

A THESIS

**ENGLISH VARIETY ANALYSIS ON INSTAGRAM STORIES:
A SOCIOLINGUISTIC APPROACH**

WRITTEN BY:

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**LINGUISTICS STUDY PROGRAM
POSTGRADUATE PROGRAM
FACULTY OF CULTURAL SCIENCES
HASANUDDIN UNIVERSITY
MAKASSAR
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Dr. Prasuri Kuswarini, M. A.



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A Thesis

as one of the requirements for achieving a master's degree

Linguistics Study Program

Written by

NURUL FIKRIYYAH TAQWA
F012222007

To

**MASTER STUDY OF LINGUISTICS
GRADUATE SCHOOL
HASANUDDIN UNIVERSITY
MAKASSAR
2024**

TESIS

ENGLISH VARIETY ANALYSIS ON INSTAGRAM STORIES : A
SOCIOLINGUISTIC APPROACH

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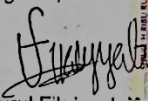
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Makassar, 16 Juli 2024

Regards,


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ABSTRACT

NURUL FIKRIYYAH TAQWA. *English Variety Analysis on Instagram Stories: A Sociolinguistic Approach* (supervised by Herawaty Abbas and Prasuri Kuswarini).

In Indonesia, some people use foreign language in their daily interactions, especially English. There are two main varieties that they usually use, whether British or American English. This study deals with students' writing on Instagram Stories. The aim of this study is to analyze the use of English variety in students' Instagram Stories. This is a qualitative study applying a sociolinguistic approach. The population of this research is 216 students of Islamic Senior High School Palopo, who are in tenth grade. In this study, the researcher collected the students' writing regarding descriptive text and analyzed them using sociolinguistic approach. The result shows that there are two English varieties the students always use in Instagram Stories. They are British English and American English. Compare between these varieties, the students mostly used American English rather than British English. Furthermore, there are two main factors that caused students use these varieties in their writing, they are external and internal factors. The researcher concluded that there are two English varieties found in students' Instagram stories and there are two factors that caused the English varieties.

Keywords: English Variety; Instagram Stories; Sociolinguistic Approach



ABSTRAK

NURUL FIKRIYYAH TAQWA. *Analisis Ragam Bahasa Inggris di Instagram Stories: Pendekatan Sociolinguistik* (dibimbing oleh Herawaty Abbas dan Prasuri Kuswarini).

Di Indonesia, banyak masyarakat yang menggunakan bahasa asing dalam pergaulan sehari-hari, khususnya bahasa Inggris. Ada dua ragam utama yang dipilih orang Indonesia dalam menggunakan bahasa Inggris, yakni bahasa Inggris British dan bahasa Inggris Amerika. Penelitian ini bertujuan menganalisis penggunaan ragam bahasa Inggris di Instagram *Stories* siswa melalui pendekatan sociolinguistik. Penelitian ini menggunakan pendekatan kualitatif dan strategi analisis datanya menggunakan analisis data kualitatif-verifikasi. Populasi penelitian ini adalah seluruh siswa kelas X SMA Islam Palopo yang berjumlah sekitar 216 siswa. Dalam penelitian ini, peneliti mengumpulkan tulisan siswa mengenai teks deskriptif dan mengolah datanya menggunakan pendekatan sociolinguistik. Penelitian ini menemukan bahwa terdapat dua variasi bahasa Inggris dalam tulisan siswa di Instagram *Stories*, yaitu bahasa Inggris British dan bahasa Inggris Amerika. Hasil penelitian memperlihatkan bahwa sebagian besar siswa menggunakan bahasa Inggris Amerika daripada bahasa Inggris British. Selain itu, ada dua faktor utama yang menyebabkan variasi bahasa Inggris pada tulisan siswa, yaitu faktor eksternal dan internal. Penelitian ini menyimpulkan bahwa terdapat dua variasi bahasa Inggris yang ditemukan di Instagram *Stories* siswa dan dua faktor yang menyebabkan variasi bahasa Inggris tersebut.

