

CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the researcher provides data description, findings and discussions of the paralinguistic features in model instagram accounts. This chapter answered the first research question about what types of paralinguistic features used by models in their instagram accounts using the typographic strategies that represents paralinguistic in CMC theory by Thurlow et al. this chapter also answered the second research question about the meaning of paralinguistic features used by models using the semiotic theory by Roland Barthes. The last, this chapter answered the third research question about the function of paralinguistic features in model instagram account using the communicative function theory by Mary Finocchiaro.

Research Question

1. What are paralinguistic features used by models in their instagram account?
 - 1.1 What are the types of paralinguistic features used by models in their instagram account?
 - 1.2. What are the meanings of paralinguistic features used by models in their instagram account?

1.3. What are the functions of paralinguistic features used by models in their instagram account?

4.1 Data Description

The data are the entire photo and video captions of models' instagram accounts which were selected randomly from February to May 2017 in four accounts (the account of Miranda Kerr, Gigi Hadid, Jon Kortajarena, and Mariano Di Vaio). The data consist of two hundred and thirty two data, but only one hundred and eighty nine data that contain typographic strategies that represented the use of paralinguistic.

For example, this is the photo caption updated in March 14th 2017 by Gigi Hadid that contains the typographic strategies that represented the use of paralinguistic in model instagram accounts and the analysis of meaning ad function of it.



Woke up to this!!!! Seeing people I love, & who inspires me, wear my clothes is one of the most special and heartwarming feelings in the world... U IN THIS @TOMMYxGIGI JACKET MADE MY DAY @ladygaga ❤️❤️❤️

This photo caption of Gigi Hadid talked about Lady Gaga who was wearing jacket from her collection feat Tommy Hilfiger. As a designer, she is very excited about it as her idol Lady Gaga wore her clothes collection. In denotation level of meaning, ‘!!!!’ is multiple exclamation marks, one of punctuations which has more than one amount and appeared in the end of the word, phrase or sentence (Thurlow et al., 2004 p.128). In connotation level of meaning, multiple exclamation marks is used to show how she was overjoyed when knowing Lady Gaga wore jacket from her collection feat Tommy Hilfiger. According to Mary Finocchiaro (1983, p.55-56), it has personal communicative function to express her feeling about the facts that her idol wore her jacket collection and mark her tone of voice, so her followers can know her tone of voice when she updated that photo caption.

After that, in denotation level of meaning, ‘...’ is multiple periods or ellipsis, the omission from a sentence or words that would complete the construction (Thurlow et al., 2004 p.128). In connotation level of meaning, ellipsis ‘(...)’ means that the story is unfinished (Joshua Raclaw, 2006, p. 300). It has imaginative communicative function to narrating event and to give a pause since she wants to tell more information about a person who makes her excited on wearing her clothes

collection, the origin of the clothes, and kind of clothes that person wore (Finocchiaro & Brumfit, 1983, p. 65-66).



The term 'U' in denotation level of meaning is homophone, an abbreviation formed from simple word of 'you' (Thurlow et al, 2004 p.127). In connotation level of meaning, 'U' is written as she was in hurry because of her excitement when seeing her jacket collection wore by Lady Gaga right after she woke up. It has referential communicative function to simplify her statement (Finocchiaro & Brumfit, 1983, p. 65-66).

In denotation level of meaning, 'U IN THIS' is capitalization, the act of placing a capital letter in the beginning of the sentence and a lower letter for the rest for emphasizing and stressing (Thurlow et al., 2004 p.129). In connotation level of meaning, 'U IN THIS' means she was emphasizing a person and a kind of clothes collection that made her very excited which is Lady Gaga and her jacket collection feat Tommy Hilfiger (Thurlow et al., 2004 p.129). It has referential communicative function to clarify something (Finocchiaro & Brumfit, 1983, p. 65-66).

Moreover, 'JACKET MADE MY DAY' in denotation level is also capitalization, the act of placing a capital letter in the beginning of the sentence and a lower letter for the rest for emphasizing and stressing (Thurlow et al., 2004 p.129). In connotation level of meaning, 'JACKET MADE MY DAY' means she was emphasizing her excitement as her jacket collection was wearing by her idol, Lady

Gaga (Thurlow et al., 2004 p.129). It has personal communicative function to express her feeling (Finocchiaro & Brumfit, 1983, p. 65-66).

Furthermore, in denotation level of meanin, '@' for @TOMYxGIGI and @ladygaga is at sign, a symbol appeared in front of the word or the phrase for defining identity (Thurlow et al., 2004, p. 129). In connotation level of meaning, at sign symbol '@' used to mention her collection feat Tommy Hilfiger's official instagram account and Lady Gaga's instagram account. It is explained the term 'this' and 'u' from the capital words 'U IN THIS' that she typed before. It has referential communicative function to identify something which is her collaboration feat Tommy Hilfiger and introducing someone which refers to Lady Gaga (Finocchiaro & Brumfit, 1983, p. 65-66).

The last,  are emoticons, a stylized picture which represents things of hearts figure, other than facial expression and gesture formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129). In connotation level of meaning, hearts emoticon  used to emphasize her excitement as Lady Gaga wore her jacket collection (Finocchiaro & Brumfit, 1983, p. 65-66).

4.2 Findings and Discussion

Based on the table analysis 1 about the categorization of the data, the researcher found 805 typographic strategies that represented the use of paralinguistic

features that categorized into six types in models' instagram accounts. Each paralinguistic features have different meaning and function. The results of analysis implemented in basic numeral and percentage to balance fidelity of the data. It is presented in the table below.

No	Model	The Use of Paralinguistic Features	Percentage
1	Miranda Kerr	218	27%
2	Gigi Hadid	319	40%
3	Jon Kortajarena	123	15%
4	Mariano Di Vaio	145	18%
Total		805	100%

Table 4.1 Paralinguistic Features in Models' Instagram Accounts

Based on the table 4.1 above, the researcher found 805 typographic strategies that represented the use of paralinguistic in four models' instagram accounts. It shows that there are 218 paralinguistic features (27%) in Miranda Kerr's account, 319 paralinguistic features in Gigi Hadid's account, 123 paralinguistic features in Jon Kortajarena's account, and 145 paralinguistic features in Mariano Di Viao's account. The discussion of the type, the meaning, and the function of paralinguistic features will be explained in the next part.

4.2.1 Types of Paralinguistic Features

According to Thurlow et al (2004, p.125), there are eight types of typographic strategies that represented the use of paralinguistic features in computer mediated communication. Meanwhile, the researcher only found six types of typographic strategies that represented the use of paralinguistic features in this research. The six types are the use of abbreviation, punctuation, capitalization, onomatopoeia, emoticon, and symbol. The results of analysis are presented in the table and chart below:

No	Paralinguistic Features	Total	Percentage
1	Abbreviation	23	3%
2	Punctuation	87	11%
3	Capitalization	49	6%
4	Onomatopoeia	10	1%
5	Emoticon	257	32%
6	Symbol	379	47%
Total		805	100%

