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Adverbs As Attitude Markers: Pragmatic Practices In Comments On The @Indozone.Id Instagram Account

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Abstract

This study aims to describe the use of adverbs based on their semantic behavior in the comments section of the Instagram account @indozone.id and to identify the most dominant type of adverb used. The study employed a descriptive qualitative method supported by simple quantitative data in the form of the frequency of occurrence of each adverb type. The research data consisted of users' comments on the Instagram account @indozone.id containing adverbs. Data were collected through documentation techniques by gathering, identifying, and classifying comments according to adverb categories based on their semantic behavior. Data analysis was conducted through data reduction, data presentation, and drawing conclusions. The results revealed 30 instances of adverb usage, consisting of qualitative adverbs with 8 occurrences (26.67%), negative adverbs with 5 occurrences (16.67%), modal adverbs with 5 occurrences (16.67%), quantitative adverbs with 5 occurrences (16.67%), frequency adverbs with 4 occurrences (13.33%), aspect adverbs with 2 occurrences (6.67%), and restrictive adverbs with 1 occurrence (3.33%). Qualitative adverbs were found to be the most dominant type used in the comments on the Instagram account @indozone.id. From a pragmatic perspective, the use of adverbs in social media comments functions not only as a linguistic element that modifies other words but also as a means of strengthening evaluations, expressing attitudes, indicating possibilities, emphasizing statements, and clarifying speakers' intentions in digital communication. These findings indicate that adverbs play an important role in shaping meaning and enhancing communication effectiveness on social media.

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Keywords: adverbs, semantic behavior, pragmatics, Instagram comments, digital *communication.*

INTRODUCTION

Language is a communication tool that plays a vital role in human life. Through language, individuals can convey information, express ideas, articulate feelings, and build social relationships with others. As a means of communication, language continues to evolve alongside changing times and technological advancements. Developments in information and communication technology have brought significant changes to how society uses language, particularly in digital communication spaces.

In today's digital age, social media has become one of the most widely used communication platforms by the public (Zaxrie et al., 2024). Social media enables users to interact quickly, easily, and without geographical boundaries. In addition to serving as a medium for sharing information, social media also provides a space for people to express opinions, offer feedback, and discuss various issues emerging in social life. These communication activities give rise to a variety of linguistic phenomena that are interesting to examine from various linguistic perspectives. One social media platform with a high level of usage in Indonesia is Instagram. Instagram is not only used to share photos and videos but also serves as an active space for interaction through its comment section. In the comments section, users can respond to various posts, whether through support, criticism, appreciation, suggestions, or emotional expressions. The interactions that occur in the comments section demonstrate diverse language use influenced by the context of digital communication, which tends to be spontaneous, concise, and expressive.

The characteristics of communication on social media differ from those of formal communication. Social media users tend to use language that is more casual, concise, and communicative (Mubarak & Saleh, 2025). In addition, users often utilize certain linguistic elements to reinforce the message they wish to convey (Hafizah & Widiansyah, 2026). One of the linguistic elements widely used in digital interactions is adverbs. Adverbs play an important role because they can provide additional information regarding actions, states, time, frequency, degree, or the speaker's attitude toward an event.

In Indonesian, adverbs can be words that indicate degree or intensity, such as sangat, sekali, and banget; indicate possibility, such as mungkin; indicate frequency, such as selalu and sering; or indicate negation, such as tidak (Teguh, 2023). The presence of adverbs in a utterance not only serves as a grammatical complement but can also influence the meaning and

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communicative purpose the speaker intends to achieve. Therefore, the use of adverbs is an important aspect to study in linguistic research.

Studies on adverbs will be more comprehensive if analyzed from a pragmatic perspective. Pragmatics is a branch of linguistics that studies the meaning of language based on the context of its use (Teguh, 2023). In pragmatic studies, the meaning of an utterance is determined not only by the linguistic form used but also by the situation, the communicative purpose, the relationships among participants, and the underlying social context (Mawaddah et al., 2025). Thus, the use of adverbs can be understood not only as a grammatical element but also as a means by which speakers convey specific intentions.

