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**RESEARCH PAPER**

## Stylistic Analysis of Advertising Posts of Handbags in Instagram Captions

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### ABSTRACT

This study aims to present a stylistic analysis of selected brands of handbags' advertising posts through Short & Leech's (2013) Checklist of stylistic features in their book *Style in Fiction*. As a study concerned with the style of a text, the suitable research design is a qualitative design where the analyzed text is described in terms of the characteristics of stylistics found in the selected Instagram captions. A textual analysis approach to the qualitative research method adopted by this research. Letters, texts, and documents are included in the text. Text is observed as letters, texts, documents, etc. containing statistical data considered a resource for social science researchers. The researchers used the data selected through the advertising language that each company offered through the captions that contained at least one stylistic feature. A total of 25 captions from five accounts (@louisvuitton, @Prada, @katespadeny, @gucci, and @chanel) are analyzed. The data were collected from advertising posts of handbags in Instagram captions which were published. It is estimated that readers, especially academicians, are more relaxed when it comes to non-literary items in language use. This study, predictably, cultivates a reference for other academics who wish to observe linguistic style. As a result, students can carry out more stylistic research using a more complex dialogue that highlights a variety of topics.

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**KEYWORDS** Advertising Bags, Instagram, Leech and Short, Stylistic Analysis

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### Introduction

Language plays a crucial role in conveying information and is a multifaceted tool that takes on two principal forms: written and spoken (Rabiah et al., 2018). The study of linguistics, particularly stylistics, aims to understand how humans convey information through language in both spoken and written forms, exploring the subtle nuances of expression that define individual speakers or writers (Udeze et al., 2018). This study, "Stylistic Analysis of Advertising Posts of Handbags in Instagram Captions," bridges the realms of linguistics and the contemporary digital landscape. In the age of social media dominance, language takes on a new dimension, with Instagram captions for advertising handbags. The significance of language styles in advertising cannot be overstated, as they contribute to the creation of a narrative that goes beyond the product itself. The evolution of language styles is a dynamic process intertwined with societal shifts, cultural influences, and technological advancements.

The study of stylistics on digital platforms requires an understanding of the broader socio-cultural context, target audience characteristics, and campaign goals. The theoretical framework underpins this study, drawing inspiration from classical and

contemporary linguistic theories (Sorlin, 2014). The three levels of style—high, middle, and low—introduced by Abrams offer a framework for categorizing and understanding the diverse linguistic styles employed in advertising handbags.

The study of stylistics on digital platforms necessitates the incorporation of insights from the field of digital communication, such as hashtags, emojis, and other digital language features (Marko, 2021). By the conclusion of this study, a nuanced understanding of stylistic choices in Instagram advertising will emerge, contributing valuable insights to both linguistics and digital marketing.

This thesis, "Stylistic Analysis of Advertising Posts of Handbags in Instagram Captions," explores the multifaceted nature of stylistics, focusing on the dynamic and visually-driven landscape of social media, specifically Instagram. Stylistics is not confined to a singular dimension but spans literature, rhetoric, and the world of advertising on Instagram. The study of stylistics on Instagram requires a comprehensive framework that draws inspiration from classical theories while accommodating the unique features of digital communication. The dynamic nature of language in digital spaces is reflected in the evolution of linguistic styles. The study of stylistics on Instagram requires an awareness of the fluid and ever-changing nature of digital language (Klimanova, 1990). In addition to linguistic theories, the interdisciplinary nature of stylistics invites insights from fields such as semiotics, visual communication, and marketing. Understanding how linguistic choices interact with visual elements in advertising posts is pivotal to a comprehensive stylistic analysis (Adigun, 2020). The analysis will unfold a layer of the stylistic complexities inherent in advertising posts for handbags on Instagram, encompassing not only traditional elements of style, such as word choice, sentence structure, and rhetorical devices but also the symbiosis between text and image. The methodology employed in this study acknowledges the interplay between linguistic and visual elements, recognizing that the effectiveness of an Instagram caption lies in the harmonious fusion of both.