Table 4.2 Types of Paralinguistic Features in Models' Instagram Accounts

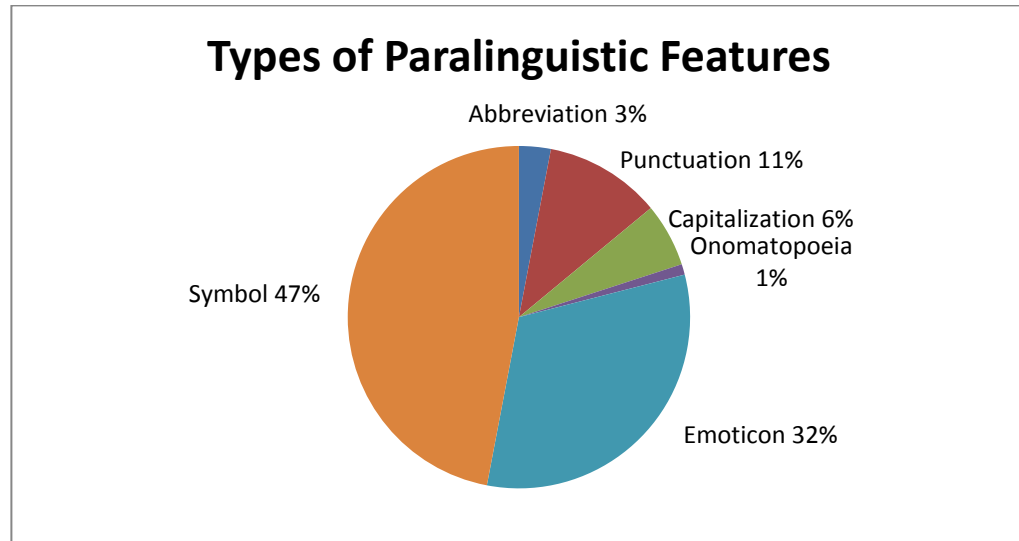


Figure 4.2 Types of Paralinguistic Features in Models' Instagram Accounts

Based on the table and chart 4.2, the researcher found that the use of symbol has the highest percentage, it is 47% with total 379 times used in the data. The second one is the use of emoticon that has 32% with total 257 times used in the data. The use of punctuation is in the third place with 11% and total 87 times used in the data. The fourth is the use of capitalization with 6% and total 49times used in the data. In the fifth place is the use of abbreviation with 3% and 23 times used in the data. The last one is the use of onomatopoeia with 1% and 10 times used in the data. The result from each source of the data will be explained below.

4.2.1.1 Symbol

No	Model	Total	Percentage
1	Miranda Kerr	91	24%
2	Gigi Hadid	145	38%
3	Jon Kortajarena	77	20%
4	Mariano Di Vaio	66	18%
Total		379	100%

Table 4.3 Symbol in Models' Instagram Accounts

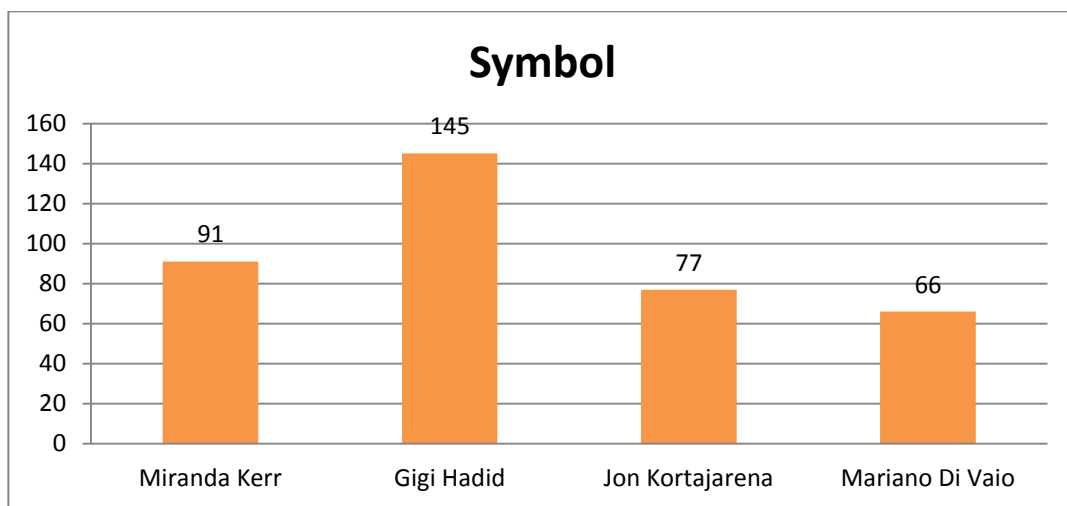


Figure 4.3 Symbol in Models' Instagram Accounts

Based on the table and chart 4.3 above, the researcher found 379 times symbol is used. It is the use of symbol, As Gigi Hadid has the highest amount and percentage with 145 times used (38%). The second one is Miranda Kerr with 91 times used (24%). Jon Kortajarena is in the fourth place with 77 times used (20%). The last one is Mariano Di Vaio with 66 times used (18%).

4.2.1.2 Emoticon

No	Model	Total	Percentage
1	Miranda Kerr	98	38%
2	Gigi Hadid	85	33%
3	Jon Kortajarena	18	7%
4	Mariano Di Vaio	56	22%
Total		257	100%

Table 4.4 Emoticon in Models' Instagram Accounts

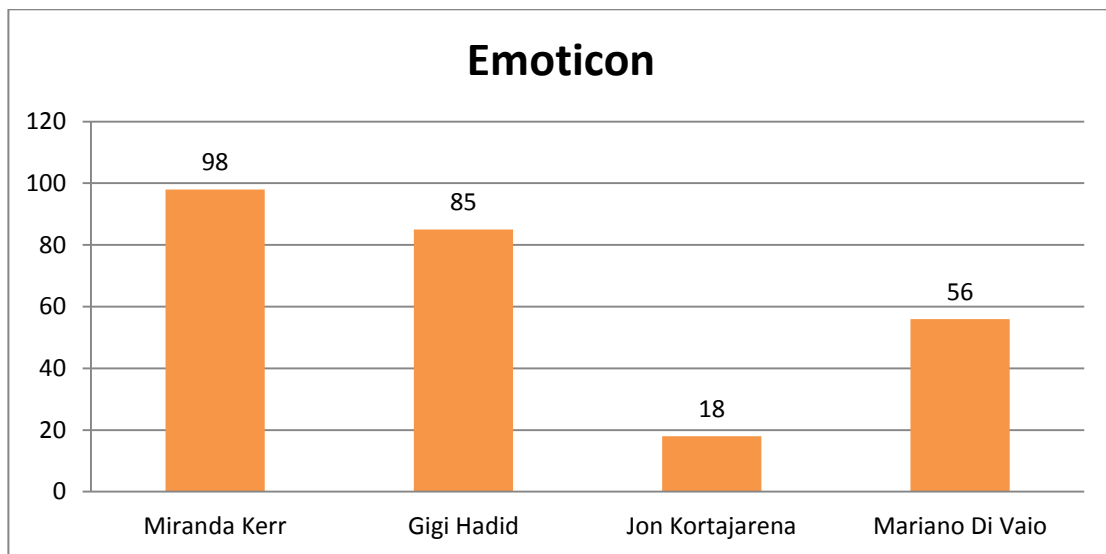


Figure 4.4 Emoticon in Models' Instagram Accounts

Based on the table and chart 4.4 above, the researcher found 257 times emoticon is used. It is the use of emoticon, As Miranda Kerr has the highest amount and percentage with 98 times used (38%). The second one is Gigi Hadid with 85 times used (33%). Mariano Di Vaio is in the fourth place with 56 times used (22%). The last one is Jon Kortajarena with 18 times used (7%).

