

ABSTRACT

This study examines the language style employed in the Instagram captions of Pura Homes Bali, a luxury hospitality brand in Bali, through a stylistic and sociolinguistic lens. Grounded in Geoffrey Leech's (1969) theory of stylistic analysis and Roman Jakobson's (1980) framework of language functions. This study were used a qualitative descriptive method, with eight captions from the brand's villa promotions were analyzed for figurative devices metaphor, simile, and hyperbole and communicative functions. The findings revealed that metaphor and hyperbole dominate the captions, while similes are notably absent. Stylistically, these devices evoke luxury, tranquility, and cultural authenticity, amplifying emotional appeal and aspirational branding. Functionally, Jakobson's theory highlights the prevalence of referential and emotive functions, with limited use of conative (directive) and phatic (rapport-building) strategies. The study concluded that Pura Homes Bali strategically leverages figurative language to construct a relatable yet elite brand identity, blending Balinese cultural motifs with global tourism discourse to engage audiences and reinforce its market positioning. This study bridged stylistic theory with digital marketing praxis, underscoring how linguistic choices in social media captions serve commercial, cultural, and communicative objectives in contemporary hospitality branding.

Keywords: *Language style, Instagram captions, Stylistic analysis, Sociolinguistics, Pura Homes Bali, Digital branding*