



Analysis of Grammatical Cohesion in Instagram Social Media Captions (Comparing Official Company Accounts VS Personal Accounts)

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ABSTRACT

Language efficiency is key to clarity, especially in the context of social media platforms like Instagram. Other elements in captions from the official company accounts, (such as @hariankompas and @gojekindonesia, @goodlifebca and @traveloka.id, @pertamina) and personal accounts (such as @dedycorbuzier, @emildardak, @astridwidayani, @marissahaque, @radityadika). Differences in communicative patterns are to be investigated here by examining grammatical cohesion systems: reference, substitution, ellipsis and conjunction. The research enhances our understanding on the distinction between formal (business) and informal (personal) language strategies and their implications for readability and audience reception. The aims of the study are: (1) to find out which grammatical coherence types are more frequently employed in the corporate and personal Instagram captions; (2) to establish if there are differences between these two account types, concerning their use of grammatical coherence. The study employs qualitative method with the use of discourse analysis. Captions from five official company and five personal accounts are utilized in collecting the data. Halliday and Hasan's (1976) model is then used to identify and classify grammatical cohesion items before similarities and differences are identified through a comparative descriptive analysis. It is anticipated that the findings will offer a thorough understanding of the language techniques that define both personal and professional Instagram communication.

Keywords: grammatical cohesion; caption; Instagram; discourse analysis, social media

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INTRODUCTION

The quick growth of social media, particularly Instagram, has created a new kind of communication that calls for flexible and effective language use. Instagram captions show clear linguistic differences between personal accounts (like @dedycorbuzier, @emildardak, @astridwidayani, @marissahaque, and @radityadika) and official corporate accounts (like @hariankompas, @gojekindonesia, @goodlifebca, @traveloka.id, and @pertamina). This distinction draws attention to two opposing communication styles that each display distinct patterns of grammatical cohesion: formal and professional in corporate circumstances and informal and personal in individual contexts. In linguistics,

grammatical cohesion which includes reference, substitution, ellipsis, and conjunction is a crucial element that establishes a conversation's coherence. Prior studies by Halliday and Hasan (1976) developed cohesion theory. However, little research has been done on its use on social media, especially on visual platforms like Instagram. However, this platform differs from traditional media in a number of ways, including the predominance of visual components, text length restrictions, and the requirement for rapid interaction.

However, it is becoming more and more crucial to comprehend the grammatical coherence patterns in Instagram captions for a number of reasons: (a) The notable increase in Instagram usage for business and personal communication; (b) the necessity for businesses to optimize digital communication strategies; and (c) the absence of linguistic standards for social media captions.

Therefore, the following questions will be addressed by this study: (1) How prevalent are grammatical cohesion tools (reference, substitution, ellipsis, and conjunction) in the captions of the aforementioned corporate official accounts compared to those of the aforementioned personal Instagram accounts? (2) What notable distinctions exist between these two account types (personal accounts and corporate official accounts) with regard to the functional use and preference of grammatical cohesion tools? This study is very important and helpful since it can improve digital literacy by increasing understanding of efficient communication strategies.

According to Arthur (1976) and Halliday (1976), coherence is achieved by grammatical and lexical factors. Cohesion is the interaction between phrases in a text that helps the reader understand its meaning. Cohesion comes in four different forms: conjunction, ellipsis, substitution, and reference.

Grammatical Cohesion			
Reference	Substitution	Ellipsis	Conjunction
Personal	Nominal	Nominal	Additive
Demonstrative	Verbal	Verbal	Adversative
Comparative	Clausal	Clausal	Causal
			Temporal

Table 1. Kinds of Grammatical Cohesion

According to Hassan and Halliday (1976), reference refers to specific characteristics of information that are marked for retrieval. Furthermore, they also stated (1976) that personal reference is a type of reference that uses roles in speech situations. This category is divided into three groups: personal reference, demonstrative reference and comparative reference.

Hassan and Halliday (1976) stated that substitution is a relationship that occurs in word arrangement, not in meaning. Substitution occurs between linguistic elements, such as words, phrases, and clauses. There are three types of substitution: nominal substitution, verbal substitution, and clausal substitution. Hasan and Halliday (1976) explained that ellipsis is a relationship within a text where, in many cases, the omitted element has been mentioned earlier in the text. Ellipsis occurs when a structurally essential element is left unstated. There are three types of ellipsis: nominal, clausal, and verbal.