4.2.1.3 Punctuation

No	Model	Total	Percentage
1	Miranda Kerr	5	6%
2	Gigi Hadid	46	53%
3	Jon Kortajarena	23	26%
4	Mariano Di Vaio	13	15%
Total		87	100%

Table 4.5 Punctuation in Models' Instagram Accounts

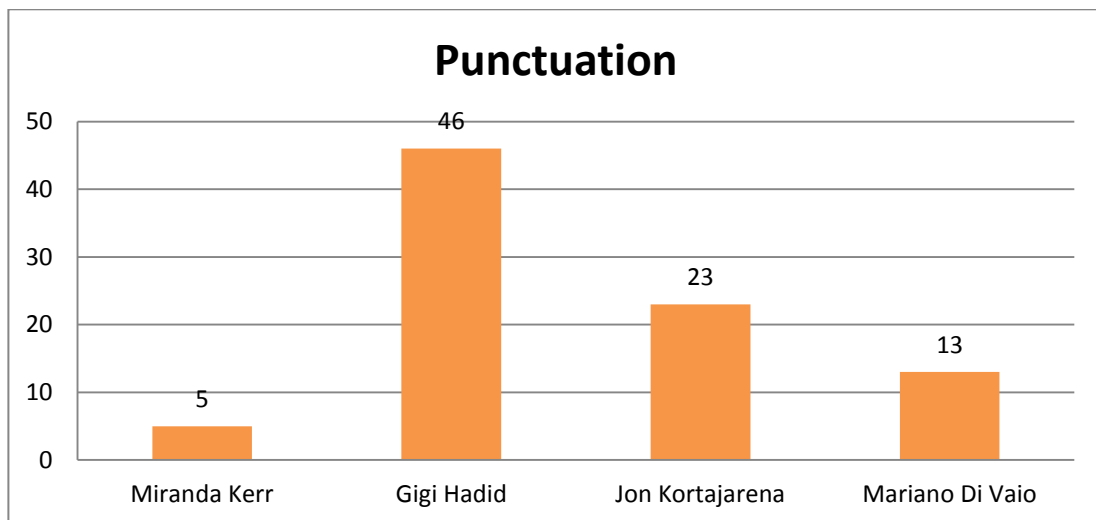


Figure 4.5 Punctuation in Models' Instagram Accounts

Based on the table and chart 4.5 above, the researcher found 87 times punctuation is used. It is the use of punctuation, As Gigi Hadid has the highest amount and percentage with 46 times used (53%). The second one is Jon Kortajarena with 23 times used (26%). Mariano Di Vaio is in the fourth place with 56 times used (15%). The last one is Miranda Kerr with 5 times used (6%).

4.2.1.4 Capitalization

No	Model	Total	Percentage
1	Miranda Kerr	16	33%
2	Gigi Hadid	29	59%
3	Jon Kortajarena	1	2%
4	Mariano Di Vaio	3	6%
Total		49	100%

Table 4.6 Capitalization in Models' Instagram Accounts

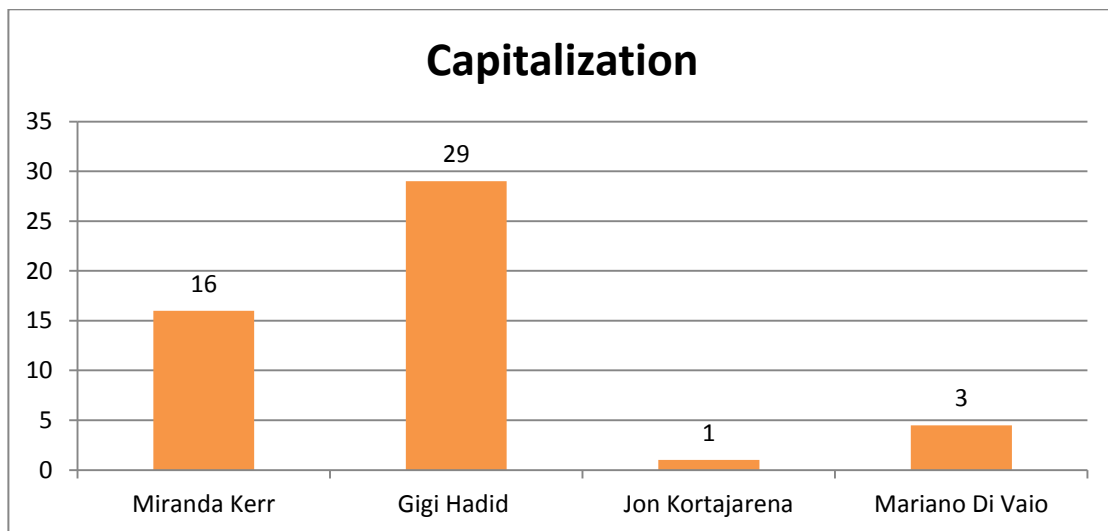


Figure 4.6 Capitalization in Models' Instagram Accounts

Based on the table and chart 4.6 above, the researcher found 49 times capitalization is used. It is the use of capitalization, As Gigi Hadid has the highest amount and percentage with 29 times used (59%). The second one is Miranda Kerr with 16 times used (33%). Mariano Di Vaio is in the fourth place with 3 times used (6%). The last one is Jon Kortajarena with 1 time used (2%).

4.2.1.5 Abbreviation

No	Model	Total	Percentage
1	Miranda Kerr	6	26%
2	Gigi Hadid	9	39%
3	Jon Kortajarena	2	9%
4	Mariano Di Vaio	6	26%
Total		23	100%

Table 4.7 Abbreviation in Model Instagram Accounts

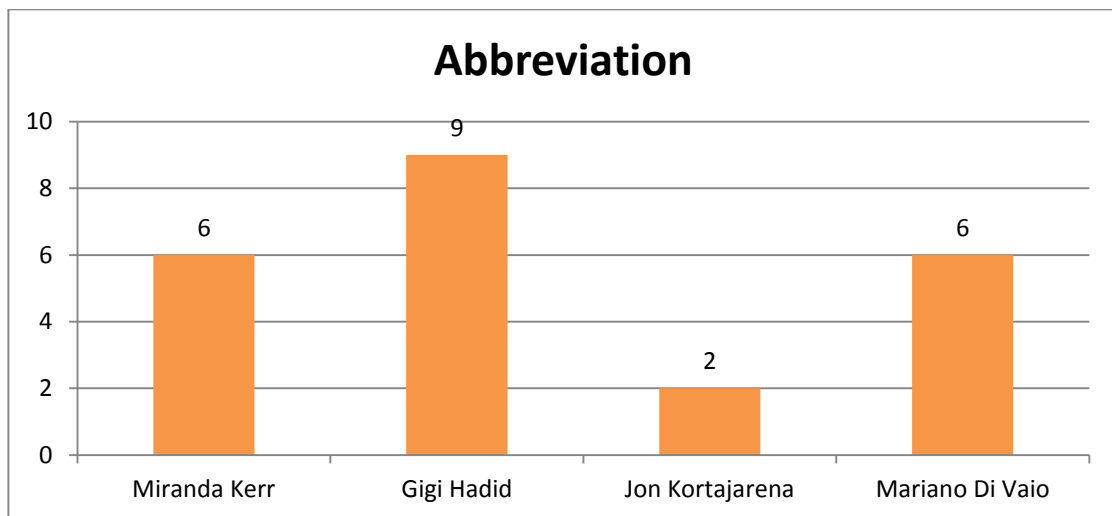


Figure 4.7 Abbreviation in Models' Instagram Accounts

Based on the table and chart 4.7 above, the researcher found 23 times abbreviation is used. It is the use of abbreviation, As Gigi Hadid has the highest amount and percentage with 9 times used (39%). The second one is Miranda Kerr and Mariano Di Vaio with 6 times used (26%). The last one is Jon Kortajarena with 2 time used (9%).