Kata kunci: ragam bahasa Inggris, instagram *stories*, pendekatan sociolinguistik



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LIST OF ABBREVIATIONS

AmE American English

BrE British English

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is an arbitrary system of symbols used by a society to work together, interact and identify themselves (Kridalaksana, 1982, p 17). A language is a significant thing in a given community, a speech community. It is not only referring for communication and interaction but also for forming and preserving human relationships. Language, a system of ordinary spoken, manual (signed), or written symbols which human go through, as components of a social group and participants in their culture, express themselves. The purpose of language include communication, the expression of identity, play, imaginative expression, and emotional release (Language | Definition, Types, Characteristics, Development, & Facts | Britannica, n.d.).

In Indonesia, people communicate substantially in Indonesian and their local dialects on a daily basis. Nevertheless, the linguistic landscape also includes various foreign languages that individuals have acquired. Foreign languages vary from Indonesian in their grammar, vocabulary, and cultural concepts. This difference has led to a gradual marginalization of the Indonesian language over time. As foreign languages, initially used merely for international communication, gain prevalence, they are increasingly becoming the preferred means of expression among Indonesians. This range highlights a growing challenge for the preservation and promotion of the Indonesian language amidst globalization and evolving linguistic trends. (Saragih, 2022, p 2569).

Foreign languages learning has been existing in Indonesia since colonial era. In colonial era, foreign languages such as Dutch, German, and English were taught at school for highborn and Dutch children. Foreign language mastery for Indonesian was a sign of the higher social class and respected in society. Along with the time, foreign language mastery is not a sign of the

higher social status anymore. Therefore, foreign language mastery is quite common in Indonesia nowadays.

One of the foreign languages highly studied and used in Indonesia is English. With its global reach and dominance, English has transcended all other languages to become the most widely spoken language worldwide. Its status as a global language is specifically valued in international academic and business field. In these field, the importance of having a universal means of communication is luminous. English serves as a lingua franca in lecture space, boardrooms, and countless daily interactions across the globe. Its adoption facilitates seamless communication and collaboration among people from various linguistic backgrounds, underscoring its crucial role in maintain global connectivity and understanding. This trend reflects a comprehensive recognition of English not just as a language of communication, but also as a tool for international cooperation and integration in today's interconnected world (Crystal, 1997, p 13).

English as one of the international languages has a strong position in Indonesian education. English teaching applied in Indonesia after Mr. Wachendorf, the first person to serve as Head of the Inspectorate English Teaching Center in the Department of Education issues a Ministerial Decree Education and Culture No. 096/1967 on December 12, 1967. The decision stated that English should be taught in Indonesian middle school. According to Wachendorf, the goal of English teaching is to equip the students with “working knowledge of English”. The English teaching has been applied based on the Decree Minister of Education and Culture, No. 096/1967, which is still apply today (Alfarisy, 2021a, p 306).

The English curriculum in Indonesian schools essentially relies on textbooks or coursebooks as the main teaching materials. These resources are crafted by authors who often incorporate various forms of English into their content. This inclusion acknowledges the difference of English as a global language, encompassing different dialects, accents, and cultural nuances. Students engaged in learning English as an International Language (EIL) are required to develop a wide range of skills. This requirement arises from English's status as the particular language for global communication, demanding capacity not only in speaking and writing but also in listening and comprehension across diverse contexts. As such, mastering EIL equips

students with important tools for navigating international academic pursuits, professional environments, and everyday interactions in an interconnected world.

The previous research found out that the English forms expressed in the coursebook entitled 'When English Rings a Bell' were delivered by both varieties, that is, the British English and the American English. There were English forms that were not shared between both varieties, which were classified as 'unique' forms in that previous research (Hardianti & Sudarsono, 2021, p 43). English varieties are apprehended differently and the relatively foreignness or accentedness are mediated by the racialisation of some English varieties (Kutlu, 2023, p 4).

