

CHAPTER 4

CONCLUSION

This study confirms that language style is a strategic element in communication that serves not only as a means of conveying messages but also as a crucial instrument for shaping social meaning, audience relationships, and perceptions of institutions. Drawing on a sociolinguistic perspective and Martin Joos's five-style framework, this study demonstrates that language variation is contextual and shaped by communicative goals, audience characteristics, and the medium of communication, particularly in digital environments.

Conceptually, this study successfully fills a gap in previous research, which tended to focus on individual and situational communication, by extending the analysis to institutional communication on social media. This study also contributes by repositioning the theory of speech styles as a relevant analytical framework for understanding the dynamics of digital corporate communication, even though the theory was originally developed for spoken communication. Thus, this study demonstrates that the theory remains adaptive and applicable in the context of interactive, real-time text-based communication.

Empirically, the results indicate that Garuda Indonesia employs a structured and adaptive communication strategy through a distribution of speech styles, with the consultative style being the most dominant out of four styles (37,1%), reflecting the company's goal of responsive, customer- service orientation. Formal language style (31%) was the second most frequently used linguistic style, indicating that airline companies such as Garuda Indonesia still need to maintain authority and professionalism while allowing for informality, especially in operational updates or formal announcements.

Casual language style (24%) was most common in marketing contexts, such as discount announcements, travel recommendations, collaborations, and other engagement content. This style is displaying Garuda Indonesia as a company to adapt to social media culture and its intention to humanize the brand so it can appeal to the public, with the main target being the younger audience. Frozen language style is the least of four styles of being used (7.2%), the style only being used during important events such as national events or the company formal celebration, reinforcing that this language style is much more formal, stiff, and almost scripted which is why it was only used during important event and rarely used in the Instagram account that often used to promote the company. Last but not least is the Intimate style, which doesn't



appear in the dataset and therefore doesn't exist in Garuda Indonesia's Instagram posts (0%). This shows that the official Instagram accounts are only being used for marketing purposes and are never used for private/personal vocabulary or intended to be one.

Furthermore, this study indicates that the selection of language styles is not a random linguistic decision but rather part of a multi-layered communication strategy, in which companies simultaneously manage various objectives: maintaining institutional authority, ensuring information clarity, building relationships with customers, and increasing engagement on social media. Thus, language style serves as a key instrument in digital public relations practices that contribute to image formation, reputation strengthening, and the effectiveness of corporate communication.

Although employing a descriptive qualitative approach that has limitations regarding generalizability and the potential for interpretive subjectivity, this study still makes a significant contribution to understanding the dynamics of corporate digital communication. Overall, this study enriches sociolinguistic and communication research by demonstrating that language, in the context of social media, is an adaptive, contextual, and audience-oriented strategy that plays a crucial role in the success of institutional communication in the digital age.