4.2.1.6 Onomatopoeia

No	Model	Total	Percentage
1	Miranda Kerr	2	20%
2	Gigi Hadid	5	25%
3	Jon Kortajarena	2	20%
4	Mariano Di Vaio	1	5%
Total		10	100%

Table 4.8 Onomatopoeia in Models' Instagram Accounts

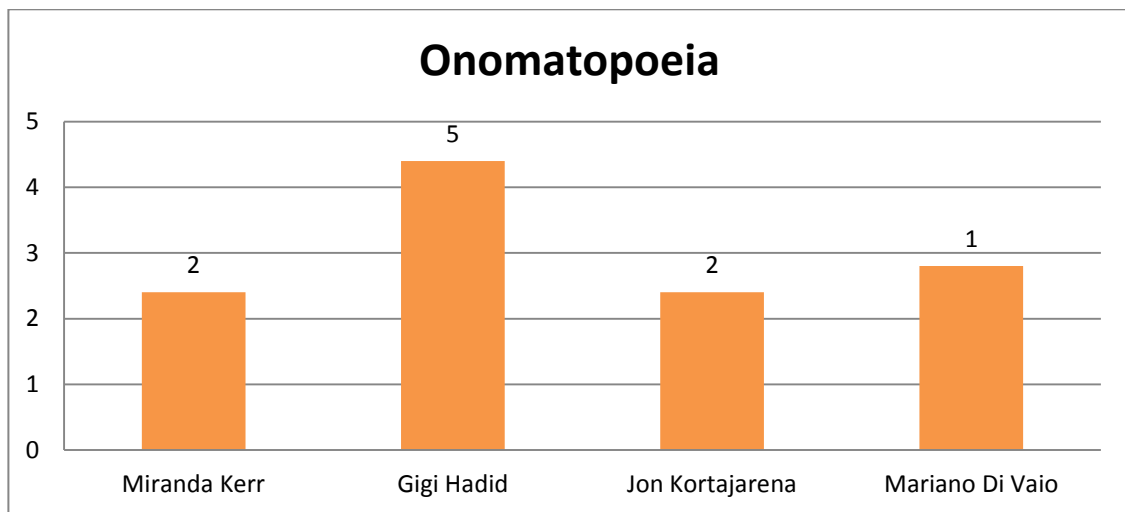


Figure 4.8 Onomatopoeia in Models' Instagram Accounts

Based on the table and chart 4.8 above, the researcher found 23 times abbreviation is used. It is the use of abbreviation, As Gigi Hadid has the highest amount and percentage with 9 times used (39%). The second one is Miranda Kerr and Mariano Di Vaio with 6 times used (26%). The last one is Jon Kortajarena with 2 time used (9%).

4.2.2 Meaning of the Paralinguistic Features

To analyze the meaning of each paralinguistic features by models, the researcher used semiotic theory by Roland Barthes (1957) about denotation and connotation level of meaning. The meaning of the six types of typographic strategies that represented the use of paralinguistic in this research found by the researcher based on table analysis 2 (analysis of meaning and function of paralinguistic features) will be explained below.

4.2.2.1 Abbreviation


Abbreviation means a short form of a word or a phrase that covers homophone and acronym (Thurlow et al., 2004 p. 125). It means to make a word or phrase shorter than before. It commonly did to reduce stiffness as in CMC people wants to be friendly as they can and to save time as they want to type as fast as they can (Thurlow et al., 2004 p.126). In this research, the researcher found that abbreviation used 23 times in models' instagram accounts. This is the explanation about the meaning of abbreviation in models' instagram accounts.

1. Miranda Kerr

*So happy to share with you the new @marella_official **SS17** campaign 📸 by @ryanmcginleystudios #ad #marella*

She updated this on February 8th. This is her photo caption on the day Marella's newest collection for spring and summer was launched. She wanted to tell her followers that she is a brand ambassador of Marella's newest collection and to promote the collection itself. In denotation level of meaning, 'SS17' is acronym, an abbreviation formed from the initial letters of other words and pronounced as word of 'Spring Summer 2017' (Thurlow et al. (2004, p.125); gb.marella.com/season-SS17). In connotation level of meaning, she wanted to inform her followers when Marella's newest collection with her as a brand ambassador can be discovered.

2. Gigi Hadid

Visited my @stuartweitzman fam at the new HQ today  newness coming soooooon!!!

She updated this on April 14th. This is a photo caption of her when she visited a shoes brand called Stuart Weitzman store in New York with her photo on the store wall in High Quality resolution (harperbazaar.com, April 14th 2017). She also informed that her latest photo for Stuart Weitzman will be updated soon. In denotation level of meaning, 'fam' is abbreviation, a shortened form of a word or phrase that covers homophone and acronym of 'family' (Thurlow et al. (2004, p.125); definitions.net/definition/FAM). In connotation level of meaning, she wanted to type as fast as she can to save time and as informal as she can to avoid stiffness and create

friendly impression between Stuart Weitzman staffs as she called them family (Thurlow et al., 2004 p.126).

Also, in denotation of meaning, 'HQ' is acronym, an abbreviation formed from the initial letters of other words and pronounced as word of 'High Quality' (Thurlow et al. (2004, p.127); [acronymfinder.com/High-Quality-\(HQ\).html](http://acronymfinder.com/High-Quality-(HQ).html)). In connotation level of meaning, she wanted to emphasize the quality of her photo on Stuart Weitzman store wall.

3. Jon Kortajarena

*Enjoying last day in **NY** at the Guggenheim museum*

He updated this on March 16th. This is his photo caption about his last day in New York which is spent at the Guggenheim museum. In denotation level of meaning 'NY' is acronym, an abbreviation formed from the initial letters of other words and pronounced as word of 'New York' (Thurlow et al. (2004, p.127); [acronymfinder.com/New-York-\(NY\).html](http://acronymfinder.com/New-York-(NY).html)). In connotation level of meaning, he wanted to emphasize the location of Guggenheim museum that he visited at that time.

4. Mariano Di Vaio

*Wherever you're going in life, enjoy the ride  New blog launch on the 22nd of **FEB!***

#mdvstyle #mdvjewels

He updated this on March 16th. This is his photo caption when he was suggesting to enjoy our life wherever we're going. He also informed about when his digital magazine for men, MDV new blog will be launched (mdvstyle.com). In denotation level of meaning, 'FEB' is abbreviation, a shortened form of a word or phrase that covers homophone and acronym of 'February' (Thurlow et al. (2004, p.125); acronymfinder.com/February-(FEB).html). In conotation level of meaning, he wanted to emphasize when his digital magazine for men, MDV new blog will be launched.

4.2.2 Punctuation

Yoram M. Kalman (2014, p.1) stated that there is character repetitions in CMC. These includes repetitions of letters and repetitions of punctuation marks. In this research, the researcher found model sometimes use repetition of punctuation marks, either multiple exclamation marks or multiple periods in their instagram account. The use of multiple exclamation marks '!!!' and multiple periods or ellipsis '...' are the typographic strategies that represented the use of paralinguistic (Thurlow et al., 2004 p.125). The meaning of multiple exclamation marks and multiple periods or ellipsis will be explained below.

1. Miranda Kerr

*I'm a bit of a tea fanatic 🤔... what's your favorite tea?
#MirandaKerrforRoyalAlbert (shop link in bio 🤔) @royalalbertengland*

She updated this on March 16th. This is a video caption of her when she was enjoying tea with tea sets from Royal Albert as she is a brand ambassador of the brand (royalalbert.com/collections/miranda-kerr). She also took a part of collaboration in making tea sets with that brand and wanted to promote the tea sets in the day it was launched. In denotation level of meaning, '...' is multiple periods or ellipsis, the omission from a sentence or words that would complete the construction (Thurlow et al., 2004 p.128). In connotation level of meaning, multiple periods or ellipsis '...' is used to give pause as she wanted ask others about their favorite tea after previously she told that she is a tea fanatic (Thurlow et al., 2004 p.128) .