In the late 1980s, English varieties spoken in the former colonies of the British Empire started experiencing a very different, positive change. In these parts of the world, the sense of national identity has started to grow, and their political, economic and cultural independence is bringing with it linguistic sovereignty, i. e. acknowledgment of the respective English varieties as independent standards, comparable to Standard British and American English (Kortmann, 2020, p 206).

In many nations, these diverse varieties of English coexist with local languages or contact languages such as pidgins and creoles. There is a growing recognition and acceptance of claims for linguistic sovereignty, particularly evident in contemporary studies of English language and literature. This acknowledgment has led to the emergence of new terminology and scholarly fields of study, such as (New) Englishes/World Englishes and Standard Englishes. These academic disciplines delve into the rich tapestry of English as a global language, exploring its evolution, regional variations, and social implications. By embracing linguistic difference and the autonomy of different English varieties, these fields contribute to a more inclusive understanding of language dynamics in our multicultural world. (Kortmann, 2020, p 207).

In sociolinguistics, language variety—also called lect—is a general term for any distinctive form of a language or linguistic expression. Linguists commonly use language variety (or simply variety) as a cover term for any of the overlapping subcategories of a language, including dialect, register, jargon, and idiolect (Nordquist, 2020 Date accessed: 2023-10-15). There are

several aspects that differ a language or variety of language in sociolinguistic. This can be raised because of language as a social symptom is related with social attitude.

Varieties of language develop for a numerous of reasons sourced in both geography and social identity. Geographically, linguistic differences appear as people in different areas adjust language to fit their local environment, carrying to different regional dialects inside a language like English. Socially, certain groups such as academics or professionals create their own specialized jargon to simplify appropriate communication within their communities. These specialized vocabularies are often inaccessible to outsiders but essential for effective communication within the group. Furthermore, individuals themselves shape language through their unique idiolects—personalized ways of speaking and writing that reflect their individual backgrounds, experiences, and personalities. These idiolects are obvious in everyday interactions, showcasing the difference and richness of language as it thrives and adapts across various contexts.

Along with the time, communication not only occurs in the real life, but also occurs in the social media. One of the social medias that is usually used by people, that is Instagram. This application can be used to share pictures, photos, or videos to the users' followers, both publicly and privately (Mansor & Rahim, 2017, p 108). One of Instagram features is Instagram Stories or Instastory. This feature supports the users to share pictures, photos or 60 seconds videos. Not only that, those pictures, photos, or videos can be equipped with text or caption. Stories allow the users to share everyday moments and grow closer to the people and interests you care about through photos and videos that disappear after 24 hours. You can choose to share your Stories with all your followers or your Close Friends list, and also add them to your profile as story highlights (Instagram Stories | About Instagram, n.d. Date accessed: 15/07/2024). Instagram can be used to identified types of language styles on each word, phrase, clause, or sentence in a caption (Sood, 2018a, p x). In that text, English variety can be found by analysing the word structure, diction, and way of using the particular language.

Almost everyone is familiar with Instagram Stories, a feature that has become everpresent on the platform. Users find that sharing videos or photos through Instagram Stories allows them to reveal aspects of their lives

to a broad audience of fellow Instagram users. This openness also maintains new connections, allowing people to interact with individuals they haven't met in person and extending their social circle by making new friends online. In spite of the awareness of possibility risks associated with sharing personal information and moments publicly, such as privacy concerns or unwanted attention, many users continue to engage with Instagram Stories without doubt. This highlights the powerful draw of social media as a platform for self-expression and social connection, where the advantages of sharing often outweigh apprehended risks for many individuals (Kusyanti et al., 2019, p 763). Therefore, Instagram Stories caption can be an object for analysing language variety.

B. Problem Statement

Based on the background that researcher has explained above, the problem can be stated into:

1. How is the use of English variety on students' Instagram Stories viewed from sociolinguistic approach?
2. What and how do external and internal factors affect English variety on Instagram Stories?

C. The Objectives of the Research

Based on the problem statement that researcher explained above, the objectives of the research are:

1. To analyse the use of English variety on students' Instagram Stories viewed from sociolinguistic approach.
2. To analyse what and how external and internal factors affect English variety on Instagram Stories.

