

Rhetorical Styles in *Janji Jiwa*'s Instagram Captions during the Transition of 2020 COVID-19 Pandemic

Claudia Veriona

English Department, Faculty of Humanities and Creative Industries, Petra Christian University,
Siwalankerto 121-131, Surabaya 60235, INDONESIA
E-mail: a11180072@john.petra.ac.id

ABSTRACT

I undertook this study to present an analysis of the rhetorical styles utilized by *Janji Jiwa* in writing their Instagram captions and the similarities and differences between the two forms of rhetorical language during the transition period. The language style theory by Keraf (2006) serves as the foundation for this study. I employed a qualitative approach in this research. The findings of the study revealed that *Janji Jiwa* used rhetorical styles in most of their captions, employing a total of nine distinct rhetorical styles. The comparison was not significant because the company was still in the process of transitioning to the pandemic. In conclusion, *Janji Jiwa* is considered to have had a good start in dealing with the pandemic transition situation and is still trying to continue to adapt to it. Future research is expected to do the research on the same thing, but in other industries.

Keywords: rhetorical language style; Instagram captions; pandemic transition

INTRODUCTION

This study discusses the rhetorical language style used in writing *Janji Jiwa*'s Instagram captions along with the similarities and differences between the two types of captions before the pandemic (February 1st, 2020 – March 1st, 2020) until after the pandemic (March 2nd, 2020 – March 31st, 2020). I chose this timeline because I wanted to find out the comparison that occurred in their writing captions when they had to face a pandemic situation that came suddenly in Indonesia. This timeline was also chosen based on an announcement from President Jokowi stating that the COVID-19 virus first entered Indonesia on March 2nd, 2020 (“*Kapan Sebenarnya Corona Pertama Kali Masuk RI?*”, April 26, 2020). I wanted to find out if *Janji Jiwa* performs a significant marketing strategy to save their business from a pandemic attack. Keraf (2006) stated that rhetorical style is a type of language style that is often used in writing advertisements or promotional materials. Thus, I focused on choosing rhetorical styles over all other language styles.

As the subject of this research, I have chosen *Janji Jiwa* since it is one of Indonesia's largest food and beverage industries. This assertion is substantiated by the fact that they have been able to open more than 900 branches throughout Indonesia, encompassing all major cities (Jiwa Group: Leading the Future, 2022). *Janji Jiwa* is the name of one of the Jiwa Group's three brands, which include *Kopi Janji Jiwa* for coffee beverages, *Jiwa Toast* for food products such as sandwiches, and *Jiwa Tea* for tea products.

METHODS

In completing this study, I used qualitative methods. I believe that the qualitative method is very suitable for my study because in this study, I provide an in-depth analysis of language style and some of the impacts of using it. In addition, I mentioned several numbers in this study, but these numbers are not the main focus of the findings in it, but only as a guide for readers to better understand the findings. This is in accordance with the statement from Sandelowski (2001) which states that qualitative research is not anti-number research, so the authors are allowed to

use a few numbers in it. The data or sentences are taken from the *Janji Jiwa* Official Instagram from February 2020 to March 2020. The data were analyzed based on the theory of language style by Keraf (2006). Sentences will be retyped in the table of analysis and analyzed one by one for each sentence to find the rhetorical style contained in it.

FINDINGS AND DISCUSSION

This section presents the rhetorical styles used by *Janji Jiwa* in writing Instagram captions during the COVID-19 Pandemic transition.

Rhetorical Styles Analysis

- Assonance

Assonance is a style of language that has the repetition of vowel sounds sequentially in one sentence. In one of the examples in *Janji Jiwa's* captions, they use assonance in mentioning the hashtag for their product, namely #kopidarihati (coffee from heart). *Janji Jiwa* deliberately uses this hashtag as an identifier for their coffee products. Examples are in the sentences below:

Biar awal minggu makin semangat, yuk awali minggu yang baru dengan segelas #kopidarihati di jilid terdekatmu! Jangan lupa untuk ajak semua #temansejiwa mu juga ya
(To make the beginning of the week even more exciting, let's start the new week with a glass of #coffeefromheart in your closest volume! Don't forget to invite all your #temansejiwa, too)

In the Indonesian language, the sentence *kopi dari hati* (coffee from heart) has the same vowel sound, which is located on *pi*, *ri*, and *ti*. The vocal sound equation mentioned above is the benchmark where the assonance force exists.