2. Gigi Hadid

*Can't believe that's me !!!!! 🦁🦁 Thank you for this honor #Mattel @tommyhilfiger
❤️ can't wait to have #BARBIE join us at the #TOMMYxGIGI show tommorrow!
@barbiestyle @tommyxgigi 🌴🌴☀️🌈*

She updated this on February 8th. This is a photo caption of her about her excitement as Barbie company, Mattel designed a Barbie doll which looks like her (amp.instyle.com/news/gigi-hadid-tommy-hilfiger-barbie-doll). She thanked to Mattel and wanted the Barbie doll joined her to TommyxGigi's fashion show. In denotation level of meaning, '!!!!' is multiple exclamation marks, one of punctuations which has more than one amount and appeared in the end of the word, phrase or sentence (Thurlow et al., 2004 p.128). In connotation level of meaning, multiple exclamation marks '!!!!' is used to prove that she really can't believe that Mattel made a Barbie doll that looks like her which is the expression of her excitement (Carol Weleseski, 2006, p. 112).



3. Jon Kortajarena

Always in love with #JeanLucGodard and #BrigitteBardot in the film #LeMepris. Tell me about the movies that always inspire you...

He updated this on Feb 2nd. This is his photo caption about a film that he loves and always inspires him titled Le Me Pris which is played by Jean Luc Godard and Brigitte Bardot. He then asked his followers to tell their favorite movies that always inspire them. In denotation level of meaning, '...' is multiple periods or ellipsis, the omission from a sentence or words that would complete the construction (Thurlow et al., 2004 p.128). In connotation level of meaning, multiple periods or

ellipsis ‘...’ is used to implied unfinished story as he asked his followers tell their favorite movies that always inspire them (Joshua Raclaw, 2006 p. 300).

4. Mariano Di Vaio

#NohowtakesCapri Teaser  we had fun, we laughed, we loved, and we will make it a memory  @Nohow #NohowSquad coming soon!!!

Filmed by @iconize

He updated this on March 8th. This is his video caption about his fashion brand, Nohow’s latest collection teaser which is filmed in Capri, Italy. There, he had much fun with his staffs when filming it. In denotation level of meaning, ‘!!!’ is multiple exclamation marks, one of punctuations which has more than one amount and appeared in the end of the word, phrase or sentence (Thurlow et al., 2004 p.128). In connotation level of meaning, multiple exclamation marks ‘!!!’ represents his excitement as Nohow’s latest collection will be launched soon (Carol Weleseski, 2006, p. 112).

4.2.2.3 Capitalization

Based on Thurlow et al. (2004 ,p.127), capitalization means that placing a capital letter in the beginning of the sentence and a lower letter for the rest. In Netspeak, there is an uncommon use of capitalization; users sometime write the

sentence with all words capitalized. That is what the researcher found in this research. Sometimes, models update a caption with the entire sentence typed in capital. This is the explanation about the meaning of it.

1. Miranda Kerr

*My #1 beauty product: **KORA** Organics Noni Glow Face Oil ❤️ #noniglow @koraorganics*

She updated this on March 8th. This is her photo caption about her number one beauty product which is facial oil from her skincare line called Kora Organics Noni Glow Face Oil (koraorganics.com). In denotation level of meaning, ‘KORA’ is capitalization, the act of placing a capital letter in the beginning of the sentence and a lower letter for the rest for emphasizing and stressing (Thurlow et al., 2004 p.129). In connotation level of meaning, she wants to emphasize her skincare line name to be easily noticed by her followers (Thurlow et al., 2004 ,p.129).

2. Gigi Hadid

***CHROME HEARTS X BELLA** everyting love you !!! and so proud of you !!! @bellahadid @jessejostark*

She updated this on March 8th. This is her photo caption about her excitement and pride as her sister, Bella Hadid chosen as a brand ambassador of Chrome Hearts, a brand of high end silver jewelry which is also produces clothing and eyewear

(harperbazaar.com, February 27th 2017). In denotation level of meaning, 'CHROME HEARTS X BELLA' is capitalization, the act of placing a capital letter in the beginning of the sentence and a lower letter for the rest for emphasizing and stressing the sentence that typed with capital letter (Thurlow et al., 2004 p.129). In connotation level of meaning, she wanted to emphasize her excitement as her sister is chosen as a brand ambassador of Chrome Hearts (Thurlow et al., 2004 p.129).

3. Jon Kortajarena

QUANTICO with @jazmasri

He updated this on March 8th. This is his video caption about Quantico, his drama series' scene with Yasmine Al Masri (vogue.com, March 23, 2017). In denotation level of meaning, 'QUANTICO' is capitalization, the act of placing a capital letter in the beginning of the sentence and a lower letter for the rest for emphasizing and stressing the sentence (Thurlow et al., 2004 p.129). In connotation level of meaning, he wanted to emphasize his excitement in sharing his filming scene in a drama series called Quantico (Thurlow et al., 2004 p.129).

4. Mariano Di Vaio

*Shooting day for @menshealthportugal #JuneIssue 🔥 I'm so grateful my friends
#honored #cantstop #wontstop (NOW ON SPOTIFY)*

He updated this on May 10th. This is his photo caption when he was shooting for men magazine called Mens Health based on Portugal for June issue. He expressed his gratitude to Mens Health Portugal staffs for involving him as a cover model. He also promoted his song titled Won't Stop which is available in music downloading app, Spotify (open.spotify.com). In denotation level of meaning, 'NOW ON SPOTIFY' is capitalization, the act of placing a capital letter in the beginning of the sentence and a lower letter for the rest for emphasizing and stressing is the sentence (Thurlow et al., 2004 p.129). In connotation level of meaning, he wanted to emphasize his excitement in informing when and where his song has available (Thurlow et al., 2004 p.129).

4.2.2.4 Onomatopoeia

The unique ways done by people to make others understand their messages easily is by using onomatopoeia. According to Thurlow (2004, p.129), onomatopoeia is words which is written like it is being spelled. People can use the letter to help mark their tone of voice. The writer found it in model instagram accounts. This is the explanation about its meaning in model instagram accounts.

1. Miranda Kerr

*Peekaboooo 😊 loving my denim collection with @motherdenim
#mirandaxmother*

She updated this on February 2nd. This is her photo on the launching event of a jeans brand, Mother Denim which the newest collection is made from a collaboration of her and the brand itself (motherdenim.com/miranda-mother). In denotation level of meaning, 'Peekaboooo' is onomatopoeia, words which is written like it is being spelled the multiple used of some vocal letter (Thurlow et al., 2004 p.129). In connotation level of meaning, she was excited in showing Mother's denim latest collection for the first time (Thurlow et al., 2004 p.128).

2. Gigi Hadid



Happy April foolz.fwends ;) :P

She updated this on February 2nd. This is her photo caption about her participation on April Fools' Day by uploading her photo with a very short hair which is unreal. In denotation level of meaning, 'foolz' and 'fwends' is onomatopoeia, words which is written like it is being spelled of 'fools' and 'friends' (Thurlow et al.,

2004 p.129). In connotation level of meaning, she wanted to express her playfulness as her short hair is unreal (Thurlow et al., 2004 p.129).


3. Jon Kortajarena

*The light and the energy of this woman is **sooo** beautiful... she is trully good.*

@tonigarrn

He updated this on February 2nd. Trough this photo caption, he expressed about his admiration towards Toni Garrn as she has very beautiful personality. In denotation level of meaning, it is the multiple used of some vocal letter. In connotation level of meaning, ‘sooo’ is onomatopoeia, words which is written like it is being spelled (Thurlow et al., 2004 p.129). In connotation level of meaning, he wanted to prove his admiration on how beautiful Toni Garrn is and indicate his tone of voice sound when saying it (Thurlow et al., 2004 p.129).