According to Hasan and Halliday (1976), conjunction lies between grammatical and lexical boundaries. Conjunctions are divided into five categories: additive conjunctions, adversative conjunctions, causal conjunctions and temporal conjunctions.

Several studies related to cohesion have been widely conducted by other researchers, such as research by (Amalia & Hidayat, 2020; Anindita, 2024; Farikh, 2019; Huneety et al., 2019; Indira, 2022; Istiqomah & Sabardila, 2024; Khotimah, 2020; Norlistian & Sabardila, 2024; Novianti, 2019; Rihi et al., 2023; Sari & Anindita, 2020; Sumarlam, 2020; Syofyan Hadi, Hetti Waluati Triana, Tafiati, 2024). Of the three articles related to cohesion analysis on social media, both on Instagram and Twitter, there has been no research comparing language strategies (specifically grammatical cohesion analysis) used in formal contexts (i.e., official corporate Instagram accounts) and informal contexts (personal Instagram accounts). Therefore, the researcher is interested in investigating this phenomenon, which constitutes the novelty of this study and can serve as linguistic guidelines for social media captions.

METHOD

This research employs a qualitative descriptive method. The research method is divided into two parts: data collection techniques and data analysis techniques. The data collection was conducted using documents, namely by sourcing data on the top 10 captions from the Instagram Comments Scraper application. The researcher collected all uploaded captions. The collected data were then sorted and selected based on company accounts and personal accounts. This was followed by the data analysis technique, which was carried out using NVIVO. The analysis was performed by categorizing the caption data into the types of grammatical cohesion based on the theory of Hassan and Halliday (1976). The researcher then proceeded to compute the percentage by implementing the Scinto formula, as defined below:

$$\frac{\text{The number of cohesive devices}}{\text{number of codes}} \times 100\%$$

Then, the researcher elaborated on the analysis results based on the types of grammatical cohesion devices.

FINDING

This chapter shows the findings of types of grammatical cohesion in Instagram captions between official companies and personal accounts. Code means number of words, phrase and clauses that have been categorized based on types of cohesive devices. The following table shows the data of number of codes and percentage of types of grammatical cohesion.

Table 1. Types of Grammatical Cohesion found in Instagram Captions of Official Company Accounts

No	Grammatical Cohesion	Name of Official Company Accounts				
		BCA	Gojek	Kompas	Pertamina	Traveloka
1	Reference	22	19	42	7	16
2	Substitution	2	-	9	3	2