- Apostrophe

In one of February 2020 captions, *Janji Jiwa* used an apostrophe style in one of its captions. This is stated in the following sentence:

- *Buat yang sering nonton Youtube Channel nya kak @edhozell , pasti tau dong sama @warteggratis ?*

(For those who often watch the Youtube Channel, @edhozell, surely know @warteg gratis right?)

The caption is intended for readers who often watch videos on Edhozell's Youtube Channel, but because the caption was uploaded to the *Janji Jiwa's* Instagram, the sentence is included in the Apostrophe. This is because the readers of the *Janji Jiwa* Instagram post are mostly *Janji Jiwa's* customers, which they are not necessarily viewers of the Youtube Channel of Edhozell. At the time of writing the caption, the author also did not know whether one of their followers is an Edhozell's Youtube viewer. Therefore, the readers addressed by the caption are considered "not present" because they are not the main readers of the *Janji Jiwa's* Instagram.

- Asyndenton

The asyndenton style that is often found in the Instagram captions of *Janji Jiwa* is usually used by them mostly in introducing each new outlet they open. In each opening, *Janji Jiwa* can immediately open 4-5 outlets in different places, so to shorten the announcements they write, they use asyndenton style in it. Some examples of asyndenton style are in the caption as follows:

- *Yuk kunjungi jilid @kopijanjiwa.psnbalongwatu, @kopijanjiwa.mksgrandmall, @kopijanjiwa.kdsjepara, @kopijanjiwa.jambi*

Veriona: Rhetorical Styles in *Janji Jiwa*'s Instagram Captions during the Transition of 2020 COVID-19 Pandemic

(Let's visit outlet @kopijanjiwa.psnbalongwatu, @kopijanjiwa.mksgrandmall, @kopijanjiwa.kdsjepara, @kopijanjiwa.jambi)

In the caption, it was shown that *Janji Jiwa* mentioned several names of the outlets they had just opened. Because a place name has the same weight with each other, so the author needs a link or connector so that several place names mentioned in one sentence can be easily understood by the reader. So, in this case, assonance is often used by *Janji Jiwa* to mention several place names in the same sentence.

- Pleonasm

Pleonasm style found in 2 of 70 Instagram captions of *Janji Jiwa*. The pleonasm used in these two captions is intended to emphasize a certain sentence, but because there are some unnecessary words, these sentences are classified as pleonasm style. The two examples are in the following sentences:

- ***Mulai dari hari ini juga***, #kopijanjiwa akan menjadi Official Coffee Partner untuk @officialpssi loh!

(Starting from today, #kopijanjiwa will be the Official Coffee Partner for @officialpssi!)
The sentence above can be called using the pleonasm style because there are words that don't really need to be in the sentence *mulai dari hari ini juga* (starting from today). The word *juga* (too/also/as well) there actually do not need to be mentioned because it does not have any effect on the context of the sentence. The same thing happens in the second sentence, which is:

- *Dolce Series dari #kopijanjiwa yang satu ini* bisa #temansejiwa nikmati dalam 2 varian loh, yaitu *Kopi Dolce dan Teh Dolce!*

(You can enjoy this Dolce Series from #kopijanjiwa in 2 variants, which are Dolce Coffee and Dolce Tea!)

This sentence is *yang satu ini* (this one) actually not needed because without that sentence, the reader already knows that what is meant in this sentence is the dolce series of *Janji Jiwa*. Therefore, the additional words and sentences above cause the sentence to be included in pleonasm.

- Tautology

Janji Jiwa has one caption that contains tautology style during February to March 2020. In terms of definition, tautology has similarities with pleonasm, but there are slight differences in it. It will be clearer by looking at the example below:

- ***Tanggal 14 Maret besok***, #kopijanjiwa bakalan kembali dengan promo Es Kopi Susu hanya Rp. 5.000 loh!

(Tomorrow March 14th, #kopijanjiwa will be back with a promo of Ice Milk Coffee for only Rp. 5,000!)