4. Mariano Di Vaio

*Always great to meet my brother @eljuanpazurita  and how we say, always trust the **freakin** Karma!!!*

He updated this on February 2nd. This is his photo caption about his meeting with his friend El Juanpa Zurita in Mexico and his believe in Karma as he and Juan

are successful now . In denotation level of meaning, ‘freakin’ is onomatopoeia, words which is written like it is being spelled (Thurlow et al., 2004 p.129). In connotation level of meaning, ‘freakin’ is written as it is being spoken to indicate the speakers’ excitement (Thurlow et al., 2004 p.129).

3.2.2.5 Emoticon

According to Thurlow et al. (2004, p. 129), emoticon is a stylized picture which represents facial expression, gesture, and other things formed by various combinations of keyboard characters. In this research, the researcher found that emoticon is usually used by model in their instagram accounts. This is the explanation of the meaning of emoticon.

1. Miranda Kerr

Lucky as a leprechaun ✨🍀 Happy St. Patrick's Day! 🍀✨🌈❤️😊



She updated this on February 25th. This is her video caption of how excited she was with St. Patrick’s Day. She wanted to tell that even St’ Patrick’s Day is celebrated on March 17th and she was late a day, she’s still celebrated it delightedly (timeanddate.com/st-patrick-day). In denotation level of meaning, ✨ is emoticon, a stylized picture which represents things of blink effects, other than facial expression and gesture formed by various combinations of keyboard characters (Thurlow et al.,

2004 p. 129). In connotation level of meaning, blink effects emoticon ✨ is meant celebration for St. Patrick's Day.



After that, in denotation level of meaning, 🍀 is an emoticon, a stylized picture which represents things of clover, other than facial expression and gesture formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129). In connotation level of meaning, 🍀 is used as St. Patrick is always seen with clover (irishindeed.com/legend-of-the-shamrock). Its green color emphasizes St. Patrick's Day which is identic with green. It is supported by how she claimed that she is a leprechaun who is always wearing green attire (thefw.com, March 13, 2012). In the video, she also wore green dress with trees as the background.

Moreover, in denotation level of meaning, 🌈 is an emoticon, a stylized picture which represents things of rainbow, other than facial expression and gesture formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129). She used rainbow emoticon 🌈 as St. Patrick's depict in a stained glass window at St. Benin's Church, Ireland is well known with red, green, yellow, and blue color with is quite similar with rainbow color (Thurlow et al., 2004 p.129); thespruce.com, February 21, 2017).


Lastly, in denotation level of meaning, ❤️ 😊 are emoticons, a stylized picture which represents things of heart figure and facial expression of smiling face, besides


gesture formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129). Love and smiley emoticon   are used to show how excited she was in celebrating St. Patrick's Day (Thurlow et al., 2004 p.129).


2. Gigi Hadid


Always such an honor and pleasure to walk the @fendi show.  

Thank you so much @karllagerfeld @amandaharlech @chaos @pg_dmcasting

She updated this on February 24th. This is her video caption about her honor and gratitude on being a model for a fashion brand called Fendi. After telling her honor to Fendi, she also thanked to Fendi's founder and staffs who has helped her for the fashion show. In denotation level of meaning,  is an emoticon, a stylized picture which represents things of rainbow, other than facial expression and gesture formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129).

In connotation level of meaning, love emoticon  is used to prove her honor and pleasure for participated in Fendi fashion show (Thurlow et al., 2004 p.129).

Moreover, in denotation level of meaning,  is an emoticon, a stylized picture which represents things of brown leaf, other than facial expression and gesture formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129).

In connotation level of meaning, brown leaf emoticon  is used as she was

participating on Fendi fashion week for fall season (Thurlow et al., 2004 p.129; thefashionspot.com, July 5, 2017)



3. Jon Kortajarena



When she is doing a scene and I have no idea about it 😜 holaaa @jazmasri #Repost @jazmasri

He updated this on February 24th. This is his photo caption when he was filming with his partner Yasmine Al Masri and he was forgetting his line, meanwhile Yasmine was doing well for her line. In denotation level of meaning, 😜 is an emoticon, a stylized picture which represents facial expression of funny face, formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129). In connotation level of meaning, this emoticon 😜 represents his playfulness on forgetting his line while, meanwhile Yasmine was doing well for her line (Thurlow et al., 2004 p.129).

4. Mariano Di Vaio

Trying my best to make him sleep with a guitar lullaby... 😴 @NathanLeoneDiVaio
❤️ #please #WeNeedToSleep

He updated this on February 24th. This is a photo caption of him when he was trying to make his son, Nathan Leone Di Vaio sleep by playing a guitar lullaby. His effort was unsuccessful as his son still awake. In denotation level of meaning,  is an emoticon, a stylized picture which represents facial expression of sleepy face, formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129). In connotation level of meaning, this emoticon  emphasizes his condition that already sleepy which is supported by hashtag ‘#’ of #WeNeedTo Sleep.

Furthermore, in denotation level of meaning,  is an emoticon, a stylized picture which represents things of heart figure, other than facial expression and gesture formed by various combinations of keyboard characters (Thurlow et al., 2004 p. 129). In connotation level of meaning, love emoticon  represents his love to his son (Thurlow et al., 2004 p. 129).

4.2.2.6.1 Symbol

Symbol is commonly used by people in computer mediated communication (Thurlow et al., 2004 p.128). They are commonly @ (at sign), # (hashtag), and * (asterisk). In this research, the researcher found symbol is usually appeared when model update their photo or video caption in their instagram account. This is the explanation about the meaning of symbol.

1. Miranda Kerr

Polka dots in NYC @marella_official 🍷 🌃 🚗 #ad

She updated this on February 25th. This is her photo caption when she walked in the street of New York City wearing polka dots cardigan from Marella Official. In denotation level of meaning, '@' for '@marella_official' is at sign, a symbol appeared in front of the word or the phrase for defining identity (Thurlow et al., 2004 p. 129). In connotation level of meaning, at sign symbol '@' is used to address the official instagram account of @marella_official as she wore a cardigan from Marella, a fashion brand where she became a brand ambassador.

Meanwhile, in denotation level of meaning, '#' for '#ad' is hashtag, a symbol appeared in front of the word or the phrase for clarifying something (Thurlow et al., 2004 p. 129). In connotation level of meaning, hashtag '#' in the end of her caption is used to tell the point of her post. #ad is meant that her post is a part of the ad (Thurlow et al., 2004 p.129).

2. Gigi Hadid

HALIMA #CR10Paris

She updated this on February 16th. This is her photo caption about Halima who is also a model in the same agency as her (amp.theguardian.com, February, 23rd 2017). Halima is also a muslim as her and she is the first American popular model who wears hijab. In this post, she wanted to show her pride to Halima in terms of her

courage to keep wearing hijab as a model and her success on being a cover model of a Paris fashion book, Carine for 10th edition (crfashionbok.com, February 25th 2017). In denotation level of meaning, ‘#’ for ‘#ad’ is hashtag, a symbol appeared in front of the word or the phrase for clarifying something (Thurlow et al., 2004 p. 129). In connotation level of meaning, hashtag ‘#’ for ‘#CR10Paris’ is meant to address Carine Fashion book for 10th edition as Halima is a cover model for that Paris fashion book (Thurlow et al., 2004 p.129).

3. Jon Kortajarena

Check out my friend's swimwear collection @benibecawear. It's really cool and she is working really hard to make the best of it.

He updated this on March 9th. Through this photo caption, he promoted his friend's swimwear collection called Beni Beca Wear. He also complimented the swimwear quality and also his friend's effort in making the best of it. In denotation level of meaning, ‘@’ for ‘@benibecawear’ is at sign, a symbol appeared in front of the word or the phrase for defining identity (Thurlow et al., 2004 p. 129). In connotation level of meaning, at sign symbol ‘@’ is used to address Beni Beca Wear's official instagram account, a swimwear brand of his friend (Thurlow et al., 2004 p.129).

