers need a filter when they share an essential message, but writing honestly will gain not only the readers' attention but also their trust.

l. Use inclusive language

Most writers use inclusive language to be polite, nice, and also to make a writing more effective. But the problem is, when it is not done properly it could hurt or offend readers. That is why choosing the right inclusive language is very necessary for media writing.

1.6 Methods of the Report

1.6.1 Location and Participant

The writer conducted an internship at Airlangga Global Engagement (AGE) which is located in Universitas Airlangga's Management Office, Jalan Dr. Ir. H. Soekarno, Mulyorejo, Surabaya 60115. The writer did an internship for 16 weeks and chosen to join the Event and Communication team which is responsible to manage and promote all upcoming and ongoing events in AGE. The writer collected data from Instagram's captions that were posted in globalunair which the writer herself wrote and posted. The most frequent problem in writing Instagram captions were mostly grammatical and punctuation errors, as well as the principles of writing that were used in writing the captions itself.

1.6.2 Data Collection

To collect the data that are needed to write this report, the writer used two data collection techniques. The first is observation, and the second is feedback.

In carrying out the case study, the writer used several instruments below:

a. Observation

Observation was the first method the writer conducted to know the procedures in writing captions for globalunair. The writer observed on how other interns wrote the caption so that the writer could do the same thing. According to the observation, the important parts of writing captions is the main title, the contents, and then last but not least, the date and time of the events that are being reported or posted.

b. Feedback

Feedback is used when the writer asked for an approval from her supervisors to find out their responses and opinions to the writer's writing. A caption could only be posted once it has an approval from either the supervisors, or from fellow interns.

1.6.3 Data Analysis

In terms of analyzing data, the writer used triangulation of data collection techniques to answer the statement of problem. It consists of two data collection methods such as observation and feedback.

Table 1 Triangulation of data collection techniques

Unit of analysis	Data collection techniques
Principles of simple language used in writing Instagram captions of globalunair	1. Observation 2. Feedback from supervisors and fellow interns
Principles of meaningful language used in writing Instagram captions of globalunair	1. Observation 2. Feedback from supervisors and fellow interns

Following up the table above, the writer analyzed the data collected from the unit of analysis. After the writer found the data, the writer used the findings from the data to answer statement of the problem.

1.7 Framework of the Report

