



COMPARATIVE STUDY OF SOCIOPRENEURSHIP LANGUAGE STRATEGIES ON @ALDWINN'S INSTAGRAM AND TIKTOK: A PRAGMATICS APPROACH

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Abstract

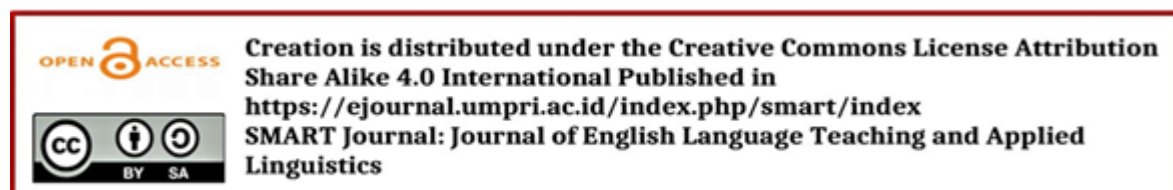
This study examines sociopreneurial communication on Instagram and TikTok from a pragmatic perspective. Using a qualitative descriptive approach, it analyzes deixis, implicature, presupposition, and speech acts in 235 posts by @aldwinnv (January–June 2025). Findings reveal that Instagram emphasizes educational implicatures and directive acts within a structured instructional tone, whereas TikTok highlights motivational implicatures and expressive acts through casual language and humor. These contrasts show how sociopreneurs adapt pragmatic strategies to platform affordances and audience expectations. The study contributes to digital pragmatics by demonstrating how social media environments shape meaning-making and identity performance.

Keywords: *Instagram, Language Strategies, Pragmatics, Sociopreneurship, TikTok*

INTRODUCTION

Social media has reshaped entrepreneurial communication, particularly in sociopreneurship, where social missions and business goals intersect. Instagram and TikTok function not only as promotional tools but also as spaces where sociopreneurs build trust, share values, and inspire audiences. Each platform shapes how messages are framed and delivered. From a pragmatic perspective, elements such as deixis, implicature, and speech acts become strategic tools for fostering credibility, engagement, and perceived commitment to social impact.

Research shows that Instagram typically encourages structured, informative, and branding-oriented communication, whereas TikTok promotes a more relaxed, emotionally engaging style (Zhang & Lin, 2022; Rahman & Chen, 2023). Putri et al. (2024) further note that sociopreneurs balance professionalism and relatability across platforms. Studies on digital pragmatics (Hidayati, 2019; Ramadhani & Arifin, 2020; Wulandari, 2021)



demonstrate that online entrepreneurs use speech acts and implicatures strategically to persuade and build trust.

However, most research focuses on single platforms or specific commercial genres, leaving limited insight into how pragmatic strategies shift across platforms. Given the contrasting communicative cultures of Instagram and TikTok—structured and curated versus spontaneous and trend-driven—a comparative perspective is needed to understand how sociopreneurs adapt language strategies to diverse digital audiences.

Pragmatics, as defined by Yule (2022), examines how meaning is conveyed in context and how listeners often interpret more than what is explicitly stated. It emphasizes elements such as deixis, implicature, presupposition, and speech acts, which shape interaction and communicative effectiveness. These concepts provide a useful framework for analyzing sociopreneurial discourse, where meaning, intention, and audience engagement are closely connected.

Research in social media pragmatics shows that online communication blends informality with strategic intent. Hidayati (2019), Ramadhani and Arifin (2020), and Wulandari (2021) demonstrate how entrepreneurs employ speech acts and implicatures to persuade audiences and build credibility, although their studies focus on single platforms and commercial contexts. Broader scholarship highlights how platform affordances shape discourse styles: Instagram supports branding and credibility building (Djafarova & Trofimenko, 2023; Lee & Kim, 2020), while TikTok emphasizes performativity and participatory culture (Abidin, 2021; Zulli & Zulli, 2022). In sociopreneurship, strategic communication is central to achieving both social impact and economic sustainability (Mair & Sharma, 2021; Rahim & Jati, 2022).

Despite these contributions, comparative analyses of pragmatic strategies across platforms, particularly between Instagram and TikTok, remain limited. This study addresses that gap by examining @aldwinnv's content through a cross-platform perspective, focusing on deixis, implicature, presupposition, and speech acts. It highlights how sociopreneurs adapt pragmatic strategies to different platform cultures, showing that Instagram tends to construct rational and educational discourse, while TikTok foregrounds emotional and inspirational engagement.

