

THE ANALYSIS OF CAPITALIZATION ERRORS ON INSTAGRAM

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ABSTRACT

Social media has become a trend nowadays. Almost social media users share their activities, interests, and even their problems on their own accounts. Instagram is one of the social media platforms which has received a lot of attention from Indonesian influencers. It wasn't uncommon for them to use English when they write their captions on their Instagram. This research aims to analyze capitalization errors in Instagram captions written by Indonesian influencers. There are several accounts of Instagram to be analyzed in this research. This research was conducted using descriptive qualitative research. The researchers chose the accounts from account @englishbusters, which makes Indonesian influencers learn better English. The researchers analyzed Instagram captions from several accounts of Indonesian influencers period March 2019. The influencers were chosen as subjects since they have a lot of followers. As we know, Instagram was a fun, easy, and popular platform that many users are involved in and engaged with. It would be assumed if the influencers did some errors, they would be impacted and imitated by their followers. In contrast, if the influencers used some good habits in their caption using English, their followers gain positive effects.

Keywords: Capitalization errors, Instagram, Indonesian influencers

Introduction

Social media are interactive media technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks (Wikipedia). One of the most used social media is Instagram. It is a free photo and video-sharing app on iPhone and Android. People can upload photos or videos and share them with their followers or with a select group of friends. They can also view, comment, and like posts shared by their friends on Instagram (Instagram, 2021). It is enjoyable because we can get a lot of entertainment from it. We can see our friends' daily updates right from their accounts, cooking recipes, funny videos, news, information, etc. we also can see the influencers' daily updates.

An influencer is someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience (Geysler, 2022). The influencers make regular posts about many topics on their Instagram and generate large followers of enthusiastic, engaged people who pay close attention to their views. They usually use English as their caption. However, sometimes they did not write according to the rules. The

errors in their English writing were those of capitalization.

Capitalization refers to the use of a capital/uppercase letter at the beginning of a word while the rest of the letters in the word remains small/lowercase (Pathan, 2021). Capitalization makes communication clear, effective, and impressive by giving the text a standard and distinctive appearance. It specifies proper and common nouns in the text and enables readers to skim and scan the text faster. Each sentence starting with a capital letter carries a new idea and helps readers to distinguish between different ideas in the text. Capitalization is also a medium to describe different kinds of moods and attitudes of the writer (Siddiqui, 2015).

Given below is a list of the most frequently used capitalization rules compiled from different websites e.g. Grammarly Blog, Scribbr, and Your Dictionary:

1. The first letter in a sentence
It's important to always capitalize the first letter of a sentence.
Example: The cat is sleeping.
2. Proper Nouns
Categories of proper nouns include:

- Names of mountains, mountain ranges, hills, and volcanoes (Mount Merapi, Mount Kerinci)
 - Cities, countries, and continents (Jakarta, Indonesia, Asia)
 - Names of bodies of water, including rivers, lakes, oceans, seas, streams, and creeks (Musi River, Batur Lake)
 - Names of buildings, monuments, bridges, and tunnels (the Statue of Liberty, the Holland Tunnel, the Lincoln Memorial)
 - Street names (Manhattan Avenue, Oxford Street, Park Drive)
 - Schools, colleges, and universities (Harvard University, Boston College, Esa Unggul University)
 - Nationalities and languages (French, English, Japanese)
 - Companies and trademarks (McDonald's, Toyota, Samsung)
 - Time periods and events (the Renaissance, the Revolutionary War, the Industrial Revolution)
 - Gods and religious texts (the Bible, the Quran, Brahma)
 - Names of groups and institutions (Republican Party, Veterans of Foreign Wars, Department of Motor Vehicles)
3. Days, Months, and Holidays
- When you look at a calendar, almost every word is capitalized. That's because you should always capitalize the days of the week and months of the year. However, the names of seasons are not proper nouns, so there's no need to capitalize them.
4. The Pronoun I
- The pronoun "I" is always capitalized, no matter where it falls in a sentence.
- Example:
- I don't know about you, but I would wait for it to go on sale.
 - Sandra and I are going to the movies later tonight.
5. Book and Movie Titles
- Books, movies, poems, and other creative works often require capitalization for their titles.
- Capitalize the first word, adjectives, nouns, verbs, and the last word.
 - Don't capitalize articles (a, an, the), conjunctions (for, and, but, so), and

prepositions with three or fewer letters (in, on, at).

- Example:
 - No Time to Die
 - The Lord of The Ring
6. The First Word in Quotations
- Capitalize if it's a complete sentence. But, if it's merely a phrase, it doesn't require capitalization.
- Capitalized: Hemingway famously said, "The way to learn whether a person is trustworthy is to trust him."
 - Not Capitalized: Hemingway said the way to learn if someone is "trustworthy" is "to trust him."
7. Titles of People
- Capitalized:
 - President Joko Widodo is a friendly man
 - Aunt Susan always makes the best cake
 - Not Capitalized:
 - Joko Widodo is the president of Indonesia.
 - My aunt always makes the best cake.
8. Acronyms, Initialisms, and Initials
- Example:
- NASA (National Aeronautics and Space Administration)
 - VIP (Very Important Person)
 - USA (United States of America)
 - JFK (John Fitzgerald Kennedy)

Based on those rules, researchers analyzed Instagram captions from several accounts of Indonesian influencers period March 2019. The influencers were chosen as subjects since they have a lot of followers. It would be assumed if the influencers did some errors, they would be impacted and imitated by their followers. In contrast, if the influencers used some good habits in their caption using English, their followers gain positive effects.

