



Noun Phrases in Enhancing Advertising Messages

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ARTICLE INFO	ABSTRACT
Received: 17 Mei 2026	Noun phrases are an important element in sentences because they can fill almost all elements of a sentence except the verb (V). In addition to their role in grammar, noun phrases are also often used in psychological marketing in advertising texts to attract consumers persuasively. This research aims to analyze the structure and function of noun phrases found in captions. The data were obtained from captions of restaurant accounts taken directly from Instagram from April to September 2025. This research used a qualitative research design. The data were identified and classified based on syntactic theory to determine their patterns and functional roles. The results show that the simplest structure of a noun phrase is Noun (N), and the most complex structure is Det + Adj + N + PP. In addition, it was found that the grammatical functions of noun phrases include subject, object, complement, prepositional complement, appositive, and adverbial. This research concludes that the relationship between the varied NP structure and its dominant function as an object creates an efficient yet informative communication pattern. This proves that the linguistic structure in Instagram captions is not just a random string of words, but a strategic tool designed to capture the user's attention. In conclusion, the effectiveness of a message depends on how the noun structure is arranged to function as something persuasive and rich in meaning. By understanding this pattern, it can be seen that every word in the caption has the goal of turning readers' interest into real action.
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1. Introduction

A sentence is constructed through an arrangement of sentence elements, encompassing the subject (S), verb (V), object (O), complement (C), and adverbial (A), where each element is filled by various word classes such as verb, noun, adjective, adverb, preposition, determiner, pronoun, and conjunction. Specifically, the subject and object elements can be occupied by pronouns, nouns, or noun phrases, while the verb element is filled by verbs or verb phrases. Complements are frequently filled by nouns, noun phrases, or adjective phrases, whereas adverbial elements can be realized by adverbs, prepositional phrases, or even noun phrases (Quirk et al., 1985). This demonstrates that the noun phrase is a vital syntactic unit due to its multifunctional role. It serves not only as a subject or object but can also function as a complement or an adverbial. This distinction is further supported by its internal structure, which is the most diverse compared to other phrases, as noted by Quirk et al. (1985). A noun phrase consists of a head, which may be preceded by a determiner and premodification, and followed by postmodification. Such structural and functional diversity makes the noun phrase a dense carrier of information across all forms of communication, including digital platforms.

This can be seen on Instagram, which is known as a social media platform with visual content. Although visuals dominate, text elements such as captions play an important role in conveying the message of the content (Prihatmi et al., 2021). Captions provide additional information about images or videos, and within them, noun phrases in Instagram captions are often used creatively, especially on restaurant accounts to refer to menus, ingredients, or promotions. The forms of noun phrases that appear can show considerable variation, from simple to complex phrases, offering insights for syntactic analysis as they demonstrate how noun phrase structures are used creatively outside of formal writing contexts.

Several studies have examined noun phrases, especially the structure of noun phrases in texts. Many noun phrase structures are found in descriptive texts, English textbooks, surahs of the Quran, short stories, song lyrics, exposition texts, and academic writing. The most dominant noun phrase structure found is the basic combination of determiner + noun. The dominance of this pattern proves consistent across various text types. For instance, this structure is the most prominent in analyses of descriptive texts written by high school students (Rahmawati et al., 2021) and is also found in English textbooks for senior high schools (Sudrajat & Novitasari, 2018). The same pattern is also dominant in religious texts, such as Surah Maryam (Maryam) from the Holy Quran (Wahyuni & Bram, 2024), as well as in fictional narratives, like the short story "Hansel and Gretel" (Kusumawardhani & Rakhmanita, 2022). This consistency also extends to more modern and popular linguistic corpora, such as the lyrics of the song "Love Me Like You Do" (Fandana & Rohiyatussakinah, 2023) and children's written texts across different genres (Durrant & Brenchley, 2023). In research examining ELF Authors' Academic Writing, it was found that complex noun phrases modified by prepositional phrases and adjectives were the most frequently used structures, while modifier clauses such as complement clauses and finite clauses were the least frequently used (Timyam, 2024). In IELTS writing preparation research, the noun phrase structure Determiner + Head is the most commonly used, while the structure Pre-modifier + Head + Post-modifier is the least commonly used (Andriani et al., 2021).