More specifically, the study aims to determine which pragmatic strategies are most prominent on each platform, explore how these strategies vary between Instagram and TikTok, and reveal the implicit meanings embedded within sociopreneurial discourse. To

frame the analysis, the research is guided by three central questions: (1) What pragmatic strategies does @aldwinnv most frequently employ on Instagram and TikTok? (2) In what ways do these strategies differ across the two platforms? and (3) What underlying meanings are constructed through these pragmatic choices in sociopreneurial communication?

RESEARCH METHOD

This study employed a qualitative descriptive approach to analyze pragmatic strategies in sociopreneurship communication. A qualitative design was selected because it allows researchers to explore contextual meaning, implied information, and linguistic patterns that are not easily quantifiable (Creswell, 2014).

Data Source and Data Collection

The data for this research were drawn from sociopreneurship content published on Instagram and TikTok by the account @aldwinnv, a sociopreneur known for sharing motivational and educational content related to entrepreneurship. The data consisted of selected utterances in Indonesian from both captions (Instagram) and video transcripts (TikTok). A total of 235 utterances (120 from Instagram captions and 115 from TikTok video transcripts) were purposively collected from posts published between January and June 2025. These data were selected based on their relevance to four pragmatic categories: deixis, implicature, presupposition, and speech acts.

Data collection was conducted by documenting posts and transcribing audiovisual content into written form, ensuring accuracy in linguistic analysis. Both textual (captions) and audiovisual (spoken utterances) data were treated as complementary sources, allowing comparison of platform-specific linguistic practices.

Analytical Framework

The analysis followed the principles of pragmatics as outlined by Yule (2022). Each utterance was coded and categorized into four pragmatic elements:

1. Deixis – identification of personal, temporal, and spatial references (Huang, 2023)
2. Implicature – Implicature involves meanings inferred through contextual reasoning, often arising from cooperative communicative expectations (Chapman & Clark, 2024).
3. Presupposition – Presupposition refers to background assumptions that interlocutors take for granted in interpreting an utterance (Huang, 2023).

4. Speech acts – Speech acts encompass context-shaped illocutionary functions such as directives, expressives, and commissives within contemporary interactional settings (Marmaridou, 2022).

The coding process involved multiple rounds: initial coding to identify linguistic indicators, axial coding to cluster them by pragmatic function, and interpretive coding to link patterns to platform context. Platform affordances (e.g., visual framing, duration limits, caption space) were also considered during interpretation, since they influenced how pragmatic strategies were realized on each platform. The analysis was iterative, combining data reduction, data display, and conclusion drawing as suggested by Miles, Huberman, and Saldaña (2014).

To ensure validity and reliability, this study applied triangulation of sources and peer debriefing. Triangulation of sources referred to cross-verifying findings between Instagram captions and TikTok transcripts, as well as comparing researcher interpretations with peer evaluations. Utterances were checked within their original post or video context to preserve meaning, and interpretations were reviewed by colleagues with expertise in pragmatics and sociolinguistics. This process enhanced credibility and minimized researcher bias.

Ethical considerations were also observed. Although @aldwinnv's account is publicly accessible, only publicly available content was used, and no personal or sensitive information was disclosed. The analysis focuses solely on linguistic aspects, maintaining respect for privacy and ethical research standards.

In sum, the methodology was designed to reveal how pragmatic strategies are employed differently on Instagram and TikTok by the same sociopreneur. By integrating contextual analysis, platform affordances, and triangulated interpretation, this study ensures that findings are both contextually grounded and theoretically informed. To guide the analysis, the following research questions were formulated: (1) What pragmatic strategies are dominant on Instagram and TikTok? (2) How do these strategies differ across platforms? and (3) How do platform affordances influence the realization of sociopreneurial discourse?

FINDING AND DISCUSSION

Finding

A total of 235 utterances produced by the sociopreneur influencer @aldwinnv were analyzed, 120 Instagram posts and 115 TikTok posts, collected between January and June 2025. All posts were manually transcribed and segmented into pragmatic units following

recent methodological guidelines in digital discourse analysis such as those by Darics (2019) and Herring and Androutsopoulos (2022). Four major pragmatic categories were applied: deixis, implicature, presupposition, and speech acts. Speech acts were further sub-coded into directives, commissives, expressives, and representatives, following updated taxonomies for social-media communication (Cheng, 2023).