This study explores stylistic analysis in the context of advertising handbags on Instagram, focusing on the multifaceted nature of stylistics, which encompasses literature, rhetoric, and the dynamic landscape of digital communication. The critical approach challenges the conventional understanding of stylistics, allowing for a comprehensive examination of linguistic choices and their effects on various forms of communication. (Simpson, 2004) The study focuses on Instagram captions for advertising, which are distinctly non-literary compositions that serve as a unique and rich field of linguistic exploration.

The choice to use non-literary works, specifically Instagram captions, as primary data is deliberate, as social media platforms have emerged as powerful channels of communication, influencing language use and shaping linguistic trends. Instagram captions present a challenge and opportunity for stylistic exploration due to their concise nature, necessitating a nuanced understanding of how linguistic choices contribute to the overall impact of the message (Hafedh & Arabia, 2019).

The study recognizes the evolving nature of language in the digital landscape and seeks to contribute to the broader field of stylistics by applying its principles to contemporary forms of communication. The methodology employed will consider both the linguistic features of the captions and the visual elements, recognizing the symbiotic relationship between text and image.

Social media has become a powerful and influential medium for advertising, with platforms like Facebook, Twitter, and Instagram transforming the way individuals and

companies disseminate information, connect with audiences, and promote products and services (Appel et al., 2020). This study focuses on the unique linguistic features embedded in advertising posts on social media. Social media is a strategic tool for creating a social presence and fostering brand awareness and engagement (Jorma et al., 2020). The researcher's choice to analyze the linguistic features of advertising posts on Instagram is rooted in its pervasive impact on daily life, influencing how individuals consume information, connect with others, and make purchasing decisions. Instagram's visual-centric nature, extensive user base, and features like Stories and Explore contribute to its status as a preferred medium for advertising handbags. The stylistic analysis of Instagram advertising posts is a nuanced exploration, recognizing its emphasis on brevity in captions, the integration of hashtags and emojis, and the strategic use of visuals. The methodology employed in this study will take into account both the linguistic elements of captions and the visual elements that accompany them, recognizing that language operates in tandem with visuals to create a compelling narrative that engages and captivates the audience.

Instagram, a popular photo and video-sharing mobile application, has evolved into a hub for electronic commerce, connecting businesses with their target audience. With a user base exceeding 150 million, Instagram has become a strategic tool for both large corporations and small businesses, allowing them to build a loyal customer base and create a distinctive brand identity. The platform's inclusivity allows for diverse businesses to harness its advertising potential (Hootsuite, 2023).

The competitive landscape on Instagram is characterized by companies vying for attention through visually compelling content and engaging language in the form of captions. Advertising success is closely linked to the language used in advertisements, as it is a system of language that significantly influences their success (Macready, 2023).

The study explores the use of language in advertising on Instagram, focusing on five international handbag brands with verified accounts. These brands showcase captivating images and strategically use language in their captions, shaping the brand's perception and influencing consumer behavior. The exploration of stylistic features in Instagram advertising contributes to the overall branding and creates a distinctive voice for each brand.

## **Literature Review**

This section provides evidence from several earlier studies that employed the same analysis, methodology, or data as this one. For this study, the author located two undergraduate theses and two journal pieces.

The first studies in this field were carried out by Voorhis et al. (2013). For example, she examines lexical and syntactic features in language in the perspective column of Vogue Magazine's April 2015 edition. She learns about lexical and syntactic aspects and how they were employed to persuade after that. After conducting further research, she concludes that the linguistically rich Vogue Magazine piece on the perspective column takes advantage of text creators' need to persuade readers without resorting to overt product promotion. The similarity between Familia's work and this study is the technique's adoption. Familia employs a stylistics-based methodology in her analysis. Unlike Familia's work, this study uses linguistic aspects to analyze a set of terms in the phonology, graphology, and lexical choice of Instagram posts. Conversely, Familia looks at the lexical and syntactic components of magazines. This study also determines the persuasive power of stylistic components.