On the other hand, in some short stories entitled "The Ant and The Grasshopper," the Cinderella tale, and Inclover magazine, the structure of noun phrases is not always structured by the head alone, but is also often found with determiners, pre-modifiers, or post-modifiers in the structure of noun phrases (Omar et al., 2022; Sari & Ummami, 2024; Suhartono et al., 2024). Unlike other texts, in the novel synopsis by Jenny Han, the structure that is most often

found is determiner + head + post-modifier (Putri et al., 2022).

Besides discussing the structure, several researchers also discuss the functions of noun phrases in texts, like in English textbooks for senior high schools, narrative texts, news articles, and even song lyrics. In English textbooks for senior high schools, it was found that most noun phrases act as objects (Susanti, 2022). While in narrative texts and news articles, it was found that noun phrases act as subjects and objects (Ardianto, 2023). In the lyrics of Justin Bieber's song on the album *Purpose*, noun phrases are found to act as subjects, subjects of complement, objects, objects of preposition, objects of complement, and components of preposition (Laia, 2023).

However, this research is different from previous research because it focuses on noun phrases in Instagram captions. Instagram captions are not only a visual complement but also an important element in digital communication that influences audience perception. This research discusses the structure of noun phrases in Instagram captions that have never been studied by previous researchers. Through linguistic structure analysis, particularly of noun phrases, it can be observed how variation and complexity of structure are used to convey information that is presented and received in the brief context of social media captions. Although there has been much research on language in social media, most of these researches have not specifically addressed the structural and functional analysis of noun phrases that appear in Instagram captions. Therefore, research on noun phrases is important to fill this gap and contribute to the understanding of linguistics in the digital context.

The urgency of this research lies in its contribution to the development of linguistic theory related to the use of noun phrases in social media, especially Instagram. By analyzing the structures and functions of noun phrases in captions, this research not only raises public awareness of the importance of language structure but also highlights how linguistic elements can contribute to the effectiveness of communication in the digital era. The results of this research are expected to be a reference for researchers in understanding the dynamics of the current language.

In conclusion, this research focuses on the structures and functions of noun phrases in Instagram captions. Previous research has not analyzed noun phrases in captions, especially in a restaurant's Instagram account. This research is important to explain the development of syntactic variations in noun phrases from conventional written language. The restaurant's Instagram account uses noun phrases to provide details on their product photos or videos uploaded through captions. It provides a rich linguistic context to explore syntactic aspects, especially noun phrases, making it an interesting and relevant object in this research.

2. Literature Review

Research on noun phrases (NPs) has made significant progress over the past decade, with a focus on their syntactic complexity, their role in academic writing, and their applications in computational linguistics. Research shows that the complexity of NPs increases with age and literacy level. For example, studies of English and Hebrew speakers have shown an increase in NP complexity between the ages of 9 and 16, particularly in written expository texts. This growth is linked to cognitive processes and literacy development (Ravid & Berman, 2010). In Modern Greek, the complexity of noun phrases increases with age and varies depending on the type of text, with expository texts presenting their own challenges (Kantzou, 2025). Similarly, abstract nouns in Russian have shown changes in their plural formation patterns influenced by English, reflecting a broader linguistic trend (Gorbov, 2014).

NPs play a crucial role in academic writing, where they are frequently used to achieve

syntactic density and textual coherence. However, various studies have highlighted that the complexity of noun phrases in student writing remains underdeveloped compared to published research, particularly in post-modification structures (Liu & Li, 2016). Research on students learning English as a second language shows that more proficient writers use a variety of noun phrase (NP) modifiers, such as attributive adjectives and prepositional phrases, indicating a relationship between noun phrase complexity and writing proficiency (Lan et al., 2022; Nguyen, 2024).

Ambiguity in the structure of NPs remains a major challenge in machine translation. Recent advances include neural network-based methods to improve the accuracy of noun phrase recognition and translation (Shi, 2023). The emergence of corpus linguistics has made it possible to conduct automated analyses of noun phrases, thereby providing insights into their structure and usage across various languages and contexts (Granger & Meunier, 2008; Martínez & Strohschen, 2020).

Research on compound word units, including noun phrases, has now expanded to include collocations and specialized terminology, which has implications for the fields of teaching and translation (Martínez & Strohschen, 2020; Sułkowska, 2023). Socioeconomic status and educational level significantly influence the use of NP, with higher levels correlating with greater syntactic density and lexical diversity (Reyes & Moya, 2023).

