

EXPLORING MORPHOLOGICAL FEATURES OF INSTAGRAM
CAMPAIGN SLOGANS

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Abstract

This study addresses the limited scholarly attention to morphological analysis in digital advertising discourse, particularly in Instagram campaign slogans, where linguistic strategies are often overlooked in favor of visual and marketing perspectives, thereby revealing a gap in understanding how word-formation processes contribute to persuasive communication in social media contexts. Accordingly, this study aims to identify the morphological features employed in Instagram campaign slogans and examine how these processes function as strategic linguistic resources. Using a quantitative descriptive research design, the study analyzed 27 English-language Instagram campaign slogans selected through a rigorous multi-stage sampling process from campaigns published between 2020 and 2023. The slogans were segmented into individual lexical units, yielding 83 analyzable word items, which were systematically coded using a validated morphological coding scheme covering compounding, derivation, blending, clipping, acronyms, borrowing, and neologism. The findings reveal that compounding is the most dominant morphological process, followed by derivation, indicating a strong preference for compact and semantically rich lexical constructions that enhance clarity and memorability. Less frequent processes such as blending, clipping, and neologism contribute to stylistic creativity and the construction of distinctive brand identities. Furthermore, the results demonstrate that morphological complexity is carefully balanced with lexical simplicity to align with Instagram's visually driven and text-limited communication environment. Overall, this study highlights morphology as a crucial linguistic resource that supports brevity, persuasive impact, and creative expression in digital advertising, while contributing to the growing body of research on social media discourse and offering insights into how word-formation strategies are optimized in contemporary marketing communication.

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INTRODUCTION

In today's highly digitalized communication landscape, social media plays an increasingly central role in shaping how brands interact with their audiences. It has become one of the most influential channels for brand communication and marketing, transforming how messages are constructed and disseminated to the public (Rinda et al., 2018; Tenaja & Oco, 2023). Among various platforms, Instagram stands out as an ideal medium for brand campaigns due to its visual orientation, interactive features, and high levels of user engagement (Aiger et al., 2026; Özoran & Ulsan, 2025). These characteristics enable brands to reach wider audiences in persuasive and emotionally resonant ways. Consequently, companies increasingly invest in Instagram campaigns to convey brand identity, values, and messages effectively through carefully designed slogans (Nourashrafi & Moafian, 2025). Such slogans are not merely creative expressions; they are strategic linguistic products crafted to influence perception and behavior within limited textual space. In addition, language use in digital contexts is shaped by sociocultural and communicative dynamics, where English plays a significant role in influencing communication styles and audience perception (Alrajafi, 2021).

Language plays a crucial role in the effectiveness of advertising, particularly at the word level (Nourashrafi & Moafian, 2025). Research has shown that explicit awareness of morphology significantly enhances comprehension and meaning-making, as understanding word structure allows readers to interpret messages more efficiently (Martinez et al., 2024; Wang et al., 2022). Language variation and stylistic choices are also influenced by context and communicative purposes, particularly in digital environments where linguistic forms are adapted to meet audience expectations (Yulianto, 2025). In advertising contexts, where brevity and impact are essential, morphology becomes a powerful tool for shaping meaning, emphasis, and memorability (Nourashrafi & Moafian, 2025). Instagram campaign slogans, therefore, offer a rich linguistic site for examining how word formation processes contribute to persuasive communication (Aiger et al., 2026).

Morphology, defined as the branch of linguistics that studies the internal structure of words and the processes involved in word formation (Bunau, 2022; Maledo & Edobor, 2023; Sodikovna & Botirovich, 2022), provides a valuable

framework for analyzing advertising language. Khanetnok et al. (2023) argued that morphological analysis reveals how words are formed through processes such as derivation, inflection, and compounding, and how these processes influence meaning and stylistic effect. Similarly, Maledo & Edobor (2023) emphasized that morphological patterns often reflect linguistic creativity, especially in contexts where expressive efficiency is required. Advertising slogans exemplify this creativity by compressing complex ideas into short, impactful expressions that are easy to remember and emotionally appealing (Rahman et al., 2022).