Methods

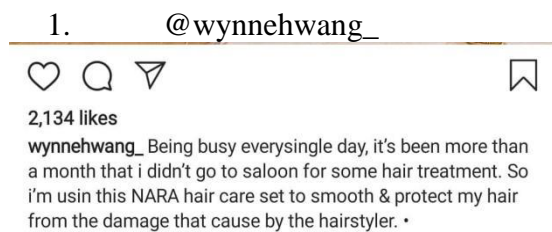
Object of the research in this study is Instagram captions of Indonesian influencers periode March 2019. This research aims to analyze capitalization errors on Instagram captions written by Indonesian influencers. This research was conducted using descriptive qualitative research. The data is collected using qualitative method and furthermore is analyzed using descriptive method. The technique that we use in collecting data is chose several accounts of influencers from account @englishbusters,

then we analyze whether there are any errors in the writing capitalization they wrote in English, and we focus on the caption of their Instagram.

Result And Discussion

Nowadays, Instagram is one of the largest social media platform in the world. Almost everyone has Instagram accounts, they upload photos and videos to share with their friends and followers, and it seems like diary books for them. It is uncommon for what they share to affect their followers. Because of that, they should share something positive, especially for influencers who have a lot of followers.

Based on the above matter, researchers analyzed the capitalization errors in the Instagram captions of Indonesian influencers. In this section, capitalization errors are found in the Indonesian influencers caption on Instagram.



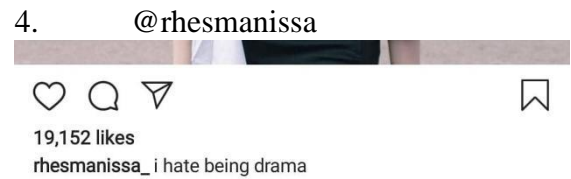
In this caption, she should capitalize “i”, because the pronoun “I” is always capitalized, no matter where it falls in a sentence.



From this caption, we found two errors in capitalization writing. The first is in the first letter of the sentence, “when” should be “When”. It is important, always capitalize the first letter of the sentence. The second is the pronoun “i”, always capitalize when you write “I”.



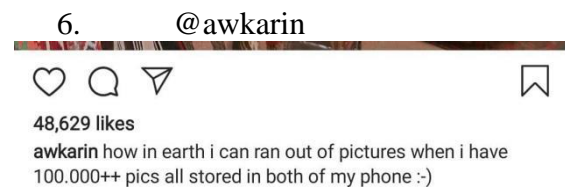
We found six capitalization errors in this caption, four for the first letter of the sentence, and two for the pronoun “I”.



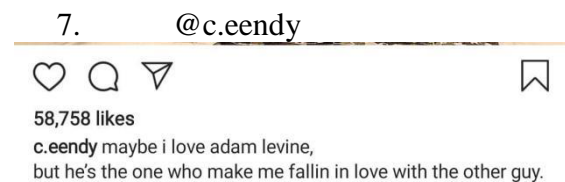
The caption has a capitalization error, she should have capitalized “i” which is the first letter of the sentence, and the pronoun “I”.



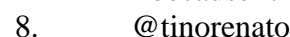
We found two capitalization errors in this caption. “indonesian designer” should be “Indonesian designer” since “Indonesian” is the proper adjective based on a place name, and “Today” should be “today” because today is not the name of the day.



Similar with others, in this caption, we found capitalization errors for the first letter of the sentence and the pronoun ‘I’.



In this caption, we found three capitalization errors. “maybe” should be “Maybe” because it is the first letter of the sentence, “i” should be “I” because the pronoun “I” is always capitalized, no matter where it falls in a sentence, and “adam levine” should be “Adam Levine” because it is the people’s name.





3,514 likes

tinorenato Market-hoping is my favorite to go and wanted a photo between morning haul in here. But sorry i didn't buy any of your veggie miss

This caption has one capitalization error which is the proper noun "I"

9. @gegeelisa94



39,955 likes

gegeelisa94 Me when meet people for the very first time vs after i get "comfortable" with them. ¹⁰⁰

We found the same capitalization errors in this caption with others. It is the proper noun "I".

10. @shannongbr



9,378 likes

shannongbr we human beings have been given brains to analyze, ears to listen, and mouth to speak up. such an unfortunate if you waste it. be fair and be wise at everything

All of the first letters of the sentence in this caption should be written in capital letters.

Therefore, from what we have analyzed, we found some capitalization errors in the Instagram caption of Indonesian influencers. Almost all of them made mistakes in the first letter of the sentence and the pronoun "I".

Conclusion

Regarding the analysis above, we found the most common capitalization errors made by Indonesian influencers on their Instagram captions are the first letter of the sentence and the pronoun "I", most of them were unaware of capital/small letters when they have written in English since the important point for them is the others understand what they mean on Instagram captions.

The researcher hopes that this study will make people write English better, especially in capitalization when writing in English.

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