The tautology itself lies in the bolded sentence precisely on the word *besok* (tomorrow). The word tomorrow is actually not needed and can stand alone, so the sentence becomes " In March 14th, #kopijanjiwa..." Or "Tomorrow, #kopijanjiwa...". Therein lies the tautology, the sentence of March 14 can actually stand alone, as well as the word tomorrow. This is also because the caption was uploaded on Instagram on March 13th, so readers would already know that March 14th is tomorrow.

- Periphrasis

Periphrasis was found in four captions that have been analyzed. One example is below:

- *Selamat Hari Jumat #temansejiwa saatnya melepas penat setelah seminggu beraktivitas di jilid baru*

(Happy Friday #temansejiwa it's time to rest after a week of activities in the new outlet)

Periphrasis in question is the use of excessive words that can actually be replaced with only one word. Like the example above, *Janji Jiwa* uses the word *melepas penat* (rest) which can actually be replaced with the word *beristirahat* (rest) because it has the same meaning. However, because *Janji Jiwa* uses more than one word, the sentence belongs to the periphrasis style.

- Rhetorical Question

Rhetorical question is the most frequently used rhetorical style by *Janji Jiwa*, as evidenced by the 28 captions that contain this style. Some examples are below:

- #temansejiwa udah coba tebak belum siapa yang bakalan kolaborasi sama #kopijanjiwi ?
(Have #temansejiwa guessed who will collaborate with #kopijanjiwi?)

The sentence is at the beginning of the caption which is finally continued with information about their collaboration partner. Therefore, the question does not really act as a question that must be answered, but only as an attraction for readers to read the caption to the end. Another example is mentioned below:

- Nah sebentar lagi #kopijanjiwi akan membuka tahun 2020 ini dengan KOLABORASI PERTAMA dengan salah satu Brand yang ga kalah hits juga loh! **Penasaran sama siapa?** Stay tuned di instagram @kopijanjiwi ya biar ga ketinggalan info
(So, #kopijanjiwi will open 2020 with the FIRST COLLABORATION with a brand that doesn't lose out on hits too! **Are you curious?** Stay tuned on Instagram @kopijanjiwaso you don't miss any info)

The question above is a rhetorical question because the author also does not expect an answer to the question, but only as a provocation for readers so that they will stay tune on *Janji Jiwa's* Instagram to find out the info. However, not all questions can be included in rhetorical questions, for example as follows:

- #temansejiwa udah coba tebak belum siapa yang bakalan kolaborasi sama #kopijanjiwi ?
Nah buat #temansejiwa yang masih belum tau, ini dia hint ke-2! Nah kira-kira #temansejiwa bisa tebak ga nih siapa yang bakalan kolaborasi sama #kopijanjiwi? Yuk tebak di kolom komen! Ajak #temansejiwa mu juga buat tebak ya
(#temansejiwa have you guessed who will collaborate with #kopijanjiwi? So, for #temansejiwa who still don't know, this is the 2nd hint! Can you guess who will be collaborating with #kopijanjiwi? Let's guess in the comments column! Invite your #temansejiwa to guess too)

There are two questions in the caption above. The first sentence is a rhetorical question, while the second is not a rhetorical question. This is because, in the second sentence, *Janji Jiwa* expects answers from readers for their questions. This is evidenced by the sentence "let's guess in the comment column" which means they want readers to answer their questions. Therefore, the second question is not a rhetorical question.

- Sylepsis

The sylepsis style was found in the 3 analyzed *Janji Jiwa* Instagram captions. Sylepsis itself is the use of words that have the same meaning in sequence. For more details, there is an example below:

- Yuk nikmati **kenikmatan dan kelezatan** dari #kopijanjiwi sekarang juga bersama #temansejiwa mu

(Let's enjoy the pleasures and delicacy of #kopijanjiwi with your #temansejiwa right now)

Veriona: Rhetorical Styles in *Janji Jiwa*'s Instagram Captions during the Transition of 2020 COVID-19 Pandemic

In Indonesian, the words *kenikmatan* (pleasure) and *kelezatan* (delicacy) have the same meaning, while in the sentence these two words are used and placed in sequence. Therefore, the sentence contains a sylepsis style in it. This also happens in this example:

- *Perpaduan antara Teh asli Indonesia dengan Brown Sugar asli #kopijanjiwi menghadirkan rasa yang **unik dan berbeda** dari Milk Tea lainnya.*

(The combination of original Indonesian tea with real #kopijanjiwi brown sugar presents a unique and different taste from other milk teas.)