4. Maria Di Vaio

My Capsule of Leather Jackets with @nohow is now available in PRE-ORDER it's a #limitededition & #madeinitaly

He updated this on March 11th. This photo caption is about his latest leather jacket collection from Nohow has available for pre-order as it is limited edition. In denotation level of meaning, '@' for '@nohow' is at sign, a symbol appeared in front of the word or the phrase for defining identity (Thurlow et al., 2004 p. 129). In connotation level of meaning, at sign symbol '@' is used to address Nohow's official instagram account, his fashion brand (Thurlow et al., 2004 p. 129; nohowstyle.com).

Meanwhile, in denotation level of meaning, '#' for '#limitededition' and '#madeinitaly' is hashtag, a symbol appeared in front of the word or the phrase for clarifying something (Thurlow et al., 2004 p. 129). In connotation level of meaning, hashtag '#' for '#limitededition' explains that his capsule leather jacket is limited. Meanwhile, #madeinitaly is used to explain where his capsule leather jacket is made (Thurlow et al., 2004 p.129).

4.2.3 The Function of Paralinguistic Features

Paralinguistic features used by a public figure like models in their instagram accounts are generally aimed to attract their fans to see and read their post. To found the specific function of paralinguistic features used by model in their instagram accounts, the researcher used the communicative theory by Mary Finocchiaro. The

theory categorized the communicative function into five categories (Finocchiaro & Brumfit, 1983, pp.65-66).

Based on table analysis 2 (the analysis of meaning and function of paralinguistic features), the researcher found all of the communicative function categorized by Marry Finocchiaro, such as personal (a communicative function which represents person's own feeling), interpersonal (a communicative function which related to one's relationship with others), directive (a communicative function which attempts to influence others' actions), referential (a communicative function which enables a person to talk about objects or events in the immediate setting, environment or in the culture), and imaginative (a communicative function which enables a person to use language creatively). The discussion about the function of paralinguistic features found in model instagram accounts based on the table analysis 2 (table of the analysis of meaning and function of paralinguistic features) will be explained below.

4.2.3.1 Abbreviation

Although in instagram there is no limitation about how much character that user can write like in twitter, users of instagram usually use the abbreviation to simplify their photo or video caption (Thurlow et al., 2004 p.125). Based on the table analysis 2 (table of the analysis of meaning and function of paralinguistic features), the researcher found two communicative function categories, such interpersonal

(reducing excessive seriousness) and referential (simplifying something). This is the example from each source of the data.

1. Miranda Kerr

*So happy to share with you the new @marella_official **SS17** campaign 📸 by @ryanmcginleystudios #ad #marella*

She updated this on February 8th. This photo caption was updated on the day Marella's newest collection for spring and summer was launched. She wanted to tell her followers that she is a brand ambassador of Marella's newest collection and to promote the collection itself. The term 'SS17' means Spring Summer 2017 which has referential communicative function (Finocchiaro & Brumfit, 1983, p. 65-66). It has the function to identifying something, which is when Marella's newest collection can be discovered.

2. Gigi Hadid

*@Postmates is always there when I don't feel like leaving the house (or another **fave...** ordering on my way home from work). 🍷🍷 Anything you want delivered to your door... Download the app and use code: GIGI to get \$50 in FREE delivery credits! ✨ Xx #ad*

She updated this on March 31th. This is a photo caption of her about a delivery service called Postmates which has endorsed her (reddit.com, March 31st 2017). As a part of an endorsement, she shared her experience using Postmates, told her followers to download its app, and gave a discount code using her name, Gigi. The term ‘fave’ means favorite which has referential and communicative function (definitions.net/definition/FAVE). Besides, simplifying something, it also has the function of reducing excessive seriousness (Thurlow et al., 2004 p. 126).

3. Jon Kortajarena

Then and now vol.2 😂

He updated this on March 31th. This is a photo caption of him about his photo when he was kid and adult part two. He found that it is funny to see his kid photo. The term ‘vol’ means volume which has referential communicative function (abbreviations.com; Finocchiaro & Brumfit, 1983, p. 65-66). It has the function to simplifying something (Thurlow et al., 2004 p. 126).

4. Mariano Di Vaio

👉 *There's different point of views of the rock 'n' roll life ... that's my one* 🌴

He updated this on April 5th. Through this photo caption, he uttered that there's different point of view in live the life. The term 'n' refers to homophone 'and'(homophone.com/h/en-n). It has referential function to simplifying something (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p. 126).

4.2.3.2 Punctuation

Based on the table analysis 2 (the analysis of meaning and function of paralinguistic features), punctuation has three communicative function categories, such as imaginative (narrating events and suggesting original beginnings of stories), referential (supporting her/his statement), and personal (expressing his/her feeling). The example of analysis from each source of the data will be explained below.

1. Miranda Kerr

Exciting news to share with you all...

Here's a sneak peak 🤫

She updated this on May 12th. She shared a video caption to inform exciting news that she will update soon. She only showed a sneak peak through her video to let her followers guess what exciting news she will share later. The multiple periods or ellipsis '...' has imaginative communicative function which is narrating events as

after uttering that she has exciting news to share, she wanted to give a sneak peak (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p. 126).

2. Gigi Hadid

So exciting to open the @versus_versace show last night 💜 big thank you to my @versace_official family @donatella_versacea @pg_dmcasting & @lucia_pieroni /@paulhanlonhair for the epic looks!! @maybelline

She updated this on February 19th. This is a photo caption of her as a model on the day a fashion brand called Versus Versace fashion show is held. She thanked to Versus Versace's staffs and makeup artists in the fashion show. Multiple exclamation marks '!!' has referential communicative function which is supporting her statement as she wants to convey her enthusiasm on having epic look for Versus Versace fashion show (Finocchiaro & Brumfit, 1983 p. 65-66; Carol Weleseski, 2006 p. 112).


3. Jon Kortajarena

Always in love with #JeanLucGodard and #BrigitteBardot in the film #LeMepris. Tell me about the movies that always inspire you...

He updated this on February 2nd. A photo caption of him about a film that he loves and always inspires him titled Le Me Pris which is played by Jean Luc Godard

and Brigitte Bardot. He then asked his followers to tell their favorite movies that always inspire them. The multiple periods or ellipsis ‘...’ has imaginative communicative function which is suggesting original beginning of stories as he asked his followers tell their favorite movies that always inspire them (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p. 126).

4. Mariano Divaio

Always great to meet my brother @eljuanpazurita  and how we say, always trust the freakin Karma!!!

He updated this on March 1st. This photo caption is about his meeting with his friend El Juanpa Zurita in Mexico and his believe in Karma as he and Juan are successful now. Multiple exclamation marks ‘!!’ has personal communicative function which is expressing his feeling as he is very excited because his believe in Karma was happened to him and Juan (Finocchiaro & Brumfit, 1983 p. 65-66; Carol Weleseski, 2006 p. 112).

4.2.3.3 Capitalization

Based on the table analysis 2 (the analysis of meaning and function of paralinguistic features), capitalization has three communicative function categories,

such as referential (describing and clarifying something), interpersonal (showing his/her pride), and personal (expressing his/her feeling). The example of analysis from each source of the data will be explained below.

1. Miranda Kerr

JOY ✨📖✨

She updated this on March 28th. She posted a photo when she was reading a book titled Joy. It has referential communicative function which is describing something as the book's title she was reading is Joy and also written in capital (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129). It is also supported with an enjoyment situation as she was reading while leaning on the sofa.