The second similar study was written by Dinar and Alfa (2017). He examines the rhetorical strategies and their application in Nike Sportswear's Instagram posts. In his analysis, he identified four key elements that serve to enhance the memory of a piece of writing: repetition, omission, composition, and tropes. They also pique the reader's interest, elicit humor by involving emotion and creativity, and color the words to create perception bias. There are certain parallels between Dinar's study and this one. Both studies employ Instagram captions as their data source for analysis. However, this study's phrasing of the problem is different from Dinar's study. This study focuses on stylistic devices and their consequences, as opposed to Dinar's examination of rhetorical elements and their objectives in Nike Sportswear's Instagram captions.

Utomo and Suprajitno (1999) mention a few stylistic devices, they employ rhetorical devices, figurative language, and auditory approaches. The frequency with which stylistic components are used in English advertising slogans for well-known international companies is then assessed. Based on their investigation, wordplay, alliteration, and repetition are the primary components found in English advertising slogans. The study and the article are similar in that they both use advertising language and stylistic features as data points. However, lexical, phonological, and graphological components of language are highlighted in the study. Additionally, although this study finds handbag marketing in Instagram captions, the report looks into the catchphrases of well-known international companies. These thus serve as the key differences between the paper and this study. The topic of discussion in both the study and the essay is stylistic components and language used in advertising as data. However, the lexical, graphological, and phonological components of language are the main emphasis of this work. While the article also examines the catchphrases employed by globally recognized brands, the focus of this study is on Instagram posts that promote beauty items. These thus become how this study and the paper differ from one another.

Hussain et al. (2020) employed critical discourse analysis in their research, this study used a checklist to find stylistic patterns and possible effects when such traits appear in Instagram captions. The authors intended to conduct this study by looking at different stylistic elements that are present in Instagram captions for handbag advertisements, specifically phonology, lexical choice, and graphology. Then, the analysis of Instagram caption stylistic aspects will be used to determine how those characteristics can persuade readers.

## **Material and Methods**

This study aims to present a stylistic analysis of selected brands of handbags' advertising posts through Short & Leech's (2013) Checklist of stylistic features in their book *Style in Fiction*. As a study concerned with the style of a text, the suitable research design is a qualitative design where the analyzed text is described in terms of the characteristics of stylistics found in the selected Instagram captions. A textual analysis approach to the qualitative research method adopted by this research. Letters, texts, and documents are included in the text. Text is observed as letters, texts, documents, etc. containing statistical data considered a resource for social science researchers. The researchers used the data selected through the advertising language that each company offered through the captions that contained at least one stylistic feature. A total of 25 captions from five accounts (@louisvuitton, @Prada, @katespadeny, @gucci, and @chanel) are analyzed. The data were collected from advertising posts of handbags in Instagram captions which were published form.

December 2022 to June 2023. Each post from the five handbag companies' Instagram accounts contains one advertised product. In this regard, where advertising

posts of handbags in Instagram captions are the case being considered, the adverts as a phenomenon that happens exactly every day and needs to be clarified, defined, and discovered are recognized by us. The objectives of a case study research as already highlighted monitored the analysis of advertising posts in Instagram captions.

A total of twenty-five captions from five accounts (@louisvuitton, @Prada, @katespade, @gucci, and @chanel) are analyzed. The data were collected from advertising posts of handbags in Instagram captions which were published from December 2022 to June 2023. It is expected that the advertising styles that these captions have proven successful. Each post from the five handbag companies' Instagram accounts contains one advertised product. The writer used the data selected through the advertising language that each company offered through the captions that contained at least one linguistic feature. The five brands are very significant and well-known because each company gets millions of followers from everywhere. Moreover, these five brands have verified marks that seem like a check that happens next to the username which means Instagram has established that these five handbag companies' accounts are legal and reliable. Five captions from each account were chosen by this study. So, 25 captions were examined as the data.