D. Significance of the Research

The results of this research are strongly expected to be able to provide some theoretical and practical benefits to be applied are as follows:

1. Theoretically

The researcher expects that the results of this research can significantly enrich existing analyses and theories on English variety in Instagram Stories by employing a sociolinguistic approach. By inspecting how language varies over different social contexts and among various groups of students, the findings aim to provide a deeper understanding of the interaction between language and identity in digital communication. Furthermore, the concepts gained from this research may offer practical implications for educators and linguists alike, preserving a greater consciousness of the evolving nature of language use in social media. Moreover, the researcher hopes that these findings will not only fill gaps in the current literature but also inspire further research into the dynamic relationship between language and social interaction in the digital age.

2. Practically

The researcher expects that the results of this research can serve as a valuable resource for other researchers by providing comprehensive references related to studies focused on English variety. By contributing new findings to the academic discourse, this research aims to support and inspire future research into language use in digital contexts. Furthermore, the researcher hopes that the results will be beneficial for the broader community, offering valuable information and concepts into the diverse manifestations of English found in Instagram Stories. This understanding can help individuals recognize the significance of language variety in social media and its impact on communication practices. Moreover, the researcher envisions that the findings will encourage more informed discussions about language use, maintaining a greater appreciation for the intricacies of English variety in contemporary digital environments.

E. Scope of the Research

This research focus on analysing English variety in Instagram Stories through Instagram Stories text by using sociolinguistic approach. Moreover,

analysis that has been done aims to reveal English variety in Instagram Stories text, aspects that affect English variety, and the implementation of analysis of English variety by using sociolinguistic approach.

F. Operational Definition

1. English variety

The concept of English represents various dimensions: for instance, English is the name of a European people, and it is also the language as spoken by people in that country (as well as in several other countries, depending on the definition of other concepts such as speaker and language). English is also, for instance, the codification of a language in dictionaries and grammars, and in many contexts (particularly related to education) it also refers to literature written in English. What English is depends on the context in which the reference is used. And what English is in a particular context will affect how matters of English and the people who concern themselves with it are treated in this context and related contexts (Rindal, 2014, p 1).

Crystal (1997, p 115) researched that native and non-native English speakers were participated in more than 80% of English talks, with the remaining 20% occurring between native English speakers. Crystal's initial finding has become more common in today's globalized and networked world, which may be experienced in certain digital and non-digital contexts, including the internet (Tauchid et al., 2022, p 2).

These days, English is taken as the common language in all parts of the world. It may be a foreign language, but international in its significance. English language is spoken, read and understood in most parts of the world. Because of this language, people of the world communicate and belong to the whole shares of the world. It is widely accepted that English has become the language of choice for many international scholarly journals. English language is now the most spread of the entire world's language since it is spoken by both non-natives and natives (Getie, 2020, p 2).

English variety embraces a wide range of linguistic expressions formed by diverse speech communities beginning from varied social

backgrounds. These variations within the English language emerge based on regional usage, community norms, and cultural influences. Different forms of English variety obvious through distinct dialects, characterized by unique vocabulary, grammar, and pronunciation specific to different geographical regions or communities. Accents further differentiate these varieties, influencing how words are pronounced and inflected over different English-speaking populations. Beyond phonetic differences, variations in linguistic style and register also contribute to the richness of English variety, affecting how language is used in formal or informal contexts. Moreover, at the lexical level, variations such as slang and argot reflect specific social groups, often associated with specific styles or levels of formality, adding layers of nuance and cultural identity to the evolving tapestry of the English language (Wati et al., 2020, p 26).

2. Instagram Stories

Instagram, created in 2010, is a photo and video-sharing social networking service. Users access the service through an app or a feature limited web interface and can edit posts with various filters. There are up to 2200 available text characters can accompany individual posts. Instagram provides private messaging, the option to tag content with searchable hashtags, the ability to add multiple images or videos in a single post, and a stories feature, which allows users to post content to a feed that is accessible to other users for 24 hours. Messages, posts, and stories allow users to communicate with others in ways that vary in privacy and formality (Carpenter et al., 2020, p 1).