Instagram campaign slogans frequently employ specific morphological techniques to strengthen brand identity and emotional engagement. Derivational affixes, for instance, may transform verbs into nouns or adjectives to create abstract or evaluative meanings, while compound words enable multiple concepts to be merged into a single, concise unit (Renaldo, 2022; Wardana et al., 2024). These strategies allow slogans to convey innovation, positivity, urgency, or empowerment without lengthy explanations. As a result, morphological choices not only enhance linguistic creativity but also align with marketing objectives by making slogans clearer, catchier, and more persuasive.

Despite the widespread use of Instagram campaign slogans, research that specifically examines their morphological structures remains limited. Previous studies have often focused on pragmatic, semantic, or discourse-level analyses (Handoko & Afifi, 2022; Izdihar et al., 2022; Mukhtorova, 2024; Wijayatiningsih et al., 2023), while the contribution of word-level construction to persuasive power has received comparatively less attention (Fatima et al., 2023; Firdausi et al., 2022; Hardiyanti, 2025; Renaldo, 2022; Wardana et al., 2024). This gap raises important questions: What types of morphological processes are commonly found in Instagram campaign slogans? How do these processes enhance clarity, creativity, and persuasive effect? And how can morphological analysis deepen our understanding of linguistic strategies in digital advertising?

Therefore, this study aims to explore the morphological features of Instagram campaign slogans by examining the types and functions of word formation processes employed. By focusing on morphology, this research seeks to reveal how language functions strategically at the smallest structural level to

attract, engage, and persuade audiences in digital advertising contexts. The findings are expected to contribute to both linguistic studies and advertising discourse by highlighting the significance of morphology in contemporary social media communication.

METHOD

This study employed a quantitative descriptive research design (Cresswell, 2009) to systematically explore the morphological features embedded in Instagram campaign slogans, with a particular focus on identifying recurring patterns and frequency distributions of word-formation processes. This design was considered appropriate because the study did not aim to manipulate variables or test causal relationships (Slater & Hasson, 2025), but rather to provide an objective and structured description of linguistic phenomena as they naturally occur within digital advertising discourse. By relying on numerical representation through frequency counts and percentages, the research was able to present a clear snapshot of how morphological strategies are utilized in contemporary Instagram campaigns, particularly in shaping concise yet persuasive messaging.

The data for this study consisted of English-language Instagram campaign slogans collected from a range of credible and relevant sources (Chermak et al., 2026). A purposive sampling technique was applied to ensure that the selected data were both representative of current trends and manageable for in-depth linguistic analysis (Zmandar et al., 2022). The sampling frame was limited to slogans published between 2020 and 2023 in order to capture recent developments in digital marketing language. Data collection was conducted through an archival approach, involving the identification, documentation, and verification of slogans obtained from official brand Instagram accounts as well as reputable digital marketing platforms (Bahde & Key, 2024). Each slogan was carefully recorded along with contextual information such as brand identity and campaign relevance when available. To ensure accuracy and authenticity, the collected data were cross-checked against original sources or secondary reliable references. The dataset then underwent a systematic screening process based on predetermined inclusion and exclusion criteria, focusing on concise English textual slogans that contained analyzable lexical units while excluding overly long statements, purely

visual campaigns, or duplicate entries. This process resulted in a refined corpus of 27 slogans that served as the primary data for analysis.

The main instrument used in this study was a coding scheme for morphological analysis developed by the researcher based on established theoretical frameworks in morphology (Febriyanti & Zulianti, 2024). This instrument functioned as an analytical guide for identifying and categorizing various word-formation processes present in the slogans, including derivation, compounding, blending, clipping, acronyms, borrowing, and neologism. The use of a structured coding scheme ensured consistency and transparency in the analysis by providing clear operational definitions and criteria for each category. During the data analysis phase, each slogan was segmented into individual lexical units, allowing every word to be examined as a potential site of morphological formation. The coding process involved assigning one or more categories to each lexical unit depending on the processes identified. Following the coding stage, the data were analyzed quantitatively using descriptive statistical techniques, particularly frequency counts and percentage calculations, to determine the prevalence of each morphological process across the dataset. The findings were then organized into tables and interpreted descriptively to explain how specific morphological strategies contribute to the stylistic creativity and persuasive function of Instagram campaign slogans.