Noun phrases are often used in advertisements to convey concise yet memorable messages. These phrases frequently employ a sequence of emphatic words to indicate a level of importance or chronological order, thereby enhancing clarity and emotional appeal. Figurative language and lexical coherence are also frequently employed, creating a strong connection between the product and consumer perception (Pelclová, 2018). Advertising language often contains assumptions that align with the need for simplicity and implicit persuasion. This technique helps advertisers subtly influence consumer attitudes without explicitly stating specific claims (Zhao, 2014). Understanding these linguistic and structural strategies can help marketers and copywriters craft effective advertisements. For example, the strategic use of noun phrases or the incorporation of phrasal units can enhance an advertisement's persuasive power (Pelclová, 2018; Arh, 2021).

3. Method

This research is qualitative descriptive research that aims to provide a systematic description of the subject being studied. The process in qualitative research involves the deep exploration of a problem to gain a holistic understanding of the phenomenon that is the main focus (Creswell & Creswell, 2023). Research methods are systematic ways used in research to collect, analyze, and interpret data to answer research questions or test hypotheses. This research was focused on the exploration and in-depth understanding of a phenomenon, rather than on measurement or statistical generalization.

Creswell and Creswell (2023) emphasized that in qualitative research, data sources can be participants, documents, or observations of a phenomenon. In this research, the data source was Holyground's Instagram account (Holyground, 2026), and the data were the captions themselves. The data were in the form of phrases and clauses. This research used data from April to September 2025 to capture noun phrase patterns during a stable period. This six-month timeframe was selected to represent mid-year activities, ensuring a more diverse collection of data. Furthermore, this period aimed to avoid language irregularities typically found at the beginning or end of the year, where word usage tends to be heavily influenced by new year celebrations or extensive holiday advertisements, thereby ensuring the obtained

data is more natural and consistent.

This research used the observation method as the primary method of data collection. It was carried out by browsing, reading, and taking note of the relevant data. Observations were conducted by browsing the Instagram accounts of the target restaurants to read the noun phrases used in each post's caption. During this process, the structures and the functions of noun phrases in the captions were examined. Subsequently, note-taking was carried out by systematically documenting the captions for further analysis. Because of the numerous posts, data collection was conducted using a purposive sampling technique. The selected captions must contain noun phrases and be relevant to the research focus. This technique allows representative data to be obtained without having to analyze the entire population of posts.

The data analysis used a descriptive qualitative method, which organized the data based on the scope of discussion. The data were analyzed using the theory of Quirk (Quirk et al., 1985) as the main theory in analyzing the structures and functions of noun phrases. Data analysis was conducted through two main stages, namely structural analysis and functional analysis of noun phrases. In the structural analysis stage, each noun phrase was identified by determining the head noun as the core, then examining its constituent elements, such as pre-modifiers (determiners, adjectives, or nouns that precede the head noun) and post-modifiers (prepositional phrases, relative clauses, or participles). Based on these elements, noun phrases are classified into simple noun phrases and complex noun phrases, depending on the number and type of modifiers. The next stage is functional analysis, which aims to determine the role of noun phrases in sentence structure. Function is determined based on their position and syntactic relationship with verbs or other elements in the clause. The noun phrase that occurs before the verb functions as the subject, while the one that follows the transitive verb functions as the object. If the noun phrase appears after the linking verb, such as *be*, *become*, or *seem*, then it functions as a subject complement, and if it appears after the object to provide additional information, then it functions as an object complement. In addition, noun phrases can also act as appositives that explain or clarify other parallel nouns, prepositional complements that follow prepositions to complete the meaning, and adverbials that indicate information of time, place, or manner. With this approach, the analysis not only reveals the form and formation patterns of noun phrases but also explores their syntactic role comprehensively within the sentence context contained in the caption.

4. Results and Discussion

There are two noun phrase structures that were analyzed, namely simple noun phrases and complex noun phrases. Simple noun phrases refer to noun phrase constructions that have a simple structure, while complex noun phrases contain more modifying elements. Both types of phrases play an important role in forming a sentence. In their usage, noun phrases can function as subjects, objects, complements, prepositional complements, appositives, and adverbials. Therefore, analysis of the structure and function of noun phrases is a key aspect of this research.

4.1 Simple Noun Phrases

Simple NPs are identified as phrases consisting only of a Noun (N) and may be supplemented by a Determiner (Det), but do not have pre-modification or post-modifications. Structurally, these simple NPs can appear in a single pattern consisting of a Noun (N) or a combination of Det + N. These determiners are then further classified into several specific categories, namely Article + N, Quantifier + N, Demonstrative determiner + N, and Possessive

determiner + N. Representative data on these structures and a detailed analysis of their components are presented below.