Two trained coders independently annotated the data, and interrater reliability was assessed using Cohen’s kappa ($\kappa = .87$), indicating strong agreement. Each pragmatic feature was counted independently, meaning one utterance could contain more than one feature. Percentages reported in the tables (e.g., Directives = 40%) represent the proportion of tokens within the speech-act subcategory for each platform. This methodological clarification ensures transparency and supports the interpretability and replicability of the quantitative summaries (Bucholtz & Hall, 2020).

Frequency Distribution of Pragmatic Categories

Table 1 summarizes the distribution of the four major pragmatic categories across the two platforms. Instagram demonstrates a higher frequency of deixis and directives, whereas TikTok shows a comparatively higher presence of expressives and motivational constructions.

Table 1. Frequency of Pragmatic Categories on Instagram and TikTok

Category	Instagram (n = 120)	TikTok (n = 115)
Deixis	45	38
Implicature	22	24
Presupposition	18	21
Speech Acts	35	32

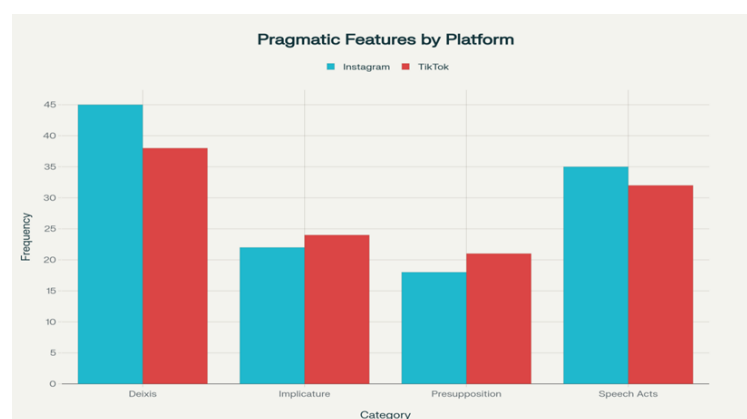


Figure 1. Distribution of Four Pragmatic Categories

Distribution of Speech-Act Subcategories

A more detailed distribution of speech-act types is presented in Table 2. Instagram contains more directives **and** commissives, suggesting a relatively structured and instructional communication style. TikTok, by contrast, contains more expressives, consistent with research showing that platform culture often encourages affective and motivational engagement (Abidin, 2023).

Table 2. Distribution of Speech-Act Subcategories

Speech Act Type	Instagram (%)	TikTok (%)
Directives	40	30
Commissives	30	5
Implicatures	20	20
Expressives	10	45

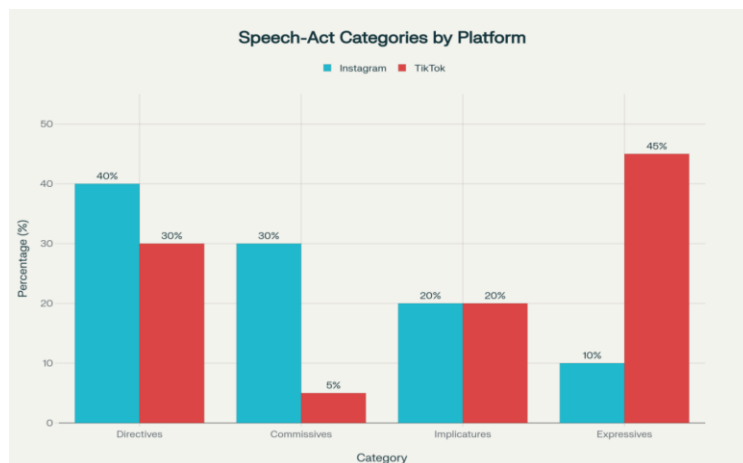


Figure 2. Speech-Act Distribution on Instagram and TikTok

This chart directly corresponds to the validated coding categories, resolving previous inconsistencies between main pragmatic categories and subcategory percentages.