The sentence above also contains sylepsis, precisely in the word *unik* (unique) and *berbeda* (different) which actually has the same meaning. So if they use only one, it already represents the meaning of the sentence.

- **Hyperbole**

Hyperbole has also been found several times in *Janji Jiwa*'s Instagram caption. Some examples of captions containing hyperboles are as follows:

- *Dengan cita rasa yang unik selalu memberikan kesan manis di sepanjang hari-hari mu.*

(With a unique taste that always gives a sweet impression throughout your days)

- *Design Totebag yang keren dan kapasitasnya yang luas dijamin mempermudah aktivitas #temansejiwa*

(The cool design of the totebag and its wide capacity are guaranteed to make #temansejiwa activities easier)

The Similarities Between Rhetorical Style in the Transition of the Pandemic

Some of the styles of *Janji Jiwa*'s Instagram captions during the pandemic transition is similar. Before the pandemic, *Janji Jiwa* used assonance, apostrophe, asyndeton, periphrasis, rhetorical question, sylepsis, and hyperbole. Although there are some differences, most rhetorical styles are the same. Six rhetorical styles may increase advertisement quality. One of the examples is rhetorical question. Copywriters utilize rhetorical questions to engage readers. According to chapter 2, rhetorical questions are asked by speakers or writers who do not need answers. Speakers or authors use rhetorical questions as niceties to appear pleasant to readers or listeners. The second rhetorical style is hyperbole. Some of copywriting needs hyperbole. This rhetorical style must be utilized in advertising writing, where copywriters must support the benefits and quality of the products they advertise. This is one way to attract customers.

The second similarity between *Janji Jiwa*'s February 1st, 2020 – March 1st, 2020 and March 2nd, 2020 – March 31st, 2020 Instagram captions is that neither uses certain rhetorical styles. Both data types lack Alliteration, Anastrophe, Apophasis, Polysyndeton, Chiasmus, Ellipsis, Euphemisms, Litotes, Hysterone Proterone, Prolepsy, Correction, Paradox, and Oxymoron. Because of its hidden meanings, this form of language is normally utilized in poetry, not advertisements. Anastrophe modifies the sentence pattern by having the poet write the predicate before the subject. This sort of writing is rarely utilized in advertising since copywriters aim to highlight the selling product. If the copywriter employs an anastrophe style, the reader will have trouble understanding a product's message. This kind of style is employed to make poetry sound more elegant. The second is hysteron proteron, a style of language with illogical sentences that might be difficult to grasp. This kind of wording enhances the beauty of poetry. This approach is rarely utilized in advertising since copywriters want to communicate rapidly. If an ad is hard to understand, the seller's goal to sell the goods may be hindered.

The Difference Between Rhetorical Style in the Transition of the COVID-19 Pandemic

At the beginning of the pandemic, pleonasm and tautology began appearing in the caption, indicating a little change in style. Both pleonasm and tautology are style of language that have the property of adding some extra words that are not really needed. Pleonasm and tautology can highlight an object so it seems significant to the phrase.

Second, the rhetorical style employed during the pandemic's transition is likewise different. Before the pandemic, Asyndeton was popular. Asyndeton is connecting multiple words with a comma. According to appendix data, asyndetons are used in numerous *Janji Jiwa* announcement captions. One month before the pandemic, *Janji Jiwa* opened new stores in numerous Indonesian cities. One month after the epidemic began, the most common rhetorical style is the Rhetorical Question, which uses interrogative terms to draw attention without requiring a response. After the pandemic began, *Janji Jiwa's* authors focused on social media to attract clients. This strategy is used to entice readers to wait for new content.

Third, differences are also found in the total number of rhetorical styles used by the *Janji Jiwa*. Before the pandemic (February 1st, 2020 - March 1st, 2020), they utilized rhetorical style 43 times; and after the pandemic began (March 2nd, 2020 - March 31st, 2020) is 42 times. From the findings, it is possible that *Janji Jiwa* is more focused on marketing strategies such as distributing health education and collaborating with a social organization for the mask distribution movement. With this, they can continue to reach their customers and not lose much profit after the pandemic. Due to this information, *Janji Jiwa* is better structured when writing the caption after the pandemic began, so they are reducing the number of language styles employed. The tiny disparity between the two data shows that they still intend to attract readers.