- a. Start your delicious journey **today** at Livingstone Cafe & Bakery Bali and Jakarta (April 2nd, 2025).

The word “today” is a simple NP consisting of a Noun (N). This structure is categorized as a simple NP because it only consists of a noun without any modification in front of or behind the head noun. The use of this structure because the noun of time “today” already has a complete referential meaning independently without requiring modifications. The steps to identify the structure begin by isolating the word from the sentence sequence and ensuring that there are no pre-modification and post-modification elements attached to it. In addition, the identification also involves checking whether there is additional information that follows behind it to ensure its form as a noun only. In this sentence, “today” acts as an adverbial because it provides information about time.

- b. Each bite is **a celebration**, a moment of pure culinary delight (April 2nd, 2025).

The simple NP “a celebration” has an Article + Noun pattern. This structure is categorized as a simple noun phrase because it only consists of a head noun preceded by a determiner in the form of an indefinite article. The step to identify the structure begins by looking for the head noun, then checking whether there is an article in front of it without any other words inserted between them. This identification also involves verifying that there are no post-modification elements following the noun to ensure its form remains simple. In terms of grammatical function, “a celebration” acts as a subject complement because it appears after the linking verb “is.” The reason for this function is that the phrase provides a new identity or definition to the subject of the sentence, namely “each bite.” The way to identify its function as a subject complement is by looking at its relationship with an equivalent subject.

- c. A sweet homage to Bali, crafted to bring stories in **every bite** (July 30th, 2025).

The noun phrase “every bite” has a structure of Quantifier + Noun, where “every” is the quantifier and “bite” is the head noun. This NP is included in the simple noun phrase because its construction does not contain complex information expansion. Its function in this sentence is as a prepositional complement where the NP “every bite” follows the preposition “in.” With the NP following the preposition, it provides a complete meaning to the sentence. To identify it, look for prepositions such as “in” that appear before the NP. Note the word “every” as a quantity marker attached to the noun “bite” to form an NP in this sentence. Make sure the position of the noun phrase is right after the preposition, so that its complementary role can be grammatically correct.

- d. Which one matches **your mood** today? (August 18th, 2025).

This interrogative sentence contains the noun phrase “your mood,” which is structured based on the Possessive Determiner + Noun structure, where “your” provides ownership to the head noun “mood.” Its category as a simple noun phrase is established because there is no use of complex modifiers or additional adjectives in the phrase. Its function in this sentence

is as an object that receives the action or match of the verb “matches.” The reason for its function as an object is that this noun phrase is the target that is subjected to comparison by the interrogative “Which one?” This relationship explains what is being matched in the context of the question regarding the mood. Identification of the structure is done by separating the determiner “your” from the head noun “mood” to see the pattern. To identify the function, look for the transitive verb “matches,” then look at the noun phrase that appears right after it as the agent.

- e. **That morning** glow, that smell of freshly baked croissants (May 29th, 2025).

This sentence contains the noun phrase “That morning,” which is formed through the Demonstrative Determiner + Noun structure with the word “that” as a demonstrative determiner and “morning” as a noun that functions as a head noun. This phrase is categorized as a simple noun phrase because it only consists of a demonstrative determiner that directly modifies a noun without any clause expansion or prepositional phrase in it. Regarding its function, this phrase acts as a subject, which is the main topic or entity being presented in the statement. The reason for its function as a subject is that “that morning” is in front of the verb “glow,” which is a characteristic of subjects that often appear in front of verbs. The structural identification step begins by finding the word “that” as a demonstrative marker, followed by the head noun behind it. To identify the function, pay attention to the position of the phrase, which is in the front row and acts as “what” is being discussed in the sentence.

4.2 Complex Noun Phrases

A complex noun phrase is a noun phrase that has a longer and more complete structure than a simple noun phrase because it contains modifying elements before or after the head noun. In a complex noun phrase, there are two main types of modification, namely pre-modification and post-modification. Pre-modification is an element that appears before the head noun, such as a determiner, adjective, noun as a modifier, and participle (present or past participle). Meanwhile, post-modification is an element that appears after the head noun, which can be a prepositional phrase, relative clause, or non-finite clause (to-infinitive clause, -ing clause, or -ed clause). The presence of these two types of modification enables complex noun phrases to provide more detailed and specific information about the noun that is the core of the phrase. Representative data on complex NPs and a detailed analysis of their components will be presented below.

