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Sentence Structures in Instagram Captions: A Comparative Study of Maudy Ayunda & Cinta Laura and Their Implication for ELT

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abstrak – Penelitian ini menganalisis struktur kalimat yang digunakan dalam caption Instagram Maudy Ayunda dan Cinta Laura serta mengkaji implikasinya terhadap pembelajaran bahasa Inggris. Dengan menggunakan pendekatan deskriptif kualitatif dan metode comparative study, penelitian ini mengeksplorasi jenis-jenis struktur kalimat yang muncul dalam caption Instagram kedua figur publik tersebut, meliputi simple sentence, compound sentence, complex sentence, dan compound-complex sentence. Data diperoleh dari caption Instagram berbahasa Inggris yang diunggah oleh kedua tokoh pada bulan November 2025. Data dikumpulkan melalui teknik dokumentasi dan non-participant observation. Hasil penelitian menunjukkan bahwa kedua figur publik cenderung menggunakan *simple sentence*. Secara spesifik, Maudy Ayunda lebih sering menerapkan struktur kalimat yang formal dan kompleks, sedangkan Cinta Laura lebih dominan menggunakan struktur yang sederhana. Penelitian ini menyimpulkan bahwa *caption* Instagram dapat berfungsi sebagai media pembelajaran tata bahasa yang autentik dan inovatif. Penggunaan materi berbasis media sosial ini dapat membantu siswa memahami fungsi dan penerapan variasi struktur kalimat dalam konteks komunikasi kehidupan nyata secara lebih interaktif.

Kata kunci – Struktur kalimat, Instagram captions, Comparative study, Pembelajaran Bahasa Inggris, Media sosial

Abstract – This study analyzes the sentence structures used in the Instagram captions of Maudy Ayunda and Cinta Laura and examines their implications for English language learning. Using a qualitative descriptive approach and a comparative study method, this study explores the types of sentence structures that appear in the Instagram captions of these two public figures, including simple sentences, compound sentences, complex sentences, and compound-complex sentences. Data were obtained from English-language Instagram captions posted by both figures in November 2025. Data were collected through documentation and non-participant observation. The results indicate that both public figures tend to use simple sentences. Specifically, Maudy Ayunda more frequently employs formal and complex sentence structures, while Cinta Laura predominantly uses simpler structures. This study concludes that Instagram captions can serve as an authentic and innovative medium for teaching grammar. The use of this social media-based material can help students understand the functions and applications of various sentence structures in the context of real-life communication in a more interactive way.

Keywords – Sentence structure, Instagram captions, Comparative study, English Language Teaching, Media sosial

INTRODUCTION

Social media has become a vital space for communication and self-expression, particularly among teenagers and the younger generation (Runimeirati, 2024). One of the most dominant platforms is Instagram, which is not only used for social interaction but has also become a source of authentic language use in everyday communication. According to a report by We Are Social (2025), over 85% of Indonesians actively use Instagram, making this platform highly influential in shaping digital communication patterns. One key feature of Instagram is the caption – the text accompanying a photo or video post that conveys the user’s message, emotions, and identity (Likuallo et al., 2024). In linguistic studies, Instagram captions are considered contextual and authentic language data because they contain variations in sentence structure that are used naturally in real-life communication (Putri & Hidayat, 2022). This indicates that Instagram captions can be utilized as a source for English language learning that is relevant to students’ lives.

The phenomenon of using English in Instagram captions is also evident among Indonesian public figures such as Maudy Ayunda and Cinta Laura Kiehl. The two have distinct styles of language use. Fadhillah & Akbarjono (2025) found that Maudy Ayunda tends to use complex sentence structures to build an intellectual and reflective image, while Saputri et al. (2022) showed that Cinta Laura more frequently uses compound sentences, motivational language, and expressive phrases to create emotional closeness with her audience. These differences indicate that Instagram captions can serve as authentic examples of sentence structure usage in digital communication while also functioning as a source of contextual grammar learning.