### **Results and Discussion**

The third question of this study is answered by this subheading which is about the possible effects of the use of stylistic features in handbag advertising posts in Instagram captions. Effects are given by each stylistic feature to create such an exciting and attractive advertising language to fascinate the netizens or customers which is shown through the netizens' responses or in this data, is shown through the comments. Four comments were chosen from each handbag account, so, to see the possible effects there are twenty comments as the data.

Positive responses have appeared as the effects after the use of the stylistic features. The proof is positive adjectives that can be seen from each stylistic feature. Capitalization is done on purpose because capital letters are not shown only at the beginning of a sentence but also in the middle of the sentence. Product names and descriptive words consist of capital letters. There are no significant effects from the use of capital letters at the beginning of a sentence in the analysis because it is a rule that capital letters always occur at the beginning of the sentence.

So, capital letters are put by the five handbag companies that occur in the middle of a sentence that contains product names and descriptive words to fascinate the netizens. The netizens will pay more attention to the products that have capital letters in them.

In data 5, since the capital letters appear in the product names in the words 'Loob Hobo' the netizens are expected to pay close attention to the products themselves. Furthermore, in data 6, the words

'Gucci Blondie' is also in the capital letters that show the product name. Also in data 9 is the caption from Louis Vuitton's account that talks about different luggage bags. The word 'Horizon' is a capitalized descriptive word. The word 'Horizon' is repeated two times in this caption. According to the Oxford Dictionary the word 'Horizon' means "the furthest that you can see, where the sky appears to meet the land or the sea". The main function of capital letters is to emphasize the product name and describe the product through description words. So, the readers have a clear understanding through the images and the words of the advertisement that give clear explanations through the

captions. As it is described significant effects in the capital letters that are in the words of product names and descriptive words are given by capitalization. There are no significant effects from the use of capital letters at the beginning of a sentence in the analysis because it is a rule that capital letters always occur at the beginning of the sentence.

There are some responses towards the products that contain capitalization in product names and descriptive words. The readers give the responses through the comments from data 5 and data 6 as follows

@bagyluxe WOW, we love this new hobo design ☐ absolutely timeless piece

@eugen\_kholodiy Amazing bag! 😊😊😊💧

@mcgoverner22 Finally got mine!! Best decision of my life

@kaijo-tx Pretty cool bag

Comments [1] and [4] are derived from data 5 and data 6. Comment [1] consists of an adjective in the word 'timeless'. In comment [5] the responses are shown through the word 'cool'.

Furthermore, comments number [2] and [3] exist in data 4 and 8 respectively. The netizens use the words such as 'best', 'pretty', and 'cool' to respond to the advertisement.

The words 'best', 'pretty', and 'cool' are adjectives used by the netizens to respond to the advertisement. From the data above it is clear that positive words are used by the netizens to show that they are fascinated by the products because they read the descriptive words and product names that consist of capitalization. Bex states that "the usage of upper case is fascinating in that capitals are naturally used for prominence" (1996, p. 99).

So, it is concluded that the possible effects of capitalization in the product names and descriptions have helped the handbag companies to become more imaginative in the way of conveying important messages about the products. So, Positive impressions to the netizens are brought by capitalization. The data that contains capital letters in the words of product names and descriptive words is responded to by the netizens through positive words. It is stated by Prasad, "adverts need to appeal courtesy and provoke interest" (2017, p. 587). Therefore, applying the strategy that attracts the consumers to the products is successful by the companies.

To draw the attention of the readers, the companies apply another geographical feature punctuation. Seven types of punctuation marks appear in the data. The delivery of the message that the advertisers convey in promoting the products is influenced by the use of punctuation marks. The punctuation marks are (.) full stop, (,) comma, (') apostrophe, (?) question mark, (:) colon, ("...") quotation marks, and (!) exclamation mark.

To avoid misunderstanding, punctuation marks are applied by the advertiser to understand the features of the products that are written by the companies through captions.