3	Ellipsis	-	11	2	-	11
4	Conjunction	25	12	50	25	22
Total		49	42	103	35	51
Percentage		17,5%	15%	36,78%	12,5%	18,21%

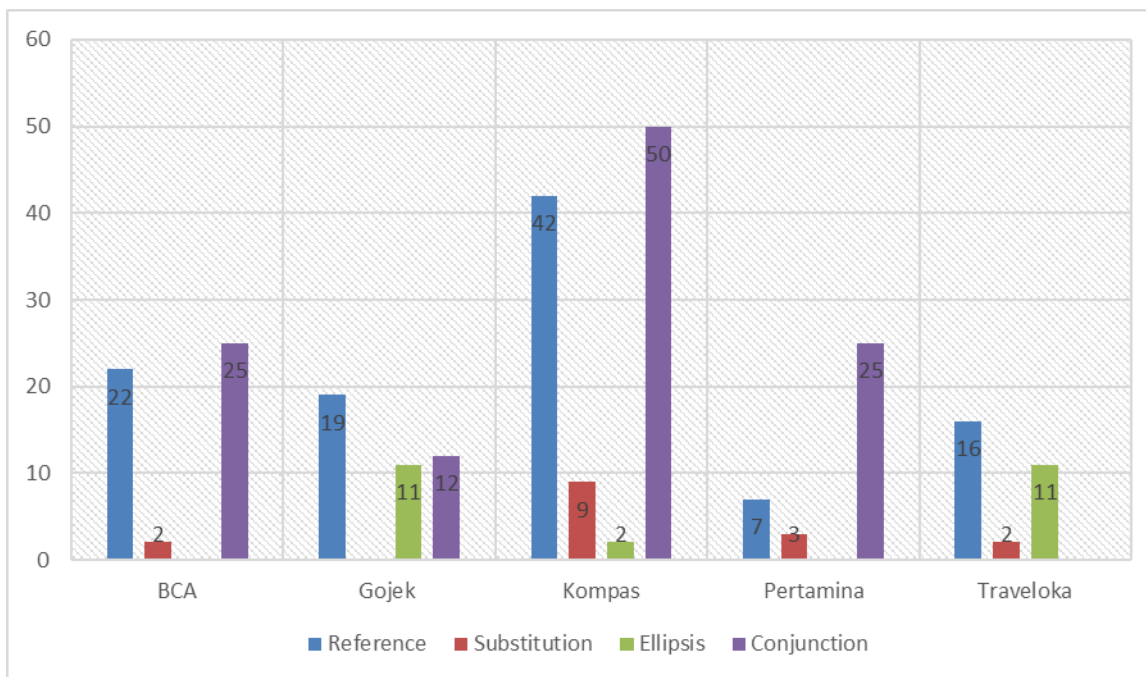


Figure 1. Chart of Grammatical Cohesion in Instagram Captions of Official Companies Accounts

Kompas ranked first, with conjunctions being the most frequent cohesive device at 50 codes. Within this category, additive conjunctions were dominant, accounting for 27 codes. This was followed by reference with 42 codes, predominantly demonstrative reference (16 codes). Substitution was recorded with 9 codes, primarily nominal substitution (7 codes). Finally, ellipsis appeared only twice, with both instances classified as nominal ellipsis.

BCA was in second place. With 25 codes, conjunctions were the most prevalent device; 22 of those codes were additive. Personal reference (9 codes) predominated, with reference coming in second with 22 codes. There was very little substitution just two codes, classified as nominal and clausal substitution.

Third place went to Pertamina. Like BCA, it maintained 25 conjunction codes, the most common of which were additive conjunctions (20 codes). Comparative and personal references each earned three codes, for a total of seven codes. Only two codes were used for substitution, and they were both classified as clausal substitution.

Gojek came in at number four, exhibiting a distinct pattern in which the main cohesive device was reference, obtaining 19 codes, with personal reference leading the way with nine codes. Conjunctions came next with twelve codes, eight of which were additive. The comparatively high frequency of ellipsis, which recorded 11 codes that were all categorized as nominal ellipsis, was a noteworthy discovery.

Ultimately, Traveloka came in fifth. With 16 codes, reference was once again the

most prevalent category. Personal and demonstrative references were equally prevalent, each with seven entries. Ellipsis was also noteworthy; 11 codes were categorized as nominal ellipsis. With just two codes for clausal substitution, substitution was the least common device.

Table 2. Types of Grammatical Cohesion found in Instagram Captions of Personal Accounts

No	Grammatical Cohesion	Name of Official Company Accounts				
		Astrid Widayani	Deddy Corbuzier	Emil Elestianto Dardak	Marissa Haque	Raditya Dika
1	Reference	21	26	45	23	9
2	Substitution	2	4	5	4	2
3	Ellipsis	23	2	5	-	-
4	Conjunction	51	22	46	34	13
Total		97	54	101	61	24
Percentage		28,78%	16,02%	29,97%	18,10%	7,12%