In digital communication, adverbs are often used to reinforce opinions, express certainty, indicate doubt, voice criticism, offer evaluations, or express emotions. For example, the use of the word “mungkin” (“maybe”) can indicate the speaker’s caution and doubt regarding a piece of information. Conversely, the use of words like “very” or “really” can indicate the intensity of emotions and an affirmation of an opinion. The use of such adverbs demonstrates that the speaker’s word choices serve a pragmatic function related to the communicative goal they aim to achieve.

One Instagram account that actively shares a variety of current information and has a high level of engagement is @indozone.id. This account features a wide range of content covering social issues, education, entertainment, politics, and events currently capturing public attention. The high number of users leaving comments on each post makes the account’s comment section a rich source of data on linguistic phenomena. The diverse responses reveal variations in adverb usage that are worth analyzing from a pragmatic perspective.

Research on language use on social media has been extensive, but studies specifically focusing on the use of adverbs in Instagram comments remain relatively limited. In fact, adverbs are linguistic elements that not only serve to provide information within a sentence but also convey various semantic meanings related to degree, frequency, modality, aspect, and the speaker’s evaluation. Therefore, this study aims to fill this research gap by focusing on the use of adverbs in comments on the @indozone.id Instagram account based on their semantic behavior.

Based on this description, this study aims to describe the use of adverbs in comments on the @indozone.id Instagram account and to identify the most frequently used types of adverbs. Pragmatic analysis is used to support the understanding of the context in which adverbs are used and to explain the intentions or attitudes that users wish to convey in digital communication. The results of this study are expected to provide an overview of trends in adverb usage in social media

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interactions and to contribute to research on language use from a pragmatic perspective.

METHOD

This study employs a descriptive method with a qualitative approach, supported by simple quantitative data. The qualitative approach is used to describe and understand the use of adverbs in comments on the @indozone.id Instagram account based on their semantic behavior, while simple quantitative data is used to examine trends in the frequency of occurrence for each type of adverb found in the research data. Thus, the research results not only describe the forms of adverb usage but also identify the types of adverbs most frequently used by social media users.

The descriptive method was chosen because this study aims to describe language use as it is, without applying any treatment, intervention, or changes to the research subjects. Descriptive research focuses on collecting, organizing, and interpreting data to obtain a systematic picture of the phenomenon under study. In the context of this study, the phenomenon observed is the use of adverbs in Instagram users' comments as a form of language practice in digital communication. A qualitative approach was also chosen because the research data consists of utterances or comments that require an understanding of the context of language use. This approach allows the researcher to examine how a particular linguistic form is used to convey specific meanings in accordance with the underlying communicative situation. Furthermore, the qualitative approach provides researchers with the flexibility to interpret (Ramadhani & Febriyana, 2025) the use of adverbs based on the social and pragmatic contexts evident in the data (Sidiq et al., 2019).

Meanwhile, simple quantitative data is used to help demonstrate trends in adverb usage in a more measurable way. Quantitative data in this study is not used to test relationships between variables or to make statistical generalizations, but only to count the number of occurrences of each type of adverb based on its semantic behavior. The results of these calculations are used to identify the most frequently used types of adverbs in comments on the @indozone.id Instagram account.

The data source for this study consists of user comments on posts from the @indozone.id Instagram account, selected based on data availability and relevance to the research focus. The research data consists of sentences or portions of comments containing adverbs. The collected comments were then analyzed to identify the types of adverbs and explain their usage in the context of digital communication.

Data collection was conducted using documentation and observation-and-note-taking techniques. The documentation technique was used to obtain data in the form of screenshots or

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documentation of comments from Instagram posts serving as the research source (Nastiti et al., 2019). Next, the observation and note-taking technique was carried out by examining the collected comments and noting the parts containing adverbs for further analysis (Ramadhani & Febriyana, 2025). This technique was chosen because it aligns with the nature of the research data, which is derived from written communication on social media. After the data was collected, the analysis process was carried out in stages. The first stage was data identification, which involved determining which comments contained adverbs. In this stage, the researcher read all the collected comments to identify words or phrases that fell into the adverb category.

The second stage was data classification. The adverbs identified were then grouped based on their semantic behavior. Grouping was based on the meaning conveyed by the adverbs, such as qualitative, quantitative, frequency, modality, aspect, and restrictive adverbs, as well as other categories relevant to the research data. This stage was crucial because the results of the grouping would be used to identify trends in the types of adverbs used in the comments.