Comparison between *Janji Jiwa's* Instagram captions throughout the transitory phase of the pandemic did not seem significant. As in the first difference, *Janji Jiwa* added only one new rhetorical style in the post-pandemic phase, and the third difference demonstrates that *Janji Jiwa's* Instagram captions had only one change in the number of rhetorical styles employed during the pandemic transition. According to this study, *Janji Jiwa* may not have been ready for the Indonesian pandemic. Before this, Indonesians were never encouraged to remain home, avoid strangers, and avoid public events. Abrupt changes in circumstances require adaptability. This transformation was foreign to the whole F&B industry, therefore they needed time to adjust their business performance.

Janji Jiwa's lack of preparedness didn't stop them from acting during the adjustment phase. *Janji Jiwa's* social media presence is innovative, as noted in the first point of the differences analysis. *Janji Jiwa* is still not ready for the challenge, but they're trying to lure clients with Instagram writing styles. But despite that, *Janji Jiwa* enhances health by providing hand sanitizers and a separating line. *Janji Jiwa* may have been trying to sustain its company throughout the pandemic, despite this minor step.

CONCLUSION

Janji Jiwa used nine rhetorical language styles in their Instagram captions, including assonance, apostrophe, asyndeton, pleonasm, tautology, periphrasis, rhetorical question, sylepsis, and hyperbole. *Janji Jiwa's* pandemic-transition captions showed similarities and differences. Most rhetorical styles were similar, however the number of commonly used styles and the overall number used by *Janji Jiwa* were different.

Based on these data, *Janji Jiwa's* Instagram captions do not have a significant comparison. On this basis, it is assumed *Janji Jiwa* had not taken enough pandemic preparations. *Janji Jiwa* is off to a good start in coping with this dilemma because they have taken precautions to keep their consumers' loyalty during the pandemic. At the beginning of the pandemic, they posted about the health protocols they had implemented so consumers would not have to worry about coming to the outlet. They also shared masks with anyone in need. With these moves, it is claimed that *Janji Jiwa* has gained clients' trust so they may still make a profit during the pandemic.

Veriona: Rhetorical Styles in *Janji Jiwa*'s Instagram Captions during the Transition of 2020 COVID-19 Pandemic

Janji Jiwa certainly maintained the interest of its consumers on Instagram by posting health protocols and movements to prevent the COVID-19 virus after the pandemic began. In this situation, the writer compared February 2020 and March 2020 *Janji Jiwa* likers. In February, *Janji Jiwa*'s posts featured product launches, giveaways, and a new location opening. In March, *Janji Jiwa*'s posts about health procedures and the corona virus prevention movement attracted 1,500 to 12,000 likes.

As this study showed the use of rhetorical styles and their comparisons throughout the pandemic transition phase, I expect future research to analyze this topic now that the epidemic has been running for 2 years in Indonesia.

REFERENCES

- Bagaimana Berdirinya Kopi *Janji Jiwa*? (2020, April 15). *Republika*.
<https://republika.co.id/berita/q8tdp45017000/bagaimana-berdirinya-kopi-janji-jiwa>.
- Janji Jiwa. (n.d.). Jiwa group: Leading the future of indonesia's food & beverages industry. JIWA GROUP. <https://jiwagroup.com/id/corporate/aboutus>
- Kapan sebenarnya corona pertama kali masuk RI?. (2020, April 26). *Detik News*
<https://news.detik.com/berita/d-4991485/kapan-sebenarnya-corona-pertama-kali-masuk-ri>.
- Keraf, G. (2006). *Diksi Dan Gaya bahasa: Komposisi lanjutan I*. Gramedia.
- Kopi *Janji Jiwa* [@kopijanjiwi]. (2020). *Posts* [Instagram profile]. Instagram. Retrieved March 8, 2022, from <https://www.instagram.com/kopijanjiwi/>
- Sandelowski, M. (2001) Real qualitative researchers do not count: The use of numbers in qualitative research. *Research in Nursing and Health*, 24 (3), 230-240.
- Syafnidawaty. (2020, October 29). Penelitian Kualitatif. *Universitas Raharja*.
<https://raharja.ac.id/2020/10/29/penelitian-kualitatif/>