Instagram Stories is one of Instagram features launched by Instagram. This feature is very similar to the Snapchat app. Users can directly share daily activities in the form of photos or short videos directly into the Stories column so that they can be seen by followers (people who always follow uploads of photos or videos that we share) with added text and certain effects but can only be seen within 24 hours. hour. Because after 24 hours the Stories will automatically be deleted by itself (Rahim et al., 2018, p 264).

Capture what you're up to with ease Stories allow you to capture the everyday, highlight the special moments, or express yourself with text, music, interactive stickers, filters, and GIFs to bring your stories to life. Spark connections. Share some love with friends by liking their Stories, or catch up with them directly by replying to their Stories with a DM. Join in with friends. Share a moment with friends by using the Add Yours, Polls, or Question sticker to get input. Highlight your favorite moments on profile. Share your Stories for more than 24 hours by posting them as Highlights on your Profile (Instagram Stories | About Instagram, n.d. Date accessed: 15/07/2024).

3. Sociolinguistic Approach

A language is not only studied from the internal aspect but also from the external one. Internal aspect is studied based on its internal structures; while, externally, it is based on the linguistic factors in relation to the factors beyond the language. A language that is studied by its internal structures (or, it is based on the sub-systems of a language) will result sub-discipline of linguistics such as phonetics, phonology, morphology, syntax and semantics. It is arranged through theories and procedures belonging to the discipline of linguistics; it is not concerned to the problems beyond the language. When a study of language in which the linguistic factors are related to the factors beyond the language, such as language use that is done by its speakers in a certain speech community, it refers to sociolinguistics (Mu'in, 2019, p 1).

Sociolinguistics is related to investigating the relationships between language and society in order to be a better understanding of the language structure and of how languages function in communication; the equivalent goal in the sociology of language is trying to find how social structure can be better understood through the study of language, e.g., how certain linguistic features serve to characterize particular social arrangements (Holmes & Wilson, 2022, p 13).

Sociolinguistics see through the intricacies of everyday life, exploring the dynamics of language inside our casual conversations and the effluent affect of media. It studies how societal norms, policies, and laws form and arrange language usage. Through precise analysis of

data, sociolinguistics seeks to discover patterns and trends, aiming to draw broader conclusions about language in society. Moreover, it critically evaluates both its findings and the methodologies used, preserve ongoing inquiry into the research process itself (Wardhaugh & M. Fuller, 2015a, pp 1–2).

CHAPTER II

LITERATURE REVIEW

A. Previous Study

The researcher summarizes several relevant findings from other previous researches concerning English variety. Roslan in her research entitled *A Study on Diglossia: English Language Variety Choice by English Language Course Students in Public Universities and Its Factors*, identified the university students' language choice and its' factors. The researcher found that there was a positive and strong relationship among the item "H variety and L variety can be clearly differentiated" and item "I can recognize and aware of the English varieties used by others". Also, the Pearson's correlation among item "the respondents personally like L variety better than H variety" also proved that there was a positive and strong relationship among item "understanding when lecturers teach using L variety" and item "L variety is more suitable to represent national identity" was positive and strong. Furthermore, the value of p for all the items are $p = (0.01) < 0.05$, therefore, there is a significant relationship between the all the items. It can be determined that most of the undergraduate students were aware and familiar with different English variety in Malaysia. The similarity to the present research is both of the research purpose are to analyse what aspects that affect English variety. However, the present research analysed the students' writing on Instagram Stories.

Moreover, *Varieties of English in the Netherlands and Germany* researched by Alison Edwards and Robert Fuchs. The researchers explored the relationship between lay acceptance of endonormative European varieties of English and a range of moderating sociodemographic and attitudinal variable. The researchers applied quantitative analytical methods in an effort to disentangle the interplay between factors and evaluate statistically which of these factors are the driving force behind acceptance

rates. The researchers found that there is a reasonable link between the research respondents' expressed attitudes and actual linguistic behaviour. In a grammaticality judgement study with these same Dutch respondents, acceptance rates of nonstandard uses of the progressive aspect (e.g. The researchers are working together since 2005) were negatively correlated with high proficiency levels and positively correlated with permissive attitudes towards 'Dutch English'. The similarity to this research is both of these researches collect data from social media. While, the present research collected data from students' writing on Instagram Stories. the previous research collected data from platforms for student associations and language organisations.