The third stage is pragmatic analysis. In this stage, the analysis is conducted to support an understanding of the context in which adverbs are used and to explain the speaker's intended meaning, attitude, or evaluation. Pragmatic analysis is not the primary focus of this study but is used to strengthen the understanding of adverb usage in digital communication contexts.

The final stage is the presentation and interpretation of data. The classified data is then presented in tabular form to show the types of adverbs along with their frequency of occurrence. These simple calculations are used to identify the most dominant types of adverbs used in comments on the @indozone.id Instagram account. Next, these findings are described qualitatively to provide a more in-depth explanation of adverb usage in the context of social media communication.

Through this series of methods, this study aims to provide an overview of trends in adverb usage based on their semantic behavior and to demonstrate how social media users employ specific language choices to convey meaning and foster interaction through digital comments.

RESULTS

Based on the results of data identification in the comments on the @indozone.id Instagram account, several types of adverbs were identified and classified based on their semantic behavior. These classifications include adverbs of aspect, quantity, quality, negation, modality, frequency, and restriction. Each type of adverb exhibited varying frequencies of occurrence in the research data.

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The grouping results show that qualitative adverbs are the most frequently found type compared to other types of adverbs. The high frequency of qualitative adverbs suggests that Instagram users tend to use adverbs related to degree or intensity when expressing their opinions and responses. Additionally, quantitative and negative adverbs were also found in significant numbers, while restrictive adverbs were the least frequently used type in the research data.

Overall, the variety in the use of these adverbs indicates that comments on the @indozone.id Instagram account not only serve as a means of conveying information but also provide a space for users to express their evaluations, reactions, and perspectives on an event. The number of occurrences for each type of adverb identified in this study is presented in Table 1 below.

Table 1. Distribution of Adverb Types Based on Semantic Behavior

No.	Type of Adverb	Count	Percentage
1.	Aspect	2	6.67%
2.	Frequency	4	13.33%
3.	Quantitative	5	16.67%
4.	Qualitative	8	26.67%
5.	Modality	5	16.67%
6.	Negation	5	16.67%
7.	Boundary	1	3.33%
	Total	30	100%

Based on Table 1, a total of 30 adverbial data points were identified, distributed across seven categories based on their semantic behavior. Qualitative adverbs were the most dominant type, accounting for 8 data points, or 26.67% of the total data. Next, adverbs of negation, modality, and quantity each accounted for 5 data points, or 16.67%. Adverbs of frequency accounted for 4 data points, or 13.33%, while adverbs of aspect accounted for 2 data points, or 6.67%. Limiting adverbs were the least common category, comprising just 1 data point, or 3.33%. These findings indicate that users of the Instagram account @indozone.id tend to use adverbs that serve to strengthen or emphasize their assessment of an event. This tendency is evident in the dominant use of qualitative adverbs compared to other types of adverbs.

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DISCUSSION

Restrictive Adverbs

In the selected posts, the researcher first identified one comment containing a limiting adverb. In the research data, the adverb found was “cuma.” The number of occurrences of limiting adverbs was the lowest compared to other categories. Nevertheless, the use of limiting adverbs still plays an important role in digital communication because they are used to limit or narrow the information conveyed by the speaker. From a pragmatic perspective, the use of limiting adverbs helps speakers clarify the main reason or cause of a situation, making the intended message more focused and easier for readers to understand (Bala, 2022).

Table 2. Functions of Restrictive Adverbs

No	Restrictive Adverbs	Occurrence	Pragmatic Functions
1.	Just	1	Limits the reason and provides emphasis
	Number	1	

A concrete example of how speakers use limiting adverbs in Instagram comments can be seen in the following quote: “Trust me, that guy can actually do it; he’s just lazy, lol.” The speaker intends to emphasize that inability isn’t the real issue—it’s simply caused by laziness. In the context of digital communication, the use of the adverb “just” serves to emphasize the point while also making the comment sound more casual and easier for other readers to understand.

Aspect Adverbs

The researcher identified two comment sentences containing aspect adverbs. In the research data, the adverbs found were "masih" and "sudah." The number of occurrences of aspect adverbs is still relatively small, but it nevertheless indicates the use of time and state markers in digital communication. From a pragmatic perspective, the use of aspect adverbs helps speakers clarify the status of an event—whether it is still ongoing or has already been completed—so that the intended meaning can be understood more clearly by readers (Rustiati, 2019).