2. Gigi Hadid

HALIMA #CR10Paris

She updated this on February 16th. This is her photo caption about Halima who is also a model in the same agency as her (amp.theguardian.com, February, 23rd 2017). Halima is also a muslim as her and she is the first American popular model who wears hijab. In this post, she wanted to show her pride to Halima in terms of her courage to keep wearing hijab as a model and her success on being a cover model of a Paris fashion book, Carine for 10th edition (crfashionbok.com, February 25th 2017). It

has interpersonal communicative function which is showing her pride as Halima is the first American popular model who wears hijab (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

3. Jon Kortajarena

QUANTICO with @jazmasri

He updated this on April 27th. This is his video caption about Quantico, his drama series' scene with Yasmine Al Masri. It has personal communicative function which is expressing his feeling as he is excited in sharing his filming scene in a drama series called Quantico (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129)

4. Mariano Divaio

*My Capsule of Leather Jackets with @nohow is now available in **PRE-ORDER** it's a #limitededition & #madeinitaly*

He updated this on March 11th. This photo caption is about his latest leather jacket collection from Nohow has available for pre-order as it is limited edition. It has referential communicative function which is clarifying something as emphasize the ordering method of his capsule leather jacket (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129)

4.2.3.4 Onomatopoeia

Based on the table analysis 2 (the analysis of meaning and function of paralinguistic features), punctuation has three communicative function categories, such as personal (expressing his/her feeling), interpersonal (reducing excessive seriousness), and referential (supporting her/his statement). The example of analysis from each source of the data will be explained below.

1. Miranda Kerr

I'm so excited to share with you my new KORA Organics Noni Glow Collection. I've been working on the new formulations and packaging for the last year and I'm thrilled to announce that we are launching in stores in the US for the first time at @sephora on May 19th. YAY!!! You will now be able to go into any SEPHORA store in the US and get the Noni Glow! #noniglow #mindbodyskin @koraorganics



She updated this on May 13th. This is a photo caption of her as a part of a further update of exciting news she informed before. She told her followers that her skincare line, Kora Organics has new collections, formulations, and packaging which will be available in a cosmetic store, Sephora specified in US (sephora.com). It has personal communicative function which is expressing her feeling as she was excited for her skincare line's launch in a cosmetic store, Sephora (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

2. Gigi Hadid



Happy April foolz fwends ;) :P


She updated this on April 1st. A photo caption of her about her participation on April Fools' Day by uploading her photo with a very short hair which is unreal. It has interpersonal communicative function which is reducing excessive seriousness as she was joking at that time by uploading her photo with a very short hair which is unreal (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129)

3. Jon Kortajarena

*The light and the energy of this woman is sooo beautiful... she is trully good.
@tonigarrn*

He updated this on April 6th. Through this photo caption, he expressed his admiration towards Toni Garrn as she has very beautiful personality. It has personal referential communicative function which is supporting his statement as he wants to prove his admiration on how beautiful Toni Garrn is and indicate his tone of voice sound when saying it (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129)

4. Mariano Di Vaio


*Always great to meet my brother @eljuanpazurita  and how we say, always trust the **freakin** Karma!!!*


He updated this on March 1st. This photo caption is about his meeting with his friend El Juanpa Zurita in Mexico and his believe in Karma as he and Juan are successful now. It has interpersonal communicative function which is reducing excessive seriousness as he was with his friend at that time, so he tried to be as informal as he can (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

4.2.3.5 Emoticon


Based on the table analysis 2 (the analysis of meaning and function of paralnguistic features), emoticon has three communicative function categories, such as referential (supporting her/his statement and describing something), interpersonal (showing his/her honor), and personal (expressing his/her feeling). The example of analysis from each source of the data will be explained below.

1. Miranda Kerr

Wednesday workout 


She updated this on March 16th. A video caption when she was working out on Wednesday. It has referential communicative function which is describing something and supporting her statement as hand muscles emoticon  represents working out itself which depletes energy but will form firm muscles (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

2. Gigi Hadid

New @maxmara by the legendary #stevenmeisel @carrineroitfeld @patmcgrathreal @guidopalau  #ad


She updated this on February 9th. It is a photo caption of her on the day a fashion brand, Maxmara latest collection was launched (maxmara.com). As a brand ambassador for Maxmara, she thanked to photographer Steven Meisel and Maxmara's staffs. It has interpersonal communicative function which is showing her honor as her photo is taken by a legendary photographer Steven Meisel (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

3. Jon Kortajarena

What I have in my hands is the last episode of the season...  The first one, 10th of April. #Quantico @abcquantico

He updated this on March 30th. Through this photo caption, he expressed his sadness on shooting Quantico drama series' last episode for the season. Meanwhile, the first one is aired in 10th of April. It has personal communicative function which is expressing his feeling as he was filming for the last episode of Quantico drama series (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129)

4. Mariano Di Vaio

Wherever you're going in life, enjoy the ride  New blog launch on the 22nd of FEB!#mdvstyle #mdvjewels

He updated this on February 4th. Through this photo caption, he was suggesting to enjoy our life wherever we're going. He also informed about when his digital magazine for men, MDV new blog will be launched. It has personal communicative function which is expressing his lovely feeling when he was suggesting everyone to enjoy their life (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

4.2.3.6 Symbol

Based on the table analysis 2 (the analysis of meaning and function of paralinguistic features), emoticon has three communicative function categories, such as referential (identifying something), directive (promoting something), interpersonal

(introducing someone), and personal (expressing his/her feeling). The example of analysis from each source of the data will be explained below.

1. Miranda Kerr

The Cut It Out Jumpsuit from my #mirandaXmother collection is now available! See link in bio 🍷

She updated this on February 17th. This is a photo caption of the recent news of her jeans collection with Mother Denim. She informed that one of the collections called The Cut It Out Jumpsuit has been launched and available in Mother Denim's official website written in her bio (motherdenim.com/miranda-mother). It has referential communicative function which is identifying something as she wants to tell that The Cut It Out Jumpsuit is originated from her collaboration with Mother Denim (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129). It also has directive communicative function which is promoting something (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129). By using hash tag for #mirandaXmother, she was strongly promoting the jumpsuit itself (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

2. Gigi Hadid

♥ new @voguechina ♥ thank you thank you thank you @angelica_cheung
@patrickdemarhelier

She updated this on February 3rd. A photo caption of her on the day Vogue Magazine China was released with her as a cover model. She thanked to Vogue Magazine China and the staffs, the editor and director. For @voguechina, it has referential communicative function which is identifying something as she wants to address name and location of a magazine that involved her as the cover model (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129). For @angelica_cheung and @patrickdemarhelier, it has interpersonal communicative function which is introducing someone which is Vogue Magazine staffs (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

3. Jon Kortajarena

The little pleasure of life.

#Lunchtime 

He updated this on February 25th. It is a photo caption of him in his filming set when he was having lunch while enjoying beautiful view of mountain. Hashtag ‘#’ for #lunchtime has referential communicative function which is identifying

something as he wants to point out when he was enjoying his little pleasure of life at that time (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

4. Mariano Di Vaio

After 3 days of shooting in #Capri 🇮🇹 definitely need a #MentalDrink for a #NaturalBOOM 💪 @mentaldrinknaturalboom 💧

He updated this on March 23th. This is his photo caption about his way in returning his energy after shooting in Capri, Italy for three days by drinking an energy drink from Natural Boom which is a part of an endorsement (shop.naturalboom.it). Hashtag ‘#’ for #Capri, #MentalDrink, and #NaturalBOOM have referential communicative function which is identifying something as he wants to emphasize his shooting location during three days, address an energy drink that boosts his energy either mentally or physically, and represent the origin of the energy drink he was dinking at that time (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.128).

For @mentaldrinknaturalboom, it has referential communicative function which is identifying something as he mentioned the official instagram account of the energy drink he was dinking at that time. (Finocchiaro & Brumfit, 1983, p. 65-66; Thurlow et al., 2004 p.129).