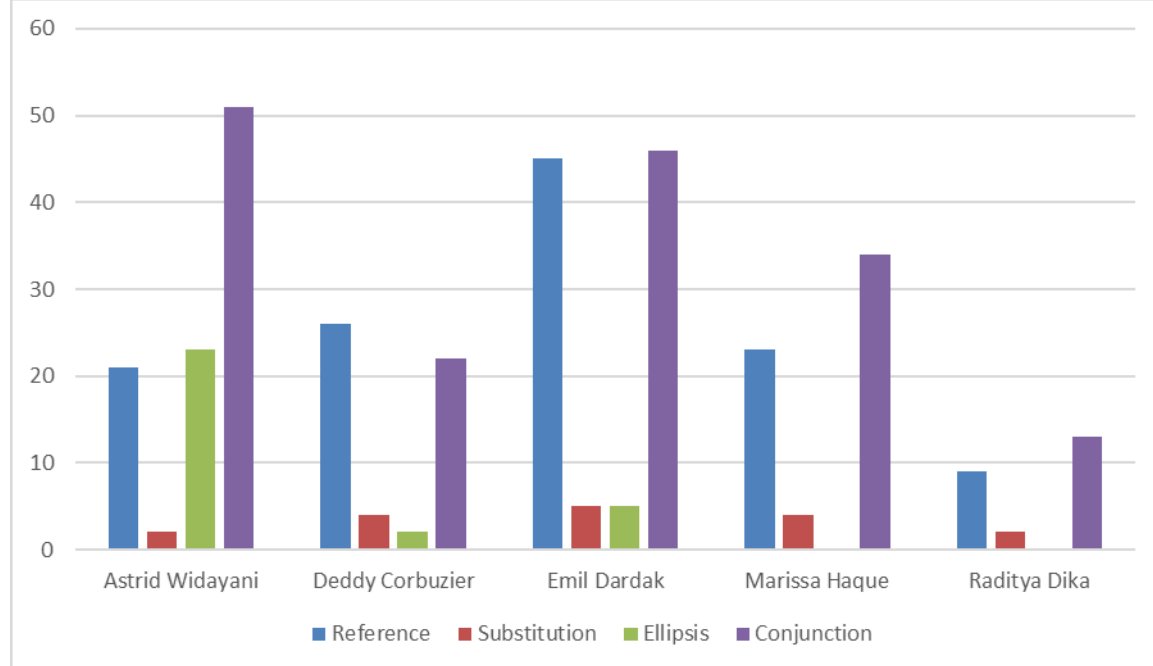


Figure 2. Chart of Grammatical Cohesion in Instagram Captions of Personal Accounts

Conjunctions are the most common category overall, according to an examination of cohesive devices used in all five courses. The information is shown below according to the subjects' rankings.

Emil Elistianto Dardak, who came in first, mostly used conjunctions (46 occasions), the majority of which were additive conjunctions (32 instances). Reference (45 occasions), which was primarily personal reference (25 instances), came in second. Ellipsis and substitution were both used infrequently—five times each. All instances of ellipsis were nominal, but the nominal type predominated within substitution (three cases).

Astrid Widayani's data, which came in second, also showed a strong reliance on conjunctions (51 times), most of which were additive (37 times). Her frequent use of ellipsis (23 times), mostly nominal (16 times), was a big difference, though. Demonstrative reference was the most prevalent device (14 occasions), with reference coming in third (21 instances). There were just two nominal occurrences of substitution.

Marissa Haque, who came in third, also used conjunctions the most (34 occasions), with a high percentage of additive types (22 instances). Personal reference (13 occasions) was the most often used device, followed by reference (23 instances). Three of the four instances of substitution were nominal.

In fourth place, Deddy Corbuzier showed a trend of divergence. In contrast to the others, he used reference as his main cohesive technique 26 times, with demonstrative and personal reference occurring equally (13 times each). Additive types continued to be the most prevalent group, with conjunctions coming in second with 22 instances. There were four occurrences of substitution (all nominal), however there were only two instances of nominal ellipsis.

Lastly, the fifth-ranked Raditya Dika showed the lowest total frequency. He used conjunctions the most (13 times), with additive conjunctions being the most frequently (5 times). Personal reference came first (4 occurrences), followed by reference (9 instances). With just two examples (one nominal and one clausal), substitution was the least common category.

DISCUSSION

The results from the two datasets are correlated in this analysis to explain how grammatical cohesiveness is used functionally in both personal and business Instagram profiles. The two main research topics serve as the framework for this debate.

1. Use and Discovered Patterns

The study shows that both account types use all four grammatical cohesion tools such as reference, substitution, ellipsis, and conjunctions to a considerable but strategically different degree.

Corporate Accounts: In general, the frequency is high, especially for market leaders such as Kompas. Three of the five companies (Kompas, BCA, and Pertamina) have a predominant trend of heavily relying on conjunctions, particularly additive forms (and, also, or, nor, furthermore, etc.). This suggests a corporate communication style that emphasizes formal clarity, information addition, and logical flow (Marfu'ah & Khristianto, 2023). In order to connect concepts inside an organized narrative, references are frequently used in a significant yet secondary manner.