Table 3. Functions of Aspect Adverbs

No	Aspect Adverbs	Occurrence	Pragmatic Function
1.	Still	1	Expresses the speaker’s possibility or uncertainty

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2.	Already	1	Indicates a state that has been achieved
	Number	2	

Concrete examples of speakers' use of aspect adverbs in Instagram comments can be seen in the following excerpts: "I can still hear the judge's tone, which seemed as if they were the most competent" and "There's plenty of grass here, unlike in Egypt or the desert, so food is guaranteed."

In the first excerpt, the speaker intends to convey that the impression of the judge's tone of voice still lingers in their memory at the time the comment was written. The use of adverbs emphasizes that the experience is still ongoing, allowing readers to grasp the intensity of the speaker's impression. Meanwhile, in the second excerpt, the speaker aims to assure readers that food availability at the location in question is not an issue. The use of adverbs lends certainty to the information presented, making the comment sound more convincing to readers.

Frequency Adverbs

The researcher identified four comment sentences containing frequency adverbs. In the research data, the adverbs found were always, usually, and every. Frequency adverbs are used to indicate the degree of regularity or repetition of an event described by the speaker. From a pragmatic perspective, the use of frequency adverbs helps speakers describe a situation as a habit, routine, or recurring event, making the message clearer and easier for readers to understand (Nadila, 2024).

Table 4. Functions of Frequency Adverbs

No	Frequency Adverbs	Occurrence	Pragmatic Function
1.	Always	2	Indicates an event or situation that occurs continuously
2	Usually	1	Indicates a habit or a common condition
3.	Each/Every	1	Indicates an activity that occurs repeatedly over a certain period of time
	Number	4	

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Concrete examples of how speakers use frequency adverbs in Instagram comments can be seen in the following quotes: “Good things will always find their own way, even if many people try to block them,” “I always choose lazy people to do difficult work. Because lazy people will find an easy way to do it,” “They’re so happy—they usually go hungry in the teacher’s classroom,” and “If you’re going to haul ice like that every day, you might as well modify your vehicle or just buy a bentor so you can haul even more ice blocks than that.”

In the first quote, the speaker intends to convey their belief that goodness will ultimately yield good results despite facing various obstacles. Meanwhile, in the second quote, the speaker aims to emphasize a habit or principle repeatedly followed when selecting someone to complete a specific task. The use of the adverb “always” serves to reinforce the statement, making the opinion expressed sound stronger and more convincing to the reader. In the third quote, the speaker aims to describe a condition that is considered common or typical. The use of the adverb “always” typically creates a generalizing effect, helping the reader understand that the situation is viewed as a habit. Meanwhile, in the fourth quote, the speaker aims to describe an activity performed routinely every day. The use of the adverb “every” emphasizes the frequency of the activity, making the reason behind the speaker’s suggestion easier for the reader to understand.

Negative Adverbs

The researcher identified five comment sentences containing negative adverbs. In the research data, all negative adverbs found were “tidak.” Negative adverbs are used to express rejection, denial, or the absence of a certain condition. Although represented by only one adverb form, its frequency of occurrence is quite high compared to several other categories. From a pragmatic perspective, the use of negative adverbs helps speakers convey disagreement, criticism, or affirmation regarding a condition so that the intended message can be understood more clearly by readers (Khoiriyah et al., 2025)

Table 5. Functions of Negative Adverbs

No	Negative Adverbs	Occurrence	Pragmatic Function
1.	Not	5	Expresses rejection, denial, or the absence of a condition
	Number	5	

Concrete examples of the use of negative adverbs by speakers in Instagram account comments are presented through several data points considered representative of the patterns

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of negative adverb usage in this study. Not all data are presented because they have relatively similar pragmatic functions. Therefore, the researcher selected three data points deemed representative to illustrate the use of negative adverbs in comments on the @indozone.id Instagram account, namely "After this incident, LCC is definitely no longer interesting," "It's human to make mistakes; if you can't accept correction, that's called arrogance," and "Change the caption to 'USE YOUR BRAIN SO OTHERS DON'T GET HURT!'".