In English language learning, grammar is a crucial aspect because it helps students construct meaningful and coherent sentences. Rahmawati & Tirtanawati (2024) state that mastery of grammar is essential for achieving linguistic accuracy, ensuring that messages are well understood and minimizing misunderstandings in communication. However, grammar instruction in Indonesia still frequently relies on theoretical examples from textbooks, making it difficult for students to apply them in real-world communication (Fauzan, 2021) and (Komara & Tiarsiwi, 2021). Research Martin (2023) also indicates that students exhibit high enthusiasm for learning English

but still face several challenges, one of which is a lack of grammar comprehension. Therefore, students require learning materials that are more engaging and relevant to their daily lives. In line with this, Fitriyaningsih et al. (2023) explains that technology-based digital teaching materials can help teachers deliver content more easily while increasing students' interest in learning. In this context, Instagram captions can be utilized as authentic and contextual digital teaching materials for grammar instruction.

In this regard, there have indeed been many studies discussing grammatical errors, stylistic features, speech acts, and the use of Instagram in English language learning. However, no study has specifically compared the use of sentence structures in the Instagram captions of Maudy Ayunda and Cinta Laura and linked them to implications for grammar learning. This research gap highlights the importance of this study. Therefore, this study aims to identify the sentence structures used in Maudy Ayunda and Cinta Laura's Instagram captions, compare the patterns of their sentence structures, and explain the implications for English grammar learning. This study is expected to contribute to the development of more contextual grammar learning through the use of social media as an authentic learning resource.

RESEARCH METODOLOGY

This study employs a descriptive qualitative approach using a comparative method to analyze the sentence structure in the Instagram captions of Maudy Ayunda and Cinta Laura Kiehl. The descriptive qualitative approach was chosen because the study focuses on analyzing textual data and aims to provide an in-depth description of linguistic phenomena. According to Creswell & Creswell (2018), qualitative research is used to understand the meaning of a social phenomenon through the interpretation of non-numerical data. The descriptive method was used because this study does not aim to test hypotheses but to describe the use of sentence structure in Instagram captions in a systematic and contextual manner.

The research subjects consist of English-language captions posted on the official Instagram accounts of Maudy Ayunda and Cinta Laura during the month of November 2025. The data were selected using purposive sampling, with the criteria

being captions written in English that contained sentence structures relevant to the research focus. Data collection was conducted through documentation and non-participant observation by gathering, recording, and classifying the captions based on their sentence structures.

Data analysis was conducted using the qualitative data analysis model proposed by Creswell & Creswell (2018) and Mack et al. (2005), which includes the processes of data reduction, coding, categorization, and interpretation of results. In the initial stage, the researcher selected captions that aligned with the research objectives, then grouped the data based on sentence structure types: simple sentences, compound sentences, complex sentences, and compound-complex sentences. The data identification and classification process utilized the sentence structure theories of Azar & Hagen (2009), Nelson & Greenbaum (2009), and Alexander (1988). The analysis results were then compared to identify differences in sentence structure usage between Maudy Ayunda and Cinta Laura and their implications for English grammar learning.

FINDINGS AND DISCUSSION

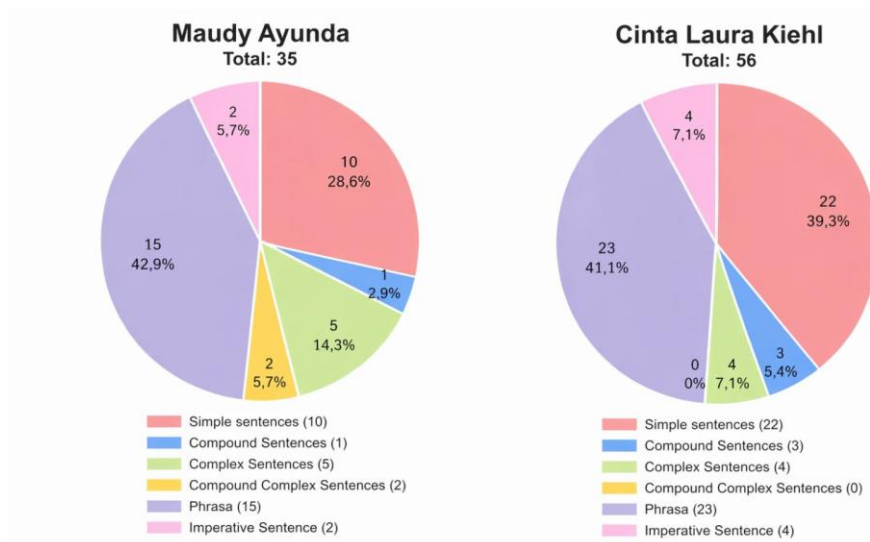
This section presents the findings of the research and the discussion related to the analysis of sentence structures found in the Instagram captions of Maudy Ayunda and Cinta Laura. The discussion focuses on the types of sentence structures used, the differences in language use between both public figures, and the implications of the findings for English language learning in the Merdeka Curriculum. The findings are analyzed and interpreted based on the theories proposed by Betty Schramper Azar, L. G. Alexander, and Sidney Greenbaum and Gerald Nelson regarding sentence structure classification.

