

**COMPARATIVE ANALYSIS OF SENTENCE
STRUCTURES IN INSTAGRAM CAPTIONS OF
MAUDY AYUNDA AND CINTA LAURA KIEHL:
IMPLICATIONS FOR GRAMMAR TEACHING**

SKRIPSI



**in partial fulfilment of requirements
for the degree of *Sarjana* in the English Education**

**By:
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**ENGLISH EDUCATION DEPARTMENT
FACULTY OF LANGUAGES AND ARTS EDUCATION
IKIP PGRI BOJONEGORO
2026**

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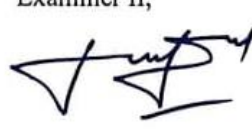

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MOTTO

“Kemarin sudah berlalu, hari esok belum tiba, dan hari ini belum pasti.
Lakukanlah yang terbaik sekarang, karena *you never know what's gonna happen*”
-Yoo Mi Ji and I-

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STATEMENT OF AUTHENTICITY

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In order to uphold academic integrity, sincerely and without coercion from any parties, I hereby declare that the skripsi entitled:

COMPARATIVE ANALYSIS OF SENTENCE STRUCTURES IN INSTAGRAM CAPTIONS OF MAUDY AYUNDA AND CINTA LAURA KIEHL: IMPLICATIONS FOR GRAMMAR TEACHING

Is the result of my own original work, and all sources of information used have been clearly cited in the reference list according to the scientific and academic code of ethics. I am aware that if any violations of scholarly ethics regarding to the authenticity of this work are found, I personally accept the consequences in accordance with the applicable regulations and am prepared to bear legal sanctions.

Bojonegoro, 10 July 2020



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ABSTRACT

Kholifaturohmah, Anisa. (2026). *Comperative Analysis Sentence Structures in Instagrsm Captions of Maudy Ayunda and Cinta Laura Kiehl: Implication of Grammar Teaching*. Skripsi, English Education Department, Faculty of Language and Art Education, IKIP PGRI Bojonegoro, Advisor (I) Oktha Ika Rahmawati, S.Pd., M.Pd (II) Ayu Fitrianingsih, S. Pd., M.Pd.

Keywords: Sentence Structures; Instagram Captions; Grammar Teaching

This study aims to identify the sentence structure patterns used in the Instagram captions of Maudy Ayunda and Cinta Laura Kiehl, compare the differences in their use of sentence structures, and examine the implications of the findings for English grammar teaching. This study employed a descriptive qualitative method with a comparative approach. The data consisted of English captions posted on the official Instagram accounts of Maudy Ayunda and Cinta Laura Kiehl during November, comprising 35 captions from Maudy Ayunda and 56 captions from Cinta Laura Kiehl. The data were collected through documentation and non-participant observation and were analyzed through the processes of data reduction, coding, data categorization, comparative analysis, and interpretation of the findings. To ensure the validity of the data, theory triangulation was applied using the sentence structure theories proposed by Greenbaum and Nelson (2009), Azar and Hagen (2009), and Alexander (1988). The findings revealed that both public figures predominantly used simple sentences and phrases in their Instagram captions. However, Maudy Ayunda demonstrated greater structural variation by employing simple, compound, complex, and compound-complex sentences, whereas Cinta Laura predominantly used simple sentences, phrases, and imperative sentences. These differences reflect the distinct communication styles and personal branding strategies of each public figure on social media. Furthermore, the findings indicate that Instagram captions can be utilized as authentic teaching materials for English grammar instruction, particularly in teaching sentence structures within the implementation of the Merdeka Curriculum for Phase E students.

ABSTRACT

Kholifaturrohmah, Anisa. (2026). *Comperative Analysis Sentence Structures in Instagrsm Captions of Maudy Ayunda and Cinta Laura Kiehl: Implication of Grammar Teaching*. Skripsi, English Education Department, Faculty of Language and Art Education, IKIP PGRI Bojonegoro, Advisor (I) Oktha Ika Rahmawati, S.Pd., M.Pd (II) Ayu Fitrianingsih, S. Pd., M.Pd.

