

Abstract

Name : Gary Setiawan

Program Study : Hotel Business Program

ANALYSIS OF THE USE OF ENGLISH VOCABULARY IN PORTABLE KITCHEN AND LOUNGE INSTAGRAM CAPTION

The use of English language in Instagram is very diverse. The purpose of this research is to know and to find out the level of English Vocabulary that is used on Portable Kitchen & Lounge Instagram caption, and to know the mistakes on the caption itself. Reminding Portable Kitchen & Lounge to advance their English Vocabulary used on their Instagram caption to look more proper and exclusive is one of them too.

This study uses interview methods and data analysis, by interviewing 2 resources. The first person is working in the marketing department at the restaurant, the second person is the owner of the restaurant, then using a website called lextutor to find out the percentages included in the division of vocabulary levels. From 17 instagram posts caption, there's a lot of mistakes that needs to be improved.

Keyword : Instagram, Vocabulary, Lextutor