1. Sentence structure in Maudy Ayunda and Cinta Laura's Instagram captions

An analysis of Maudy Ayunda and Cinta Laura's Instagram captions shows that both public figures tend to use simple and communicative sentence structures. However, each has distinct linguistic tendencies that reflect their communication styles and personal branding on social media. The research findings indicate that the analyzed captions consist of simple

sentences, compound sentences, complex sentences, compound-complex sentences, phrases, and imperative sentences, as shown in Figure 1 below.

Figure 1. Pie Chart of Sentence Structure Distribution.



Based on an analysis of 35 captions posted by Maudy Ayunda, it was found that phrases and simple sentences were the most commonly used structures. Fifteen captions were categorized as phrases without complete clauses, while 10 captions were classified as simple sentences. In addition, there were 5 complex sentences, 2 compound-complex sentences, 1 compound sentence, and 2 imperative sentences.

According to the theory by Betty Schramper Azar and Stacy A. Hagen (2009), the caption “*Something’s been brewing for a while now*” is classified as a simple sentence because it consists of only one independent clause. Meanwhile, based on the theory of L. G. Alexander (1988), the caption “*Giveaway closes on November 20, 2025, at 1 PM WIB – don’t miss it!*” is classified as a compound sentence because it consists of two independent clauses connected by a hyphen (-) that functions like a coordinating conjunction. Furthermore, according to the theory of Sidney Greenbaum and Gerald Nelson (2009), the caption “*Even though I have my own collection of*

jewelry now, I still reach for these earrings” is a complex sentence because it has one dependent clause and one independent clause.

Furthermore, based on the theory by Azar and Hagen (2009), the caption *“Maybe it’s the sentimental side of me, but every time I put these earrings on, a wave of memories comes back”* is classified as a compound-complex sentence because it combines several independent clauses and dependent clauses within a single structure. The expression *“4 hours in Surabaya”* is classified as a phrase because it lacks a complete clause structure consisting of a subject and a predicate. Finally, according to the perspective of Nelson and Greenbaum (2009), the caption *“Pre-save now – link in bio!”* is classified as an imperative sentence because it begins with the base form of the verb “pre-save,” which functions as a command to the audience. These findings indicate that Maudy Ayunda tends to use reflective, descriptive, and emotionally expressive sentence structures in her Instagram captions.

Similarly, an analysis of the 56 captions posted by Cinta Laura revealed a predominance of simple and concise sentence structures. A total of 23 captions were categorized as phrases, while 22 were classified as simple sentences. In addition, there were 4 complex sentences, 3 compound sentences, and 4 imperative sentences; however, no compound-complex sentences were found in Cinta Laura’s captions.