In line with that, Daranee Choomthong & Supaporn Manowong designed a research entitled *Varieties of English Accents: A Study of the Degree of Preference and Intelligibility Among Second Year English Major Students at Maejo University*. The researchers found that the variety of English that was perceived as the most favorable accent by the participants was English spoken by speakers from IC. The participants were more aware of varieties of English, especially those spoken by non-native speakers of English. However, English spoken by speakers from the EC was perceived as the most intelligible. The similarity to the present research is the previous research collected the students writing. Nevertheless, the present research collected the data from students' writing on Instagram Stories.

Quantifying Sentence Variety in English Learners researched by William Charpentier-Jiménez. The researchers studied students' use of sentence variety in an ESL writing course. The data shows that 14.54% of the sentences presented a type of error. The types of errors included were the following: 12 fragments (2.77%), 29 fused sentences (6.69%), and 22 comma splices (5.08%). The remaining number of traditional sentences studied was 370 (85.45%). The results demonstrate that students favor certain types of structures and ignore others. The similarity to this research is analysing students' writing in using English variety. The difference is the previous research collected data from ESL writing course. While the present research collected data from Instagram Stories.

The researches above have differences with this research. Most of the data from the researches above were collected from other social media, meanwhile, this research data will use Instagram, especially Instagram Stories feature. Besides, most of the subjects of those researches were university students while this research subject is Islamic senior high school students. Nevertheless, the resemblances to this research are most of those researches focused in analysing English variety.

This research is presumed crucial despite existing studies that have analyzed several forms of English usage. The unique focus of this study lies in the analysis of English varieties found within Instagram Stories. This platform continually introduces recent features that apprehend and benefit its users. For instance, users can directly include text, music, GIFs, and stickers into their photos and videos on Instagram Stories, enabling them to clearly express their emotions and current situations. Therefore, investigating the linguistic patterns and trends within these multimedia narratives provides valuable insights into contemporary modes of communication and expression in digital contexts.

B. Theoretical Background

1. Sociolinguistic Approach

Sociolinguistics is the study of our everyday lives – how language works in our casual conversations and the media we are exposed to, and the presence of societal norms, policies, and laws which address language (Wardhaugh & M. Fuller, 2015b, p 1). Sociolinguistics term is a derivational word. It consists of two words, sociology and linguistics. Sociology refers to a science of society; and linguistics refers to a science of language. Thus, it can be concluded that Sociolinguistics is a field of science that studies language its use in society. A study of language from the society perspective may be thought as linguistics plus sociology. Several researchers have found it to introduce a distinction between sociolinguistics and sociology of language. Meanwhile, some others regard sociolinguistics is often referred as the sociology of language. Sociolinguistics is specified as: The study that is concerned

with the relationship between language and the context in which it is used. In other words, it studies the correlation between language and society (Fauzan, 2021, p 3).

Sociolinguistics as a study is not only limited to looking at how language is in society, but can also be applied in various aspects. The practical application of sociolinguistic research is part of the uses of sociolinguistics, one of which is in second language teaching with a communicative approach. Sociolinguistics attempts to explain humans and their ability to use language rules appropriately in various conditions, circumstances and certain situations. Sociolinguistics in the communicative approach explains that there are possible changes in language variations (Anasti et al., 2022, p 647).

Sociolinguistics is still unified through its concern in the way people using language to create and express identities, relate to one another in groups, and seek to resist, protect, or increase various kinds of power (Holmes & Wilson, 2022, p. vii). Sociolinguistics is possibly the branch of linguistics least concerned with theory construction. In line with that, Charles Ferguson (Charles Ferguson in Young, 1999, p. 117) stated that sociolinguistics was problem driven rather than theory driven.