The data 14 comes from Kates Padeny 's account which consists of two commas. This account also offers handbags and here commas distinguish the details of the handbag. Therefore, the commas are presented to separate the information about the quality of a product, the handbag. So, the readers are clear to recognize the quality of

buying the products because the qualities are offered in a clear sentence. Apostrophe also occurs the same function in data 18 which is written in 'Virgine Viard's' natural ability and 'woman's every need'.

To draw the attention of the readers that they show satisfactory expressions about the products are the effects of applying the punctuation marks. The satisfactory expressions are shown through the responses given in the comments below from data 14 and data 18.

@amourannette Love love LOVE!

@elirossi19 Gorgeous!

From the data above, the companies have achieved positive reactions from the readers that are exposed through comments.

The punctuation marks that appear in the captions of data 14 and 18 are apostrophes and commas. The commas are presented to separate the information about the quality of a product. However, the main function of apostrophes in advertising posts is to make the language more variant so it can draw the attention of the readers and buyers. According to Ehrlich, commas are used to distinguish objects in a sequence and also to aid readers in getting a strong understanding of a message. (1987, p. 15). So, Prasad's statement is true in the sense that change in style and conventions is always tried by an advertising language (2017, p. 586).

Thus, in data 14 and 18, companies have applied the language of advertisement to receive positive responses. The consumers or netizens are affected by the visual content, though, effects to help the readers are brought by the appearance of punctuation marks in the advertising language. It helps the readers to identify the quality of the products.

Therefore, the adjective categories such as 'gorgeous' and 'love' are used in the comments above. Through punctuation marks, the readers are fascinated by the products because the emphasis on the important message is also appeared by the punctuation marks.

Moreover, the readers are easier to recognize the messages that are described in the captions as the comments about the products are specified positively and fascinate the readers to the product that is publicized in the responses such as in comments number [5] and [6].

Alliteration, assonance, and consonance are three phonological features that are found in the data. Creating more harmonious, sweet-sounding, and musical rhyme to the language is the advantage of using the features due to products becoming more unforgettable and fascinating to the netizens.

So, it is assumed that the advertisement will keep on booming on the thoughts of the readers that can convey virtuous responses about the advertised products. Readers give responses to the advertised language through the following data.

@mcgovernor22 finally got mine!! Best decision of my life data 21 alliterations

@miniesprincess1 stunning

@ella1072 Wow my favorite color. I'd love to buy this one assonance data 33

@ja.de. rd Beautiful

@yizhuo262022 Gorgeous

@pokeyg\_ 🌟🌟 Beautiful 😊😊hair! Pretty ☐☐ Faces! Y'all are Very Pretty 😊😊  
data 38 consonance

From the comments above, it can be inferred that the readers surely respond with a positive choice of words. Caption from data 21 consists of alliteration of sound /s/ that appears in the words 'sparkle, shine' to show the product name of the handbag from Kates Padeny and according to Prasad, an important role in creating sound effects in advertising language is played by alliteration and it can also achieve an emphatic result (2017, p. 590). So, the responses of the readers after the use of alliteration are collected through the comments number [7] and [8]. In these comments, two adjectives in the words 'stunning' and 'best' appear to show such likeness and appreciation to the products.

Moreover, in comments number [9] and [10], the readers react to the graphic content and the caption by applying adjectives such as the words 'favorite', and 'beautiful'. Those are responses from the readers towards data that contain assonance in the caption from data 33. The vowel sound

/i/ is repeated nine times in the words 'in', 'spring', 'present', 'Gucci', 'quilted', 'defined', and 'interlocking'. The product is a handbag and the description of the product is written with the vowel sound /i/.

The words used in the comments [9] and [10] show that the products are satisfying for the netizens.

Moreover, in comments number [11] and [12], the reactions of the netizens are given towards data 38 from Louis Vuitton in which the consonant sound /r/ is repeated four times. The sound /r/ in the data above appears in the words that consist of information about the product itself as it is repeated in the words 'bright', 'discover', 'ready', and 'sparkle'. The responses from the netizens are obtained through the use of the adjectives 'beautiful', 'pretty', and 'gorgeous' in the comments [11] and [12] above.