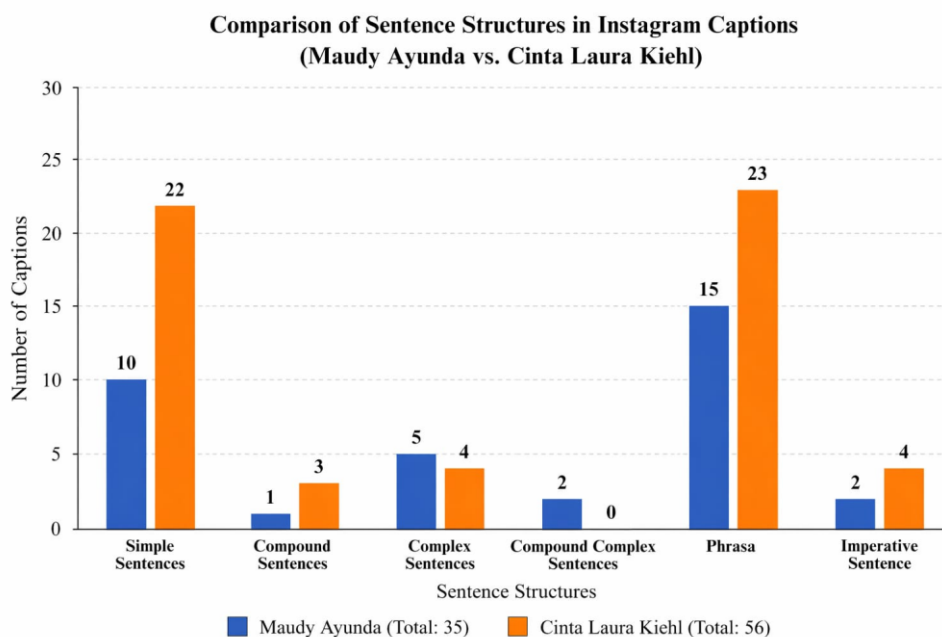
According to the theory of Azar and Hagen (2009), the caption *“Women are diverse in our stories, our bodies, our dreams”* is classified as a simple sentence because it contains only one complete independent clause. Meanwhile, according to Alexander’s theory (1988), the caption *“I take risks, I take space, and I take the spotlight”* is classified as a compound sentence because it consists of several independent clauses connected by the coordinating conjunction “**and**.” Furthermore, based on the theory of Nelson and Greenbaum (2009), the caption *“It speaks of resilience, of purpose, and of a heart that never compromises its truth”* is categorized as a complex sentence because it contains a relative clause that modifies the noun phrase “a heart.” Meanwhile, the use of compound-complex sentences is not found in Cinta

Laura's captions. Additionally, the caption *"Glitz, glamour, and a little bit of magic at the Tatler Ball"* is categorized as a phrase because it functions as a noun phrase without a complete clause structure. Finally, according to Nelson and Greenbaum's (2009) theory, the caption *"Step out of your shower radiant and unstoppable"* is identified as an imperative sentence because it begins with the base form of the verb "step," which indicates a direct command or invitation to the audience. These findings suggest that Cinta Laura tends to use short, persuasive, and audience-oriented sentence structures in her Instagram communication.

Overall, the findings indicate that both public figures predominantly use simple and communicative language structures, reflecting the characteristics of social media discourse, which prioritizes clarity, conciseness, and audience engagement. However, Maudy Ayunda tends to use more reflective and varied structures, while Cinta Laura emphasizes a direct and persuasive communication style through concise sentence patterns.

2. Differences in the sentence structure of Maudy Ayunda and Cinta Laura

Figure 2. Comparison of sentence structures



Based on the analysis of the bar chart above, both Maudy Ayunda and Cinta Laura tend to use simple sentences and phrases in their Instagram

captions. The use of these concise sentence structures reflects a communication style that is easy to understand and well-suited to the nature of social media. However, there is a fairly clear difference in the variety and complexity of the sentence structures used by these two public figures.

Maudy Ayunda demonstrates a wider variety of sentence structures compared to Cinta Laura. In her captions, Maudy uses simple sentences, compound sentences, complex sentences, and compound-complex sentences more frequently. This variety reflects her tendency to convey ideas in a reflective and descriptive manner. For example, the caption "*Maybe it's the sentimental side of me, but every time I put these earrings on, a wave of memories comes back*" demonstrates the use of a compound-complex sentence that combines several clauses to convey emotional reflection and personal experience. The use of more complex sentence structures creates an intellectual and expressive impression in the captions she writes.

These findings support the research by Sholichah & Febriana (2020), which explains that Maudy Ayunda builds an elegant, reflective, and inspiring self-image through the use of communicative and structured language on social media. Additionally, Marantika (2023) also states that Maudy Ayunda's writing style is capable of fostering emotional connection with her audience through the use of more varied and expressive sentence structures. Therefore, the results of this study further reinforce that Maudy Ayunda's communication style is closely linked to the use of more complex grammatical patterns.

On the other hand, Cinta Laura's Instagram captions are dominated by simple sentences and imperative sentences, creating a more direct and persuasive communication style. Captions like "Step out of your shower radiant and unstoppable" demonstrate the use of imperative sentences that directly encourage the audience to engage. Additionally, the caption "I take risks, I take space, and I take the spotlight" shows how simple yet assertive sentence patterns are used to convey confidence and positive energy.

