

**A Genre Analysis of Ria Ricis and Atta Halilintar's Promotional Captions on
Instagram**

A research paper

Submitted in partial fulfillment of the requirements for *Sarjana Sastra* degree in
Universitas Pendidikan Indonesia



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PROMOTIONAL CAPTIONS ON INSTAGRAM**

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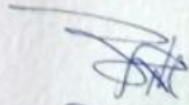
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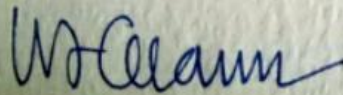
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STATEMENT OF AUTHORIZATION

I hereby state that this research paper entitled *A Genre Analysis of Ria Ricis and Atta Halilintar's Promotional Captions on Instagram* is my original work. I fully realize that I quoted and cited some statements and ideas from many sources. However, all statements and ideas from different sources have been quoted and cited properly. Moreover, all sources are properly acknowledged in the reference list. Thus, the contents of this study do not plagiarize any other works.

PREFACE

All praise is due to Allah SWT because of His grace this research entitled *A Genre Analysis of Ria Ricis and Atta Halilintar's Promotional Captions on Instagram* can be accomplished in time. This research was accomplished to fulfill partial requirements of *Sarjana Sastra* degree in Universitas Pendidikan Indonesia. Moreover, this research aims to discover the generic structure and lexico-grammatical features of promotional captions created by Ria Ricis and Atta Halilintar.

Mistakes are not avoidable in this research paper. Thus, comments and suggestions that could improve the quality of this research are appreciated. Furthermore, this study is expected to help future researchers accomplish their studies which are related to promotional captions on Instagram. Lastly, the results are expected to give people a new way of creating promotional captions.

Bandung, August 2019

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The process of conducting this research has taught me many lessons. Firstly, it taught me to be patient and well-disciplined during the process of data collection and data analysis. Secondly, it gave me more knowledge about social media, promotional activities, and genre. Now, I would like to thank the people who helped and kept supporting me during the tiring process of conducting this research paper.

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ABSTRACT

A Genre Analysis of Ria Ricis and Atta Halilintar's Promotional Captions on Instagram

Supervisor I: Eri Kurniawan, M.A., Ph.D.

Supervisor II: Dr. Ruswan Dallyono, S. Sos., M.Pd.

This study aims to discover the generic structure and lexico-grammatical features of Ria Ricis and Atta Halilintar's promotional captions on Instagram. There were some frameworks used to guide this research, such as Bhatia's levels of generic description (1997, 2005) Gerot and Wignell's explanations about the generic structure of descriptive, procedure, and recount text (1995), and Halliday's transitivity analysis (2014). The qualitative method was used to conduct this research. The results show that promotional captions could consist of descriptive, procedure, and recount texts with different generic structures and lexico-grammatical features for each text type. The generic structure of procedure text in promotional captions is pressure tactics-goal-instructions, while the generic structure of recount text is orientation-events-pressure tactics. On the other hand, the generic structure of descriptive text is identification-product details-positive evaluations. Relational Processes dominate descriptive texts, while Material Processes appear frequently in procedure texts. In terms of recount texts, Ria Ricis' recount texts only contain Material Processes while Atta Halilintar's consist of Material Processes, Mental Processes, and Behavioral Processes.

Keywords: *caption, generic structure, Instagram, lexicogrammar, promotion*

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