To ensure the credibility and trustworthiness of the findings, the study incorporated several measures addressing both validity and reliability (Hardiyanti, 2025). Content and construct validity were established through an expert review process in which the coding scheme was evaluated by a linguistics specialist to ensure its theoretical alignment, comprehensiveness, and suitability for the dataset. This step was essential in confirming that the instrument accurately captured the intended morphological constructs. Reliability was further strengthened through an intra-coder consistency check, where a subset of the data was reanalyzed after a time interval to assess the stability of the coding process. The high level of agreement, exceeding 90 percent, indicated that the coding scheme was applied consistently and could produce replicable results. In addition, peer debriefing was conducted to enhance interpretive validity by allowing

another researcher to review and discuss coding decisions and analytical interpretations. This collaborative process helped to minimize subjective bias, refine analytical judgments, and ensure that the conclusions drawn were well-grounded in the data (Aiger et al., 2026).

All in all, the integration of a quantitative descriptive design, systematic data collection procedures, a theory-driven coding instrument, and rigorous validation strategies enabled this study to provide a reliable and structured analysis of morphological patterns in Instagram campaign slogans. These methodological choices ensured that the findings not only reflect empirical accuracy but also contribute meaningfully to understanding how linguistic creativity operates within the context of digital advertising.

RESULT AND DISCUSSION

Result

The analysis of the 27 Instagram campaign slogans, which were selected through a rigorous multi-stage screening process as outlined in the methodology, reveals a clear pattern in the use of morphological processes within digital promotional discourse. After each slogan was segmented into individual lexical units, a total of 83 analyzable word items were identified. These units were then coded using the validated Coding Scheme for Morphological Analysis, ensuring that the identification of morphological features was both systematic and reliable. Because the study employed a quantitative descriptive approach, all findings represent naturally occurring linguistic patterns rather than manipulated experimental outcomes.

To provide an overview of the quantitative distribution, the following table summarizes the frequency of each morphological process found in the corpus:

Table 1. Frequency of Morphological Processes in 27 Instagram Slogans.

Morphological Process	Frequency	% of Total Words	% of Slogans Using the Process
Compounding	21	25.3%	59%
Derivation	17	20.4%	48%
Blending	6	7.2%	22%
Clipping	4	4.8%	15%
Acronym/Initialis	3	3.6%	11%
Borrowing	2	2.4%	7%
Neologism	5	6%	18%
Simple Words	25	30.1%	-

The results demonstrate that compounding is the most dominant morphological strategy used across the slogans. This high frequency is not coincidental; rather, it reflects Instagram’s communicative environment, which prioritizes brevity, visual clarity, and rapid message processing. Because compounds compress two ideas into a single lexical unit, they allow slogans to remain short while still conveying meaningful conceptual combinations. Words such as SelfLove, GreenLife, EcoWarrior, and ZeroWasteMovement exemplify how compounding helps to create dense semantic packaging. Moreover, due to Instagram’s hashtag-driven culture, compounded forms are easily appropriated as hashtags, reinforcing their visibility and shareability. Therefore, the dominance of compounding aligns directly with the platform’s structural and communicative demands.

Following compounding, derivation appears as the second most frequent process, representing 20.4% of all coded items and appearing in nearly half of the slogans. This prevalence indicates that affixes serve an important rhetorical function in Instagram campaigns. Prefixes such as re- and un- introduce meanings of renewal, empowerment, and change, concepts often central to promotional messaging. Words like re-energize, recharge, and unlockyourself demonstrate this tendency. Meanwhile, suffixes such as -ing or -able create a sense of movement or capability, as seen in empowering or reusable. Through these affixations, slogans acquire a motivational tone that invites action and emotional engagement.

Consequently, derivation not only shapes the structural form of the slogans but also enhances their persuasive impact.

While blending appears less frequently than compounding and derivation, its presence is still significant in shaping the stylistic identity of the slogans. Blended forms such as shopstagram, glowcation, and infotainment emerge as creative linguistic devices that reflect the playful and innovative nature of digital culture. Because blending produces novel yet familiar constructions, it appeals particularly to younger audiences who dominate Instagram's user base. Furthermore, these blended forms often evoke associations that tie the promotional message directly to platform-specific identities or practices. For instance, the -stagram blend highlights Instagram itself, making the slogan more platform-relevant. Thus, even though blending constitutes only 7.2% of the total word items, its stylistic impact is disproportionately strong.