Compared to Maudy Ayunda, Cinta Laura places greater emphasis on brief and impactful communication rather than deep reflection.

According to Fidela et al. (2024), Cinta Laura's communication style on social media tends to be direct, expressive, and audience-oriented. Additionally, Hafidh (2022) explains that Cinta Laura frequently uses modern and relatable language, thereby strengthening her interaction with her followers. Thus, the prevalence of simple sentences and imperative sentences found in this study aligns with previous research on Cinta Laura's persuasive and energetic communication style.

Overall, both public figures use communicative language structures in their Instagram captions. However, Maudy Ayunda uses more varied and reflective sentence structures, while Cinta Laura relies more on concise and persuasive language patterns. These differences indicate that the choice of grammatical structures on social media serves not only as a linguistic form but also as a strategy in building personal branding and communicative identity.

3. Implications for English grammar instruction

The findings of this study have important implications for English language learning, particularly regarding the implementation of the Merdeka Curriculum at the high school level. Although the term "grammar" is not explicitly mentioned as a core subject in the Merdeka Curriculum, grammatical elements are actually integrated into the linguistic elements that students use to understand and produce texts contextually. In the English learning outcomes for Phase E, 10th-grade students are expected to be able to understand, interpret, and produce various types of oral, written, and visual texts while paying attention to linguistic elements appropriate to their social context.

In this regard, Instagram captions can be used as authentic material to help students understand linguistic elements in digital texts that are relevant to their daily lives. Instagram captions by Maudy Ayunda and Cinta Laura

contain various sentence structures such as simple sentences, compound sentences, complex sentences, compound-complex sentences, phrases, and imperative sentences, which can serve as real-world examples of grammar usage in digital communication. Technological advancements also encourage teachers to innovate in utilizing digital learning media in the classroom (Hasanudin et al., 2022). Thus, Instagram serves as a relevant learning medium because students are already very familiar with social media platforms in their daily lives.

These findings align with those of Agustina et al. (2023), who state that the implementation of the Merdeka Curriculum requires teachers to create innovative, technology-based learning experiences that are relevant to students' lives. Muslim & Sumarni (2023) also explain that English language learning under the Merdeka Curriculum emphasizes the use of authentic texts and communication-based activities to enhance students' critical thinking and communicative skills.

Furthermore, the results of this study also support the research by Teng et al. (2022) and Lestari & Faturrohman (2022), who found that Instagram can help students understand sentence structure through authentic and communicative language examples. The use of social media as a learning resource also creates a more interactive classroom atmosphere because students learn language forms that are familiar and relevant to their digital experiences.

In practice, teachers can use Instagram captions to design contextual grammar learning activities. Students can be asked to classify sentence types, identify independent and dependent clauses, analyze conjunctions, or transform simple sentences into more complex forms. These activities align with the principles of student-centered learning in the Merdeka Curriculum, as students are actively engaged in analyzing authentic language data.

Overall, this study contributes both theoretically and practically to English language learning. Theoretically, this study enriches research on the use of sentence structures in digital communication and social media

discourse. Practically, the results of this study provide insights for teachers in developing grammar instruction that is more contextual, communicative, and technology-based, in line with the characteristics of today's students and the objectives of the Merdeka Curriculum.

CONCLUSION

Based on the results and discussion presented in the previous section, this study shows that:

1. Maudy Ayunda and Cinta Laura's Instagram captions contain various sentence structures, such as simple sentences, compound sentences, complex sentences, compound-complex sentences, phrases, and imperative sentences. The most dominant structures used are simple sentences and phrases, which reflect the concise and communicative nature of social media language.
2. Maudy Ayunda tends to use more varied and complex sentence structures, creating a reflective and descriptive communication style. Meanwhile, Cinta Laura predominantly uses simple and persuasive sentence structures, reflecting a direct and audience-oriented communication style.
3. The findings of this study have theoretical and practical implications for English language learning. Theoretically, this study contributes to linguistic research on the use of sentence structures in digital communication. Practically, Instagram captions can be used as authentic materials in English language learning for Grade 10 high school students in Phase E, as they help students understand linguistic elements such as sentence structure, clauses, and communicative purposes in digital texts within their context.

Overall, this study shows that Instagram captions not only serve as a medium for digital communication but can also be used as a tool for learning English that is relevant to students' lives.

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