After reading the captions, netizens express their feeling about the advertised products through positive and affirmative words. As a result, phonological features such as alliteration, assonance, and consonance are used purposefully as it is certainly fascinate the netizens. Furthermore, the curiosity of the other consumers is aroused by the use of positive words in the comments, when the readers read the comments about the products the purpose of the advertiser is fulfilled.

The use of lexical features in handbag advertising posts in Instagram captions is found by the writer very important. There are two types of adjectives, the first one is the base adjective and the second one is the compound adjective. The adjectives are applied by each handbag account to give more facts and clear descriptions of the meaning of the sentence that advertised the handbag product and to make the sentence more fascinating to the readers when they read the captions. The following data are the responses given by the readers about the handbags.

@topgun\_pennymaverickSo beautiful ❤️☐ Stunning 🌟 Amazing 😊❤️☐

@peppermint2702 Stunning



@laraib\_bag Awesome data 47 base adjective

@People-can-grow-at-anytime This is pretty

@paola.ochoaa Lovee data 43 lexical choice base adjective

@Larissarucita BEAUTIFUL!

@Kaijo-tx Pretty cool bag product name data 6

@Investvital WOW Amazing!

The netizens state the above eight comments that appear to explain the possible effects that occur from the use of stylistic features in this study significantly in lexical features.

Seven comments presented above are stated by the netizens that appear to explain the possible effects that happen from the use of linguistic features in this study, especially in lexical features. Comments number [13] and [14] come from data 45 which contains compound adjectives in the sentence of the caption such as in the words 'retro-futurist'. From the comments [13] and [14] above, the readers apply adjectives in the words 'beautiful', 'stunning', and 'amazing' to give a reaction to the caption that contains the compound adjective. Furthermore, comments number [15] and [16] are derived from the readers' comments about the caption from data 47. In data 47, the company offers a handbag that has a new model which revisits from the 2000s and that is described by using a base adjective in the word 'iconic'. The readers respond to the caption that advertises the product by giving adjectives such as the words 'awesome' and 'pretty'. Moreover, the next discussion depends on comments number [17] and [18]. The readers give the two above comments towards the products from caption data 43. In the first caption of data 43 above, the adjective appears in the word 'pretty'.

The word 'pretty' is to explain the noun 'present'. The word 'present' refers to the handbag product that Kate Padeny company offers. Since the word 'pretty' means a description of something as attractive or pleasant, the company applies the word adjective 'pretty' to highlight the beauty of the product to the buyers. Thus, from comments number [17] and [18], readers choose some adjectives words 'beautiful' and 'love'. Furthermore, the next discussion depends on comments number [19] and [20]. The readers give two comments about the products from caption data 46. In the first caption of data 46 above the adjectives appear in the words 'special' and 'blondie'. Thus, from comments number [19] and [20], the readers use some adjectives words 'cool' and 'amazing'. From the above discussion, lexical features have significant effects on the netizens because they have a role as the consumers so that they are fascinated enough by the products by showing positive responses through the comments.

Furthermore, the responses of other netizens are also affected by the use of positive adjectives in the captions as has appeared in the data above. So, the netizens give positive responses in the comments and these responses are the possible effects of the lexical features and the purpose of advertisement is effectively fulfilled through the adjectives.

From the above analysis, the discussion has fulfilled the function of advertisement because the netizens gave such good and positive reactions to the advertisers.

## Conclusion

The advertising posts of five handbag firms include stylistic elements and their purposes inside 25 captions, as per the examination of the first and second problems. The graphological characteristics of language include punctuation and capitalization. In the Instagram captions of handbag advertisements, the most often used punctuation symbols are (.), full stops, (,) commas, (') apostrophes, and quotation marks ("...").