- f. Mornings are **pure magic** here at our bakery (May 29th, 2025).

The phrase “pure magic” in this sentence follows the pattern Adj + N. The structure of the noun phrase in this NP consists of the word “pure” as the adjective and “magic” as the head noun. Based on this arrangement, “pure magic” is categorized as a complex NP. Without the word “pure,” the word “magic” still has meaning, but the addition of an adjective in front of it gives it a certain quality or value that changes the word’s status of simplicity. One way to identify the presence of this complex structure is to look for whether a noun is accompanied by an explanatory word that functions to provide further description. In this sentence, the phrase “pure magic” functions as a subject complement. The reason this NP functions as a subject complement is that it aims to provide additional information or definition regarding the subject “Mornings.” This complement function relies heavily on the presence of the linking

verb “are,” which bridges the relationship between the subject and its description. This NP simply provides a new identity or classification for the subject “Mornings” within the context of the sentence.

- g. Start **your delicious journey** today at Livingstone Cafe & Bakery Bali and Jakarta (April 2nd, 2025).

The NP “your delicious journey” has Det + Adj + N pattern. This structure is formed by a determiner “your,” an adjective “delicious,” and a head noun “journey.” This NP is classified as a complex noun phrase because it has pre-modifiers before its head noun. The presence of an adjective between the demonstrative determiner and the head noun is a reason why this structure is considered complex. Identification of complex structures is done by looking for additional elements, such as adjectives, that specifically modify the meaning of the head noun. In the context of the sentence, this NP functions fully as a direct object. This function occurs because the NP is immediately after the action verb “start.” This object receives the action expressed by the verb to complete the meaning of the statement.

- h. Each bite is a celebration, **a moment of pure culinary delight** (April 2nd, 2025).

This sentence contains NP “a moment of pure culinary delight,” which is composed of a determiner “a,” a head noun “moment,” and a prepositional phrase “of pure culinary delight.” This structure is classified as a complex NP because it contains additional information placed after the head noun. The presence of a prepositional phrase after the head noun indicates a post-modification process in its formation. The way to identify the complexity of this structure is to see whether a noun is followed by a preposition that carries additional information. Identification of post-modification is done by ensuring that the additional information is to the right of the head noun, while pre-modification is indicated by the position of the additional information before the head noun. In this sentence, the NP carries a functional role as an appositive. This function arises because the phrase is placed right after a comma to provide a re-explanation or new definition for the word “celebration.”

- i. A sweet homage to Bali, crafted to bring **stories in every bite** (July 30th, 2025).

In this sentence, the NP “stories in every bite” has a structural pattern N + PP. This pattern is categorized as a complex NP because the noun “stories” receives additional explanation through the modifier behind it. The use of prepositional phrases provides additional information that enriches the meaning of the head noun. Identification of the structure is done by marking the head noun, then tracking the presence of prepositional phrases that function as complementary information. The next step is to ensure that the prepositional phrase does not stand alone but acts as an explanation for the noun that precedes it. In terms of function, “stories in every bite” acts as a direct object in a reduced clause structure that begins with the verb “bring.” The NP is the target carried by the action stated by the verb “bring.” The way to identify its function involves analyzing the position of the phrase that appears after the transitive verb to complete the meaning of the action “bring.”

- j. Experience **the rich indulgence of tiramisu** perfectly blended with the vibrant energy of matcha (April 11th, 2025).

The NP formation structure in this sentence follows the pattern Det + Adj + N + PP (the + rich + indulgence + of tiramisu). This phrase is categorized as a complex NP because the head noun “indulgence” is specifically modified by a pre-modifier in the form of an adjective and a post-modifier in the form of a prepositional phrase to provide a detailed description of the indulgence. Identification of the structure is done by finding the head “indulgence,” then tracking the determiner “the” and the clarifier that follows it, “of tiramisu.” Regarding its function, this NP acts as the object of the transitive verb “experience.” This is because the NP position appears directly after the verb. The way to identify its function is by looking at the dependency relationship between the verb and the noun in the sentence.

- k. We’re bringing you **a menu that blends the warmth of ‘home’** tastes with a twist (April 1st, 2025).