Personal Accounts: Public figures such as Emil Dardak and Astrid Widayani have a comparable high frequency. Although conjunctions are a primary device as well, there is more internal variance in the data. For example, Astrid uses ellipsis a lot. She uses ellipsis to prevent repetition without sacrificing meaning (Karin & Juanda, 2023). Furthermore, a consistent "personal account" pattern is not as important as personal style, as Deddy Corbuzier's major usage of reference shows. In his captions, Deddy made the same number of demonstrative and personal references. According to (Nurhidayah & Jismulatif, 2020) a demonstrative reference is one that uses the reference markers "the," "this," "that," and "these," while a personal reference is one that uses the reference markers "I," "you," "he," "she," "they," and "them.". In essence, both account types heavily utilize the full range of coherent devices, highlighting their crucial role in producing comprehensible Instagram captions. However, the corporate data suggests a more consistent stylistic trend, while the personal account data suggests more individualism.

2. Notable Variations in Preference and Usefulness

The functional preference of these instruments and the ensuing conversational tone are the most important distinctions, not their simple existence.

a) Additive Flow vs Structural Formality in Conjunctions

There is a clear preference for additive conjunctions in both groups. This is a platform-specific feature; Instagram's linear, scroll-friendly layout encourages caption construction using straightforward addition rather than intricate logical contrasts (e.g., "but," "however").

Functional Distinction: The high frequency of conjunctions combined with a more balanced use of other devices results in a tone of structured informality that is understandable but professional for corporate accounts (e.g., Kompas, BCA). The widespread use of additive conjunctions in personal narratives (like Astrid's 37 instances) often mimics spontaneous, speech-like mental processes, establishing a relatable and intimate tone.

b) Ellipsis and Reference: Explicitness versus Context-Dependent Implicitness

The biggest difference is the one. Normally, explicit coherence is preferred in corporate accounting. While references are used, they are mainly intended to give more clarification and specificity to the caption language (e.g., demonstrative reference: "this offer," "that feature"). Personal style of communication is highly signaled by the implicit cohesive devices, especially ellipsis, as the deliberate use of them (Al-Shurafa, 2012). It is worth noting that ellipsis is quite frequently used in Astrid's captions (23 times), as well as in Gojek's (11 times) and Traveloka's (11 times) captions. Being two consumer-facing companies of the present, Gojek and Traveloka appear to adopt a more conversational, "personal-like" tone. Ellipsis is the leaving out of words which can be restored from the context, as if one was talking to a friend. It makes a relationship of closeness and implies that there is a shared knowledge between the speaker and the listener. Personal stories and some brands are taking this calculated risk in order to raise the level of interaction with their followers.

Reference makes this difference even more visible. In corporate accounts like Kompas and BCA, to keep things clear, they combine demonstrative and personal references. As figure Emil and Marissa show, the heavy use of personal references (such as "I," "you," and "we") in personal narratives immediately establishes a subjective point of view and personal connection which is the basis of personal branding.

c) Substitution: A Stylistically Nuanced Marginal Tool

Minimal changes of the replacement were observed in both account types, which indicates that it might be a more complicated or less natural match for the brief format of Instagram captions. Functional Differentiation: Corporate accounts display a slight inclination towards nominal substitution (e.g., "one," "ones"), which assists in retaining clarity while reducing repetition. Personal accounts (e.g., Raditya Dika) and companies like Traveloka rarely use clausal replacement (e.g., "so," "not") which makes the caption a conversational, responsive person, as if answering a question that has not been asked.

CONCLUSION

Concerning the use of grammatical coherent devices, personal and corporate Instagram accounts couldn't be more different in how they go about getting their message across. Conjunctions and references are frequently used in corporate accounts to create professionalism, clarity, and organization. They frequently exhibit text-internal and explicit

cohesiveness. Personal accounts, and the brands that copy them (Gojek, Traveloka), more readily deploy ellipsis and personal reference to build relatability, intimacy, and a conversational tone. By utilizing a perceived shared space with the audience, their cohesiveness is frequently implicit and context-dependent. As a result, the selection of coherent devices is a strategic instrument for managing audience engagement and creating a particular digital identity rather than just being grammatical.

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