In all three quotes, the adverbs are not used to express rejection of a situation. In the first quote, the speaker intends to convey the assessment that an event or program has lost its appeal following a specific incident. In the second quote, the speaker intends to emphasize that refusing to accept criticism is a form of arrogance. Meanwhile, in the third quote, the speaker intends to issue a warning for someone to use their reason and judgment so as not to endanger others. The use of adverbs does not add an emphatic effect to the criticism, judgment, or warning being conveyed, so the comments sound more assertive and are easier for readers to understand.

Modal Adverbs

The researcher identified five comment sentences containing modal adverbs. In the research data, the adverbs found were mungkin, memang, and bisa. Modal adverbs are used to express possibility, certainty, or ability regarding a situation. The use of modal adverbs in Instagram comments reveals how speakers convey their opinions, assumptions, or judgments regarding an event. From a pragmatic perspective, modal adverbs help speakers express a specific level of certainty or attitude so that the message conveyed can be more clearly understood by readers (Sabban, 2024).

Table 6. Functions of Modal Adverbs

No	Modal Adverbs	Occurrence	Pragmatic Function
1.	Maybe	3	Expressing possibility or conjecture
2.	Indeed	1	Expressing affirmation or certainty
3.	Can	1	Expressing ability or possibility
	Number	5	

Concrete examples of speakers' use of modal adverbs in Instagram account comments are presented through several data points considered representative of the patterns of modal adverb

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usage in this study. Not all data are presented because they have relatively similar pragmatic functions. Therefore, the researcher selected one data point containing the adverb mungkin, one containing the adverb memang, and one containing the adverb bisa as representative examples. The quotes are: “The judges are like the government, Team C is like the people, the MC is like a buzzer—that’s why the people’s voices are never heard; maybe because they lack articulation,” “This Beat is indeed a motorcycle for hardworking people,” and “The important thing is that it can turn.”

In the first quote, the speaker intends to offer a hypothesis regarding why a certain opinion goes unnoticed—namely, because it is perceived as lacking clear articulation. The use of the adverb “mungkin” conveys a sense of caution in expressing the opinion, ensuring the comment does not sound absolute and leaving room for other possibilities. In the second quote, the speaker aims to emphasize their view regarding the image of the vehicle’s users. The use of adverbs does indeed create an effect of emphasis, making the opinion sound more confident and convincing to the reader. Meanwhile, in the third quote, the speaker intends to convey that the ability to turn is considered the most important aspect in the situation being discussed. The use of adverbs can emphasize a capability or possibility, making the message sound simpler and more practical.

Quantitative Adverbs

The researcher identified five comment sentences containing quantitative adverbs. In the research data, the adverbs found were “less” and “enough.” Quantitative adverbs are used to indicate a specific level, degree, or amount regarding a given condition. The use of quantitative adverbs in Instagram comments reflects the speaker’s effort to evaluate the condition being discussed. From a pragmatic perspective, quantitative adverbs help speakers convey the degree to which a situation is sufficient or lacking, thereby making the message clearer to readers (Nusarini, 2014).

Table 7. Functions of Quantitative Adverbs

No	Negative Adverbs	Occurrence	Pragmatic Function
1.	Less	4	Indicates the degree of deficiency in a situation
2.	Plenty	1	Indicates the degree of sufficiency of a condition
3.	Sufficient	1	Indicates the degree of adequacy of a situation

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	Total	5	

Concrete examples of speakers' use of quantitative adverbs in Instagram account comments are presented through several data points considered representative of the patterns of quantitative adverb usage in this study. Not all data points are presented because they have relatively similar pragmatic functions. Therefore, the researcher selected one data point containing the adverb "kurang," one containing "cukup," and one containing "banyak" as representative examples. The quotes are: "The articulation wasn't quite there—maybe that's just how the younger ones feel, since the judges are already very competent," "Practice makes perfect. Maybe the guy doesn't have enough experience yet, but the girl has done this often," and "Oh my goodness.... these people will come up with anything... by the way, aren't you afraid to carry that much stuff, especially on a major road...".

In the first quote, the speaker intends to assess that the articulation skills displayed have not met the desired expectations. The use of the adverb "less" creates a relatively subtle critical effect because the speaker does not directly state that the skill is poor, but rather that it is simply not yet adequate. In the second quote, the speaker intends to explain that a situation occurs because a person's experience is still insufficient. The use of the adverb "enough" emphasizes the level of experience, making the speaker's reasoning easier for the reader to understand. Meanwhile, in the third excerpt, the speaker intends to indicate that the quantity of goods is considered large, thus potentially posing a risk when transported on public roads. The use of the adverb "many" emphasizes the quantity of goods being transported, allowing the speaker's sense of surprise and concern to be understood more clearly by the reader.