2. English variety

a) Definition of English Variety

Language variety is a common term for any particular form of a language or linguistic expression (Definition and Examples of Language Varieties, n.d.). Language variety is a variation in language using. Language varieties including dialect, accent, style, and so on. Language varieties often appear in bilingual speakers or multilingual ones (Ulum & Setiawan, 2014a, p. 1). Language variety appears because of the creative thinking process of the speakers and also appears spontaneously (Sa'adiyah et al., 2018, p 1).

Several language varieties are related with people who live in a certain region. Other varieties are related with speakers who have a certain social background. These varieties are categorized together

under the term sociolect. Similar to regional dialects, sociolects are identified by differences (which differ from the hypothetical standard) with respect to vocabulary, grammar and pronunciation (Cluver, 2011, p 9).

English is a thoroughly intricate language, described by its situationally-conditioned and standardized linguistic varieties, collectively known as its varieties. Rather than being an uniform entity, English points a rich tapestry of diverse structures and forms. These variations can range from subtle dialectical differences within a single region to distinct linguistic norms across different continents. This complexity underlines English's dynamic nature, constantly expanding and adapting to its global usage contexts. It is this variety that enriches English as a multipurpose tool for communication, accommodating a numerous of cultural, social, and historical influences that shape its multifaceted identity (Crystal, 2002, p 211).

b) Factors of English Variety

The appearance of language variety can be connected to two primary factors: internal and external influences. Internal factors involve multilingualism and varying degrees of mastery over vocabulary. Multilingualism identify cross-linguistic influences, blending distinct linguistic elements into the fabric of a language. Meanwhile, varieties in vocabulary mastery contribute to nuanced differences in expression and communication styles among speakers.

External factors also play a fundamental role, such as habitual usage of language variety within specific social contexts. These external affects reflect the societal norms, cultural practices, and regional preferences that form how language is utilized and perceived. Habitual use affects certain linguistic patterns and dialectical features, further enriching the difference of language varieties observed within communities.

Together, these internal and external factors interact dynamically, contributing to the continuous evolution and adaptation of language varieties. They highlight the dynamic character of language as a living entity shaped by both individual and collective linguistic behaviors and influences (Ulum & Setiawan, 2014, p 1). Language variety occurs in variety of lexical, syntactic, and text-level analyses for features (Rubin & Greene, 1992, p 20).

In English, the categorization of varieties into regional, social, and historical types serves to explain apparent differences in their use and evolution. Regional varieties reflect the geographical difference within English-speaking communities, showcasing how language adapts and evolves across different regions. Social varieties, on the other hand, highlight the influence of social factors such as class, education level, and cultural identity on language use. These varieties reveal how language serves as a marker of social identity and belonging, forming communication patterns and linguistic norms within specific social groups.

Historical varieties track the evolution of English over time, illustrating how language leads changes through historical events, cultural exchanges, and technological advancements. By examining historical varieties, linguists uncover the roots of contemporary linguistic features and understand how language has adapted to historical contexts.

The underlying principle behind these categorization remains relatively constant: they provide insights into the diverse backgrounds and contexts of English language users. Each type of variety reflects not only linguistic differences but also the complex interplay of cultural, social, and historical factors that shape the dynamic nature of English as a global language (Crystal, 2002, p 206).

3. Instagram Stories

a) Definition

Instagram Stories, also known as Instastories, is a relatively new feature introduced by Instagram and is quickly gaining popularity. Currently actively used by more than 500 million users every day. (TECH, 2022). Indeed, Instagram Stories assume a striking similarity to Snapchat's core functionality. Like Snapchat, Instagram users can post snippets of their daily activities via images or short videos directly to their Stories. This content can be enhanced with text overlays, stickers, images, and various effects to personalize and engage its audience.