Keywords: Struktur Kalimat; Keterangan Gambar Instagram; Pengajaran Tata Bahasa

Penelitian ini bertujuan untuk mengidentifikasi pola struktur kalimat yang digunakan dalam caption Instagram Maudy Ayunda dan Cinta Laura Kiehl, membandingkan perbedaan penggunaan struktur kalimat di antara keduanya, serta menjelaskan implikasi temuan tersebut terhadap pembelajaran grammar bahasa Inggris. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan komparatif. Data penelitian berupa caption berbahasa Inggris yang diunggah pada akun Instagram resmi Maudy Ayunda dan Cinta Laura Kiehl selama bulan November, yang terdiri atas 35 caption dari Maudy Ayunda dan 56 caption dari Cinta Laura Kiehl. Data dikumpulkan melalui teknik dokumentasi dan observasi nonpartisipan, kemudian dianalisis melalui tahapan reduksi data, pengodean, kategorisasi data, analisis komparatif, serta interpretasi dan implikasi temuan penelitian. Validitas data dilakukan melalui triangulasi teori dengan menggunakan teori struktur kalimat yang dikemukakan oleh Greenbaum dan Nelson (2009), Azar dan Hagen (2009), serta Alexander (1988). Hasil penelitian menunjukkan bahwa kedua figur publik tersebut sama-sama didominasi oleh penggunaan simple sentence dan phrase dalam caption Instagram mereka. Namun, Maudy Ayunda menunjukkan variasi struktur yang lebih beragam dengan menggunakan simple sentence, compound sentence, complex sentence, dan compound-complex sentence, sedangkan Cinta Laura lebih dominan menggunakan simple sentence, phrase, dan imperative sentence. Temuan penelitian ini menunjukkan bahwa caption Instagram dapat dimanfaatkan sebagai bahan ajar autentik dalam pembelajaran grammar bahasa Inggris, khususnya pada materi sentence structure dalam implementasi Kurikulum Merdeka Fase E.

PREFACE

First of all, the writer would like to express her deepest gratitude to Allah SWT for His blessings, mercy, and guidance, so that the writer can complete this skripsi entitled "Comparative Analysis of Sentence Structure in Instagram Captions of Maudy Ayunda and Cinta Laura: Implications for Grammar Teaching." Peace and salutations are always devoted to Prophet Muhammad SAW, who has guided mankind from darkness to the light of knowledge.

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CHAPTER I

INTRODUCTION

A. Background of Study

Social media has become a very popular space for interaction and self-expression in Indonesia, especially among teenagers and young adults (Abdillah, 2022). One of the most dominant platforms is Instagram, which not only functions as a space for social communication, but also as a medium for the production and consumption of authentic language. According to a report by We Are Social (2025), more than 85.3% of the Indonesians actively use Instagram, indicating that this platform has a wide reach and significant influence in shaping language habits, culture, and digital communication patterns.

There are several important components in Instagram, one of which is captions (Likuallo et al., 2024). The use of captions in photo, video, and moving image posts plays an important role in mediating the audience's understanding of the story being told. Adding captions and text to images and videos helps viewers to understand the storyline and encourages them to interact with creators and other users by liking, commenting, and sharing. In addition to guiding viewers' attention to key elements, the strategic use of captions also strengthens branding and brand identity, while increasing accessibility for audiences (Likuallo et al., 2024). Therefore, Instagram captions are no longer seen as mere complements to visual posts, but also as a space for social linguistic practice that is relevant in linguistic studies and education. This is in line with Putri & Hidayat (2022), who emphasize that

Instagram captions contain varied and contextual sentence structures, making them effective as learning resources that are relevant to the daily lives of teenagers.

Instagram has also developed as a space for personal branding, especially when used by public figures who consciously project their image through the style of communication in their post captions. Two Indonesian public figures who demonstrate strong personal branding strategies in the digital space are Maudy Ayunda and Cinta Laura Kiehl, who are not only known for their careers in the entertainment industry, but also for the social identities they have built, including their image as intelligent, confident, and inspiring women. The consistent use of English in both of their captions reinforces the phenomenon of linguistic modeling, where teenagers tend to imitate the language style of their idols as part of the process of forming a motivational self-identity. Fadhillah & Akbarjono (2025), through the study *Code-Switching and Code-Mixing in Maudy Ayunda's Instagram Posts*, found that Maudy applies bilingual writing with a dominance of complex sentences to build an intellectual, reflective impression and a global academic identity. Her self-image is reinforced through captions with themes of literacy, education, and social issues, with introspective diction such as reflect, learn, growth, and grateful, which highlight her educational authority. On the other hand, Saputri et al. (2022) in *Signs of Happiness on The Captions of Cinta Laura Kiehl's Instagram* found that Cinta more often uses compound sentences, language symbols, and affective emoticons as interpersonal strategies to present her branding as an expressive figure, full of positive energy, empowering, and

having high emotional closeness with her audience. Cinta's captions often feature elements of call-to-action and affirmation such as You can do it, Never give up, and Stay true, which reinforce her image as a positive-energy influencer who is emotionally relatable to the younger generation.

The writing style of both captions can be used as a model for learning grammar based on the use of sentence structure in real contexts. This is because the captions they produced have two important characteristics in grammar learning: (1) they vary in terms of sentence structure, and (2) they are used naturally according to the purpose of communication, making them relevant models in authentic context-based grammar learning.

