

ABSTRACT

This research examines the use of language and copywriting styles on the Instagram account @telkomselnow in building their brand identity. With the increasing role of social media in marketing strategies, especially Instagram as a popular platform, this study becomes relevant to understand how brands leverage language and copywriting styles to engage with their audience. Through a descriptive qualitative approach, analysis was conducted on the Instagram posts from @telkomselnow to identify the patterns of language and copywriting styles used. The analysis results indicate the use of language styles such as Climax, Hyperbole, Rhetorical Question, Personification, and Correction, as well as the application of three aspects of copywriting styles namely Interest, Desire, and Action in the posts of @telkomselnow. Additionally, three specific objectives were identified in reflecting the brand identity of @telkomselnow: Explorative, Narrative, and Informative. This research provides a comprehensive understanding of brand communication strategies through social media, particularly Instagram, and offers valuable insights for public relations practitioners to strengthen brand identity and enhance interaction with audiences in an increasingly complex digital environment.

Keywords: Brand Identity, Copywriting, Instagram, Language