

DAFTAR ISI

CHAPTER 1	1
INTRODUCTION	1
1.1. Background of The Study	1
1.2. Objectives of the study	5
1.3. Scope of the Study.....	5
1.4. Significance of the Study	5
1.5. Literature Review	6
CHAPTER 2	10
RESEARCH METHODS	10
2.1. Theoretical Framework	10
2.1.1. Language.....	10
2.1.2. Language Function.....	11
2.1.3. Social Media	12
2.1.4. Instagram.....	15
2.2. Research Design.....	18
2.3. Methods of Data Collection	19
2.4. Methods of Data Analysis	19
CHAPTER 3	21
FINDING AND DISSCUSION	21
3.1. Language Function.....	21
3.1.1. Informational Function	21
3.1.2. Aesthetic Function	25
3.1.3. Expressive Function.....	29
3.1.4. Phatic Function	34
3.2. AIDA Reflection	37
3.2.1. Attention	37
3.2.2. Interest.....	41
3.2.3. Desire	44
3.2.4. Action.....	47
CHAPTER 4	50
CONCLUSION	50
REFERENCES	52

LIST OF FIGURES

<i>Figure 1 Vasa Hotel Surabaya Blog account</i>	13
<i>Figure 2 Vasa Hotel Surabaya X account</i>	13
<i>Figure 3 Vasa Hotel Surabaya Facebook account</i>	14
<i>Figure 4 Vasa Hotel's Instagram account</i>	14
<i>Figure 5 Vasa Hotel's Instagram account</i>	16
<i>Figure 6 AIDA</i>	16
<i>Figure 7 Research Design</i>	19
<i>Figure 8 Vasa Hotel Instagram Account on 10 January 2024</i>	22
<i>Figure 9 Vasa Hotel Instagram Account on 6 February 2024</i>	23
<i>Figure 10 Vasa Hotel Instagram Account on 18 February 2024</i>	23
<i>Figure 11 Vasa Hotel Instagram Account on 13 April 2024</i>	24
<i>Figure 12 Vasa Hotel Instagram Account on 3 January 2024</i>	25
<i>Figure 13 Vasa Hotel Instagram Account on February 1, 2024</i>	26
<i>Figure 14 Vasa Hotel Instagram Account on February 15, 2024</i>	26
<i>Figure 15 Vasa Hotel Instagram Account on 19 February 2024</i>	27
<i>Figure 16 Vasa Hotel Instagram Account on 9 March 2024</i>	28
<i>Figure 17 Vasa Hotel Instagram Account on 9 February 2024</i>	28
<i>Figure 18 Vasa Hotel Instagram Account on 7 January 2024</i>	29
<i>Figure 19 Vasa Hotel Instagram Account on 1 April 2024</i>	30
<i>Figure 20 Vasa Hotel Instagram Account on 14 February 2024</i>	31
<i>Figure 21 Vasa Hotel Instagram Account on 21 April 2024</i>	32
<i>Figure 22 Vasa Hotel Instagram Account on 11 January 2024</i>	33
<i>Figure 23 Vasa Hotel Instagram Account on 10 March 2024</i>	33
<i>Figure 24 Vasa Hotel Instagram Account on 10 May 2024</i>	34
<i>Figure 25 Vasa Hotel Instagram Account on February 16, 2024</i>	35
<i>Figure 26 Vasa Hotel Instagram Account on January 19, 2024</i>	36
<i>Figure 27 Vasa Hotel Instagram Account on 14 February 2024</i>	37
<i>Figure 28 Vasa Hotel Instagram Account on March 3, 2024</i>	38
<i>Figure 29 Vasa Hotel Instagram Account on January 6, 2024</i>	39
<i>Figure 30 Vasa Hotel Instagram Account on 18 February 2024</i>	39
<i>Figure 31 Vasa Hotel Instagram Account on 20 March 2024</i>	40
<i>Figure 32 Vasa Hotel Instagram Account on 14 January 2024</i>	41



<i>Figure 33 Vasa Hotel Instagram Account on March 4, 2024</i>	<i>42</i>
<i>Figure 34 Vasa Hotel Instagram Account on February 15, 2024</i>	<i>43</i>
<i>Figure 35 Vasa Hotel Instagram Account on April 13, 2024</i>	<i>44</i>
<i>Figure 36 Vasa Hotel Instagram Account on 10 March 2024</i>	<i>45</i>
<i>Figure 37 Vasa Hotel Instagram Account on 9 March 2024</i>	<i>45</i>
<i>Figure 38 Vasa Hotel Instagram Account on 21 March 2024</i>	<i>46</i>
<i>Figure 39 Vasa Hotel Instagram Account on 16 April 2024</i>	<i>47</i>
<i>Figure 40 Vasa Hotel Instagram Account on March 29, 2024</i>	<i>48</i>
<i>Figure 41 Vasa Hotel Instagram Account on February 1, 2024</i>	<i>48</i>