To understand the importance of using authentic models, it is necessary to realize that grammar is the foundation of language that governs how words are arranged to form meaningful sentences (Murti, 2024). In writing skills, one of the most crucial components of grammar is mastery of sentence structure. Unfortunately, sentence structure teaching in Indonesia still often relies on examples from textbooks, which are artificial. The teaching is also still predominantly theoretical and lacks practical application which makes students still have difficulty with grammar even most students actually understand grammar rules but fail to apply them in real sentence production, especially in writing skills (Fauzan, 2021) and (Komara & Tiarsiwi, 2021). Therefore, students need more natural, interesting, and contextual language input, such as texts from songs, movies, and especially social media captions that they are familiar with every day so that the variation in sentence structure in both captions can be used as a model for learning grammar based on real-world

usage, especially for grammatical structure learning models, which are still lacking in the teaching process in Indonesia. This is where the strategic opportunity lies in using influencer and celebrity captions, especially on Instagram, as models for learning grammar based on authentic language that is close to students' daily lives. With the Instagram captions used by Maudy Ayunda and Cinta Laura, students have the opportunity to learn grammar not as rigid language rules, but as a flexible, meaningful linguistic tool that can be used to effectively express messages in real-life contexts.

Although many studies have been conducted on the linguistic style of celebrity captions, no research has specifically compared the use of sentence structure between Maudy Ayunda and Cinta Laura Kiehl from a grammatical perspective and its implications for teaching English grammar. This gap in research is a significant academic void, especially in the field of teaching grammar based on authentic social media data. Based on the above description, the author is interested in conducting research with the title: “Comparative Analysis of Sentence structure in Instagram Captions of Maudy Ayunda and Cinta Laura Kiehl: Implications for Teaching Grammar.” This study focuses on identifying sentence structures, comparing the patterns used, and utilizing the results of the analysis as contextual grammar teaching materials.

B. Formulation of the Problems

1. What sentence structure patterns are used in Instagram captions of Maudy Ayunda and Cinta Laura Kiehl?

2. What is the difference in sentence structure used by Maudy Ayunda and Cinta Laura?
3. What are the implications of these findings for English grammar teaching?

C. Objectives of the Study

1. To identify sentence structure patterns in Instagram captions written by Maudy Ayunda and Cinta Laura Kiehl.
2. To compare the differences in sentence structure usage between Instagram captions produced by Maudy Ayunda and Cinta Laura Kiehl.
3. To explain the implications of these findings for English grammar teaching.

D. Significances of the Study

1. Theoretical Significance

This study contributes to the development of knowledge in the field of grammar teaching. Through the analysis of sentence structures in the Instagram captions of Maudy Ayunda and Cinta Laura Kiehl, this study is expected to broaden the understanding of the application of sentence structures in real communication contexts and serve as a theoretical basis for contextual grammar learning.

2. Practical Significance

- a. For Readers

This study can broaden readers' knowledge, especially English learners, about the use of various sentences structures in the context of social media.

b. For Future Researchers

The results of this study can be used as a reference for future researchers who wish to examine sentence structure analysis or the application of grammar in the context of English language learning.

E. Definition of Terminologies

1. Sentences Structures

Sentence types refer to the grouping of sentences based on their structure. According to Khusniyah (2021) sentence structures are generally divided into four types, namely simple, compound, complex, and compound-complex sentences. Each type of sentence has one or more independent clauses and dependent clauses that determine the level of complexity of a sentence.

Based on this statement refer to the grouping of sentences based on their structure. According, it can be concluded that sentence types are structural forms that show how ideas or thoughts are arranged in a text. This can be seen in the Instagram captions of Maudy Ayunda and Cinta Laura Kiehl, who use various types of sentences to convey their emotions.

2. Instagram Captions

Instagram captions are written texts that accompany photos or videos on the Instagram platform and serve to convey messages, emotions, or information to followers. According to Likuallo et al. (2024), captions and text elements on Instagram have a significant influence on user interaction and engagement on this social media platform.

Based on this statement, it can be concluded that Instagram captions are a form of written expression used by users to attract attention and build communication with their audience. In this study, captions from Maudy Ayunda and Cinta Laura Kiehl were used as data sources to analyze the sentences structures they used.

3. Grammar Teaching

Grammar teaching is a process that helps students understand and use sentence structures and language rules correctly. According to Aisyiyah et al. (2024), grammar teaching is a key element in fostering effective communication, improving writing skills, and encouraging critical thinking.

Based on this statement, it can be concluded that grammar teaching is a learning activity that aims to develop students' ability to apply sentence structures appropriately and meaningfully. The findings of this study are expected to provide insight into how the sentence structures in authentic media, such as Instagram captions, can be utilized in English language learning.