This sentence contains a complex NP “a menu that blends the warmth of ‘home’” which has a pattern Determiner + Noun + Relative Clause. This structure is called a complex NP because the head noun “menu” does not stand alone, but is developed through post-modification. It is categorized as complex based on the dependency between the head noun and the clause that follows it, thus creating unified information that cannot be separated without damaging the specific meaning of the “menu.” The step to identify this structure begins by finding the head noun, then looking to the left and right of the head noun to see if any modifiers modify the head noun. The function of this NP is to act as a direct object for the verb in the sentence. This function is determined because the entire sequence of words is an entity that is actively being “bringing” by the subject to the recipient.

- l. Have you checked out **our collaboration menu** yet? 🍷 (June 11th, 2025).

The NP “our collaboration menu” is a complex NP composed of Determiner + Noun (Modifier) + Noun. This structure is a complex NP based on the presence of the word “collaboration,” which acts as an explanation of the head noun “menu.” The way to determine this NP is to first determine the head noun, then check the left and right sides of the head noun for modifiers. In this sentence, there is a pre-modification of the determiner “our” and the noun modifier “collaboration.” In the context of this interrogative sentence, this NP serves as a direct object for the verb “checked out.” In addition, the noun phrase receives the checking action stated by the subject “you.” To identify its function, it can be done using the technique of eliminating supporting elements until the relationship between the predicate and the related noun phrase remains.

5. Conclusion

In constructing a description on social media like Instagram, the noun phrase (NP) structure plays an important role as the main foundation of the message that advertisers or content creators want to convey. In this research, simple NP patterns were found consisting of a single noun or a combination of determiners such as an article, quantifier, possessive determiner, demonstrative determiner, and noun that form the Det + N pattern, which often appear to introduce entities. Nevertheless, the true impact of a caption emerges when complex NP structures are utilized to deliver more in-depth details to the audience. In this research, various NP structures were found, such as Adj + N, Det + Adj + N, and the use of prepositional phrases such as Det + N + PP and N + PP. In fact, to provide a more specific description,

structures such as Det + N + Relative Clause, Det + Adj + N + PP, and Det + N + N are often applied in Instagram captions. By combining elements such as adjectives, prepositional phrases, and relative clauses, a noun is transformed into rich information in description and emotional value. This complex structure allows the audience to not only see a product, but also feel the quality and context that accompany it in a cohesive phrase.

This diversity of NP structures is distributed across various grammatical functions, such as subject, object, complement, prepositional phrase, appositive, and adverbial, to create a complete sentence. The findings of this research highlight a prominent pattern, with the noun phrase predominantly acting as an object rather than in other syntactic functions. Although the subject serves to begin the sentence, it is the object that becomes the center of the information because it is the main message or “what is offered” that is placed. This phenomenon shows that in creative writing, structure not only follows grammatical rules but also follows a designed communication strategy. The dominant function of objects in captions is closely related to marketing psychology, which focuses on actions and results. In the context of advertising, noun phrases as objects serve to highlight the advantages of a product in detail, which arouses consumers’ curiosity, thereby encouraging them to take action, such as purchasing the product, which leads to increased sales.

From this research analysis, it can be understood that the relationship between the varied NP structure and its dominant function as an object creates an efficient yet informative communication pattern. This proves that the linguistic structure in Instagram captions is not just a random string of words, but a strategic tool designed to instantly capture the user’s attention. In conclusion, the effectiveness of an advertising message depends heavily on how the noun structure is arranged to function as something persuasive and rich in meaning. By understanding this pattern, it can be seen that every word in a caption has a big goal to turn readers’ interest into real action.

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Conflict of Interest

The authors declare that there is no conflict of interest.

Authors’ Contribution

Ni Luh Made Manik Yuliasih was responsible for conceptualization, data curation, formal analysis, investigation, methodology, resources, validation, visualization, writing the original draft, and writing, reviewing, and editing the manuscript. **I Gusti Ngurah Adi Rajistha** contributed to conceptualization, formal analysis, methodology, supervision, validation, and writing, reviewing, and editing the manuscript. **Made Susini** contributed to conceptualization, methodology, supervision, validation, and writing, reviewing, and editing the manuscript.

Statement of the Use of AI

Artificial intelligence (AI) tools were used for grammar checking and language editing to improve the clarity, readability, and grammatical accuracy of the manuscript. The authors remain fully responsible for the content, interpretation, analysis, and conclusions presented in this manuscript.

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