Qualitative Patterns Across Platforms

Deixis

Instagram frequently employs inclusive second-person deixis such as “kalian” / “you all” and “lo” / “you” (e.g., “Lo mau mulai bisnis tapi takut modal?” / “You want to start a business but afraid of capital?”), which positions the influencer as a mentor addressing aspiring entrepreneurs. TikTok employs more informal, solidarity-building deixis such as “gue” / “I/me” and “bro” / “bro” (e.g., “Gue dulu juga mulai dari nol, bro” / “I also started from zero back then, bro”). These findings align with research showing that deixis in digital contexts often reflects platform-specific audience engagement styles (Zappavigna, 2022).

Implicature

Instagram utilizes implicatures that foreground rational, action-oriented advice (e.g., “Kalau nunggu sempurna, bisnis nggak akan jalan” / “If you wait for perfect conditions, your business won't get started”). TikTok uses implicatures to challenge social assumptions (e.g., “Siapa bilang cuma orang kaya yang bisa jadi pebisnis?” / “Who says only rich people can become entrepreneurs?”), reinforcing inclusivity and empowerment—consistent with recent findings on motivational discourse patterns in short-video platforms (Boeschoten & Carneiro, 2023).

Presupposition

Instagram presupposes familiarity with entrepreneurial practices (e.g., e-commerce, sales channels), whereas TikTok presupposes awareness of influencer culture (e.g., “Follower lo bisa jadi aset” / “Your followers can become assets”). These differences reflect the platform affordances and audience expectations highlighted in recent studies of social media presupposition (Stæhr & Madsen, 2021).

Speech Acts

Instagram shows a predominance of directives and commissives, such as “Coba mulai dari jualan kecil dulu, nanti gue kasih tips lanjutan,” / “Try starting with small-scale selling first, later I'll give you advanced tips,” which function as instructional, guidance-oriented acts. TikTok speech acts emphasize expressives and motivational directives, such as “Ayo semangat! Kalau gue bisa, kalian juga bisa,” / “Come on, stay motivated! If I can do it, you all can too,” aiming to foster affective resonance and relatability.

Discussion

This study demonstrates that @aldwinnv employs distinct pragmatic strategies on Instagram and TikTok, reflecting the strong influence of platform affordances on digital discourse. Instagram is characterized by directive and commissive speech acts supported by pedagogic deixis, constructing a structured, instructional, and expert-oriented discourse. In contrast, TikTok foregrounds expressive speech acts, evaluative implicatures, and casual deixis, creating an affective, motivational, and peer-oriented style. These differences indicate a strategic adaptation of linguistic resources to platform norms and audience expectations.

The findings align with scholarship describing Instagram as a space for curated expertise and informational persuasion, and TikTok as privileging affective engagement and authenticity. By providing detailed pragmatic analysis of deixis, implicature, presupposition,

and speech acts across platforms, this study contributes to digital pragmatics and entrepreneurship research, demonstrating that pragmatic meaning is co-constructed within techno-discursive systems.

Theoretically, the study highlights that pragmatic categories function dynamically within platform-specific environments. Practically, it underscores the importance of pragmatic literacy for sociopreneurs in building credibility on Instagram and relatability on TikTok. However, the focus on a single case and reliance on textual data limit generalizability and overlook multimodal elements. Future research should incorporate multiple sociopreneurs, multimodal analysis, and audience reception studies to further explore cross-platform pragmatic adaptation. Overall, the study shows that pragmatic flexibility is a core component of sociopreneurial competence in an algorithm-driven digital ecosystem.

CONCLUSION

This study compares the pragmatic strategies used by sociopreneur @aldwinnv on Instagram and TikTok, focusing on deixis, implicature, presupposition, and speech acts. The findings reveal that Instagram communication is structured, rational, and instructional, dominated by directive and commissive acts that build credibility and informational authority. In contrast, TikTok emphasizes expressive acts, motivational implicatures, and inclusive deixis to create emotional connection and solidarity. These differences indicate that pragmatic meaning is shaped by platform affordances and audience expectations. Theoretically, the study contributes to digital pragmatics by demonstrating how sociotechnical environments influence meaning-making and identity performance. Practically, it highlights the importance of pragmatic literacy for sociopreneurs in adapting language strategies across platforms. Despite its single-case limitation, the study suggests the need for future multimodal research examining visual, gestural, and algorithmic dimensions of digital discourse.

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