Qualitative Adverbs

The researcher identified eight comment sentences containing qualitative adverbs. In the research data, the adverbs found were "very," "more," "once," and "really." Qualitative adverbs are used to indicate the degree or intensity of a state, characteristic, or action. This category is the most frequently found type of adverb in the study. The use of qualitative adverbs in Instagram comments reflects the speakers' tendency to reinforce their judgments, opinions, or emotional expressions regarding an event. From a pragmatic perspective, qualitative adverbs help speakers affirm their stance and reinforce the intended meaning, making the message received by readers more expressive (Khoirunniyah et al., 2023).

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Table 8. Functions of Qualitative Adverbs

No	Negative Adverbs	Occurrence	Pragmatic Function
1.	Very	2	Indicates high intensity
2	More	2	Indicates a higher level than other conditions
3.	Really	3	Indicates very strong intensity in informal speech
4.	Once	1	Indicates high intensity
	Number	8	

Concrete examples of speakers' use of qualitative adverbs in Instagram account comments are presented through several data points considered representative of the patterns of qualitative adverb usage in this study. Not all data are presented because they have relatively similar pragmatic functions. Therefore, the researcher selected one data point containing the adverb sangat, one containing the adverb lebih, one containing the adverb sekali, and one containing the adverb banget as representative data. The quotes are: "Their articulation wasn't quite there—maybe that's just how the younger ones feel, since the judges are already very competent," "Is that right? Or is it just me? Please make your articulation clearer," "They're so happy—they usually have to endure hunger in the desert," and "It just doesn't really go together, does it? A camel with a leaf in the background."

In the first quote, the speaker intends to offer a positive assessment of the judges' abilities, which are considered highly competent. The use of the adverb "very" reinforces the assessment, allowing the reader to understand the speaker's level of confidence in the judges' competence. In the second quote, the speaker intends to request clearer information compared to the previous situation. The use of the adverb "more" emphasizes the comparison in clarity, making the speaker's request clearer to the reader. In the third quote, the speaker intends to describe the level of happiness felt by the people being discussed. The use of the adverb "once" reinforces the emotion being conveyed, allowing readers to grasp the extent of the joy the speaker is referring to. Meanwhile, in the fourth excerpt, the speaker intends to express the assessment that the objects being discussed are considered incompatible with one another. The use of the adverb "really" provides a strong emphasis in informal language, making the comment sound more expressive and capturing the reader's attention.

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CONCLUSION

Based on the research findings regarding the use of adverbs in the comment section of the Instagram account @indozone.id, a total of 30 adverb occurrences were identified and categorized according to their semantic behavior: restrictive, aspectual, frequency, negation, modality, quantitative, and qualitative adverbs. The results indicate that qualitative adverbs are the most dominant type, accounting for 8 occurrences (26.67%). These are followed by negation, modality, and quantitative adverbs, each comprising 5 occurrences (16.67%); frequency adverbs with 4 occurrences (13.33%); aspectual adverbs with 2 occurrences (6.67%); and restrictive adverbs with 1 occurrence (3.33%).

The dominance of qualitative adverbs suggests that Instagram users tend to employ adverbs to intensify degree, emphasis, or evaluation regarding a particular event. This trend is evident in the frequent use of adverbs such as sangat (very), lebih (more), sekali (very/extremely), and banget (really/very), which serve to reinforce opinions, amplify emotions, or reflect the speakers' attitudes toward the discussed topic. Meanwhile, the use of other adverb types reflects functional variations in digital communication, such as expressing possibility, negation, repetition, restriction, and ongoing or completed states.

From a pragmatic perspective, the use of adverbs in the comment section of @indozone.id functions not only as a grammatical marker but also as a vehicle for speakers to convey intent, stance, evaluation, and responses toward information. Adverbs help clarify the pragmatic force of utterances, rendering the conveyed message more effective and easily understood by readers. Consequently, this study demonstrates that adverbs play a crucial role in shaping meaning and strategic communication among social media users, particularly within Instagram comment sections.

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