One of the defining characteristics of Instagram Stories, borrowed from Snapchat, is that posts are temporary—they automatically disappear after 24 hours. This temporary aspect encourages spontaneity and frequent updates without the permanence associated with traditional Instagram posts. This allows users to share moments and updates in real-time without worrying about cluttering their profiles with uninteresting or fleeting content. The similarities between Instagram Stories and Snapchat's features highlight the influence and innovation that platforms draw from each other in the dynamic landscape of social media. (Rahim et al., 2018, p 264). Instagram application can be installed in several mobile operating system such as Android and iOS.

b) Features

Instagram Stories includes a variety of features designed to enrich user engagement and creativity. Essentially, users can take photos and record short videos directly from within the app, offering a seamless way to share everyday activities and moments. The “Create” mode in Stories allows users to add text, stickers, and interactive elements such as polls or questions, encouraging interactive communication with their followers.

Additionally, Instagram Stories supports live streaming, allowing users to broadcast in real-time to their audience. This feature improves connectivity by allowing followers to join live sessions, comment and interact with broadcasters instantly. In addition to basic media sharing, Instagram Stories also include features like location tags, stickers, and GIFs, which users can overlay on their content to add context or express creativity. These elements enhance storytelling by providing an additional layer of information or emotion to the content being shared.

Furthermore, Instagram Stories facilitates user engagement through the ability to view other users' Stories. This feature encourages exploration and interaction within the community, as users can discover and follow updates from friends, influencers, and brands in a format that prioritizes real-time, ephemeral content.

Overall, Instagram Stories serves as a dynamic platform for visual storytelling and real-time communication, leveraging a variety of features to empower users to express themselves and connect with others. The combination of multimedia capture, interactive tools and ephemeral sharing reflects Instagram's commitment to fostering dynamic social interaction within its global community. (Handayani et al., 2018, p 113).

Instagram Stories is easy to operate. These are the steps in making an Instagram Stories (Hasnain, 2017):

- 1) The first step is installing Instagram application on gadget.
- 2) The second step is signing up to make a new account or log in if the user has an account.
- 3) The next is opening Instagram Stories feature.
- 4) Finally, taking a photo, video, add a photo or video that are already in the gallery.

C. Conceptual Framework

This research provides a comprehensive analysis of English language variety as reflected in Instagram Stories. The researcher collected data from

students' writings about their favorite people and things, including topics such as their desk mates, favorite figures, beloved places, and cities they hope to visit. This focused collection of data allowed for an in-depth exploration of how students express their preferences and identities within a digital context. The analysis was conducted using a sociolinguistic approach, which is particularly effective in analyzing the complex relationships between language use and societal influences. By examining how students' language choices relate to their social interactions and cultural backgrounds, the researcher was able to uncover deeper insights into their linguistic behaviors.

Through this analysis, the researcher identified several English varieties present on the students' Instagram Stories, specifically noting difference between British English and American English. This finding highlights the students' exposure to an engagement with multiple forms of English, reflecting broader trends in global communication. The presence of these varieties undelines the complexity of language use in contemporary social media, showing how young individuals navigate and negotiate their linguistic identities in a digital landscape. Overall, this research contributes precious insights into the evolving nature of English as a global language, especially among younger generations.

Those varieties are affected by two main factors: external factors and internal factors. External factors include the habitual ways students use language and the specific varieties they encounter in their daily lives, such as through social media, peer interactions, and educational settings (Ulum & Setiawan, 2014b, p 1). These external influences shape their language choices, guiding them toward certain English varieties based on their exposure and usage patterns.

On the other hand, internal factors cover aspects such as multilingualism and varying levels of vocabulary mastery. Students who speak multiple languages often navigate different linguistic frameworks, which can lead to unique language varieties in their writing. According to Rubin and Greene (1992b, p 20) language variety can manifest in diverse lexical, syntactic, and text-level features, highlighting the complexity of language use among students.

The concept of this research is illustrated in the following chart, which visually represents the relationship between these factors and the resulting language varieties. This chart serves as a useful tool for understanding how external and internal influences interact to form students' language use on social media platforms. Overall, recognizing these factors provides a more nuanced perspective on the dynamics of English variety in contemporary digital communication.

Chart 2.1 Conceptual framework