Other morphological processes, namely clipping, acronym/initialism, borrowing, and neologism, also contribute to the linguistic character of the slogans, albeit to a lesser extent. Clipping, which appears in four instances, reduces longer forms into more concise variants such as promo, info, or collab. These clipped forms align well with the fast pace of Instagram communication and the need for instant comprehension. Acronyms and initialisms, which occur in three slogans, create a sense of insider familiarity or professional tone, depending on how recognizable the abbreviations are. Borrowing, appearing twice, highlights how global linguistic elements occasionally enrich slogan construction. Meanwhile, neologisms, found in five slogans, demonstrate deliberate lexical innovation, typically used to establish brand identity or create a memorable linguistic signature. Although these processes occur less frequently, they collectively reveal a wide range of linguistic strategies that contribute to the distinctiveness of Instagram slogan discourse.

When the results are viewed holistically, they reveal that approximately 74% of the slogans contain at least one morphological process, indicating that morphological creativity is a central feature of Instagram slogans. However, the presence of simple words, accounting for 30.1% of all lexical items, suggests that morphological complexity is balanced with linguistic simplicity. Instagram's

visual structure, which relies heavily on images, colors, layout, and typographic aesthetics, means that slogans serve as complementary textual anchors rather than standalone messages. As a result, creators often alternate between morphologically marked words and simple lexical items to maintain clarity and visual harmony.

The relationship between the morphological findings and Instagram's platform characteristics becomes even more evident when considering the communicative constraints of social media. Instagram requires messages to be not only concise but also visually attractive. Because morphological processes like compounding, derivation, and blending produce compact yet semantically rich units, they naturally align with this requirement. The structural compactness of these forms allows them to function effectively as hashtags, captions, or overlay text on campaign visuals. Moreover, the persuasive nuances introduced by derivational affixes support the motivational and emotional appeals commonly found in promotional content.

From a stylistic perspective, the combination of quantitative findings and contextual interpretation reveals that morphology does more than shape word structure; it actively contributes to the aesthetic, rhetorical, and cognitive dimensions of Instagram campaigns. The high frequency of compounding shows how slogans strategically condense meaning, while derivation enhances the motivational tone. Blending adds creativity and modern appeal, and neologisms establish originality. Together, these processes create a linguistic landscape that is both functional and expressive, perfectly suited to the demands of digital marketing.

In conclusion, the results and discussion indicate that Instagram slogans rely heavily on morphological strategies to achieve memorability, persuasion, and visual compatibility. The quantitative patterns, supported by the descriptive analysis, demonstrate that morphological features are not peripheral but integral to the construction of effective campaign messages in contemporary social media environments. These findings reinforce the methodological stance that quantitative descriptive analysis can successfully illuminate the linguistic mechanisms underlying digital promotional discourse.

Discussion

The findings of this study demonstrate that morphological processes play a central role in shaping the linguistic architecture of Instagram campaign slogans. The dominance of compounding, followed by derivation, confirms that digital promotional discourse relies heavily on compact yet semantically rich word constructions. This pattern is consistent with the communicative affordances of social media platforms, where limited textual space and rapid audience engagement demand linguistic efficiency. As Aiger et al. (2026) argue, successful communication on platforms such as Instagram depends on the ability to deliver dense meaning in minimal linguistic units, a requirement that compounding effectively fulfills.

The high frequency of compounding observed in this study aligns with broader research on digital advertising and online discourse. Compounds such as *SelfLove*, *EcoWarrior*, or *ZeroWasteMovement* encapsulate complex ideological and emotional concepts within a single lexical form, enhancing both memorability and shareability. This finding echoes Firdausi et al. (2022), who note that compact lexical constructions significantly increase audience attention in digital headlines. Moreover, the hashtag culture of Instagram further amplifies the functional value of compounds, as morphologically unified forms are more searchable, visually cohesive, and algorithm-friendly.

Derivational morphology emerged as the second most prevalent process, highlighting the persuasive and motivational role of affixation in advertising language. Prefixes such as *re-* and *un-* and suffixes like *-ing* or *-able* introduce semantic nuances related to transformation, continuity, and empowerment. This supports Bunau' (2022) assertion that derivation not only alters grammatical categories but also expands semantic and pragmatic potential. In promotional discourse, such affixes enable slogans to construct action-oriented narratives that resonate emotionally with audiences, reinforcing calls to action and brand values.