Four punctuation marks—(.) full stop, (,) comma, (') apostrophe, and ("...") quotation marks—appear multiple times in the captions of advertising jargon. The next linguistic characteristic that combines consonance, assonance, and alliteration is called a phonological feature. The final component that shows up in base and compound adjectives is lexical choice.

The analysis shows that, especially in capitalization, graphology is the most common language trait in the captions. The majority of the capitalization is found in the product names. The primary intention behind capitalizing the sentences in the captions is to draw attention to the product names among online users. Additionally, the stylistic elements help to enhance the sentence's artistic appeal and ease of recall for the reader. Thus, the five handbag advertising companies want to draw and convince people to buy the things they are advertising.

Using the linguistic elements found in the data, the third problem's potential consequences on readers are revealed through the comments left by online users. The data's selective remarks are the sentences that contain adjectives. The analysis shows that the terms "beautiful," "gorgeous," "pretty," "amazing," "cool," "favorite," "nice," "stunning," and "best" are used by netizens to describe the products. The products are described positively by the netizens, who use all the words available to them to explain how they feel about the advertisement.

In conclusion, such promoted products can help consumers achieve a lasting aim of memory. To the best of the researcher's knowledge, the study has generally been able to address the research questions that were presented in the opening chapter.

According to the analysis's summary, the employment of stylistic elements in advertising language helps to present the message in a more appealing fashion, which may have the impact of persuading the target audience—netizens—of the advertising message. The study's potential outcomes are formulated based on the foregrounded features, or prominent stylistic elements. This study's shortcoming is that the author exclusively uses internet users' comments to analyze the data rather than asking the respondents. Furthermore, the written words are examined in this study rather than the visual content because the author talks about stylistic elements. By asking the responses, the author hopes to inspire future academics to make style evaluations in the same conversation about commercials or anything else comparable.

Robert (2013) explains the communication practice that advertising uses to market goods and services. Advertisements aim to amaze, but they also want to grab viewers' attention, persuade, entice, and provide incentives to buy in. The study's theoretical goal was to advance stylistics research knowledge to have an academic impact. More precisely, it is concerned with the function of linguistic elements utilized in social media. It is estimated that readers, especially academicians, are more relaxed when it comes to non-literary items in language use. This study, predictably, cultivates a reference for other academics who wish to observe linguistic style. As a result, students

can carry out more stylistic research using a more complex dialogue that highlights a variety of topics.

### **Recommendations**

This work can yield numerous recommendations for future investigations. Here are a few recommendations:

- i. In the future, scholars may investigate alternative language methodologies for analyzing Instagram promotional posts by handbag manufacturers. Future research can examine semiotics, pragmatics studies, and morphological studies, among other methodologies.
- ii. In the future, researchers could look into handbag advertisements on other social media sites, as this could yield more fascinating results similar to or dissimilar to the ones reported here.
- iii. The business community can better understand how to communicate the demands of their customers by doing a stylistic analysis of effective advertisements. The aforementioned analysis makes it evident that commercials that draw in clients would similarly use language. To keep the ads succinct and allow viewers to easily emphasize them with imperative and interrogative words, the writers primarily employed short, oblique sentences. Thus, businesspeople will find this analysis useful.
- iv. The analysis of advertisements might not be restricted to handbags. Other academics might focus on restaurants, advertisements in the health industry, real estate, and so on.
- v. Those interested in learning about these social phenomena from a sociolinguistics perspective will find this topic discussion useful. This study examines the language used in ads, which has a big impact on people's day-to-day lives. For instance, this study serves as a good illustration of how language might be used in this type of discourse in the sociolinguistic course.
- vi. It is anticipated that advertising would also benefit from this research. People and other advertisers will recognize the importance of language in advertisements after learning about this research. They can use this in their commercials or raise awareness of this topic when they purchase or sell goods. Given the fierce competition among businesses and organizations to market their goods, this study offers a variety of strategies for doing so that make use of language that could be considered novel to readers.

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