Although blending, clipping, acronyms, and neologisms appear less frequently, their stylistic significance should not be underestimated. Blended forms, for instance, reflect linguistic creativity and platform-specific identity construction, aligning with Nourashrafi & Moafian (2025) observation that

Instagram copywriting often relies on playful lexical innovation to establish brand personality. Similarly, neologisms function as branding tools that differentiate campaigns linguistically, a strategy also noted in studies on internet-based slang and morpho-semantic creativity (Maledo & Edobor, 2023; Rahman et al., 2022). These findings suggest that while frequency indicates dominance, stylistic impact often stems from less common but more salient morphological choices. Furthermore, effective communication strategies in both digital and educational contexts emphasize the importance of adapting linguistic features to enhance clarity, engagement, and audience comprehension (Sari & Fatoni, 2022).

The presence of clipped forms and acronyms further reflects the influence of digital communication norms. As Hardiyanti (2025) demonstrates in political news discourse, acronymization and abbreviation are effective strategies for efficiency and familiarity, traits that are equally valuable in social media advertising. In Instagram slogans, these forms contribute to immediacy and informality, fostering a sense of closeness between brands and audiences, particularly younger users.

Interestingly, the substantial proportion of simple words indicates a strategic balance between morphological complexity and linguistic simplicity. This balance supports the multimodal nature of Instagram, where text functions in tandem with visual elements rather than as a standalone message. Similar conclusions are drawn by (Fatima et al., 2023) and Wardana et al. (2024), who emphasize that advertising language on Instagram prioritizes clarity and visual harmony alongside creativity.

Overall, the findings affirmed that morphology is not merely a structural linguistic component but a strategic resource in digital marketing communication. Morphological choices contribute directly to persuasion, memorability, and aesthetic appeal, reinforcing the idea that effective Instagram slogans emerge from the interaction between linguistic economy, creative word formation, and platform-specific communicative demands. This study thus extends existing research on social media discourse by foregrounding morphology as a key mechanism through which digital advertising achieves impact and resonance.

CONCLUSION

This study reveals that morphological processes play a crucial role in shaping the effectiveness of Instagram campaign slogans. The analysis shows that compounding and derivation are the most frequently utilized strategies, enabling slogans to compress complex meanings into concise, memorable, and persuasive expressions. Although less dominant, processes such as blending, clipping, and neologism also contribute meaningfully by enhancing stylistic creativity and supporting the construction of distinctive brand identities. These findings highlight that Instagram slogans are not merely linguistic units but carefully crafted forms of communication that balance brevity with semantic richness.

Interpreting these findings, it becomes evident that the dominance of compounding and derivation reflects the need for efficiency in digital communication, where limited textual space demands maximum communicative impact. These processes allow marketers to create compact expressions that are easily processed and retained by audiences while still conveying layered meanings. At the same time, the presence of less frequent processes such as blending and neologism suggests an intentional effort to introduce novelty and creativity, which are essential in capturing audience attention within highly competitive social media environments. The interplay between morphological simplicity and innovation ultimately aligns with Instagram's multimodal nature, where textual elements must complement visual content to produce a cohesive and persuasive message.

This study contributes to the field of linguistics, particularly in morphology and digital discourse analysis, by providing empirical evidence on how word-formation processes function within contemporary social media advertising. It extends existing morphological studies by situating analysis within a real-world digital context, demonstrating how linguistic structures are strategically employed for persuasive purposes. In addition, the study offers a systematic coding framework that can be adapted for similar analyses in other digital communication settings, thereby contributing both theoretically and methodologically to future research.

However, several limitations should be acknowledged. The study is restricted to a relatively small dataset of 27 slogans, which, although sufficient for

in-depth analysis, may not fully represent the diversity of Instagram campaigns globally. The focus on English-language slogans also limits the generalizability of the findings across different linguistic and cultural contexts. Furthermore, the use of a purely quantitative descriptive approach means that the study does not capture audience interpretations or the actual effectiveness of the slogans in influencing engagement or consumer behaviour.

Based on these limitations, future research is recommended to expand the scope by incorporating larger and more diverse datasets across multiple social media platforms such as TikTok or X, allowing for comparative analyses of morphological strategies in different digital environments. Further studies could also integrate qualitative approaches, including audience perception analysis or experimental designs, to examine how specific morphological features influence engagement and persuasion. Additionally, cross-linguistic investigations and multimodal analyses that explore the interaction between morphological choices and visual elements would provide a more comprehensive understanding of how language operates within the dynamic landscape of digital advertising.

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