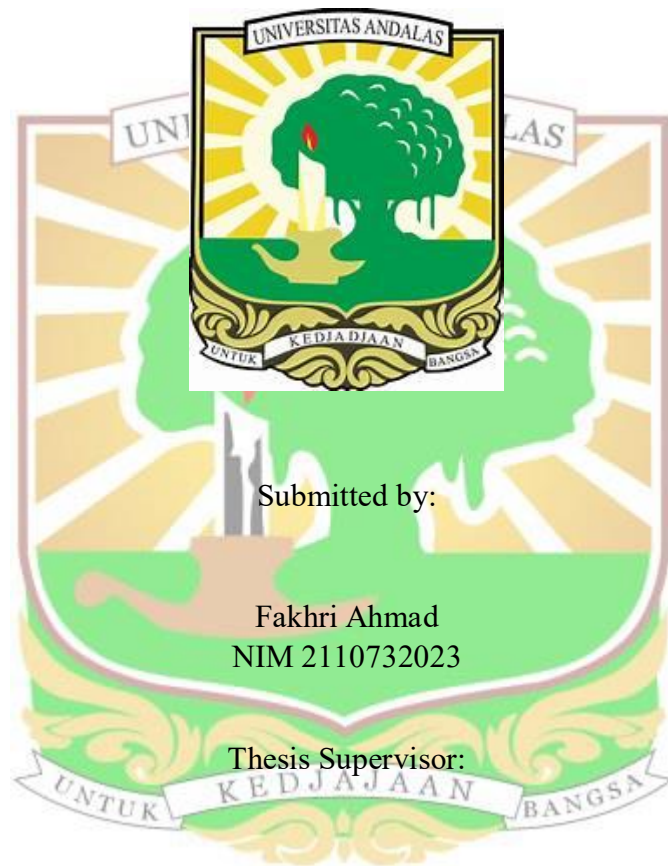


**A MULTIMODAL DISCOURSE ANALYSIS OF WOMEN'S
REPRESENTATION ON INSTAGRAM: A CASE STUDY OF
CHIARA FERRAGNI**

AN UNDERGRADUATE THESIS

*Submitted for Partial Fulfillment of the Requirements for
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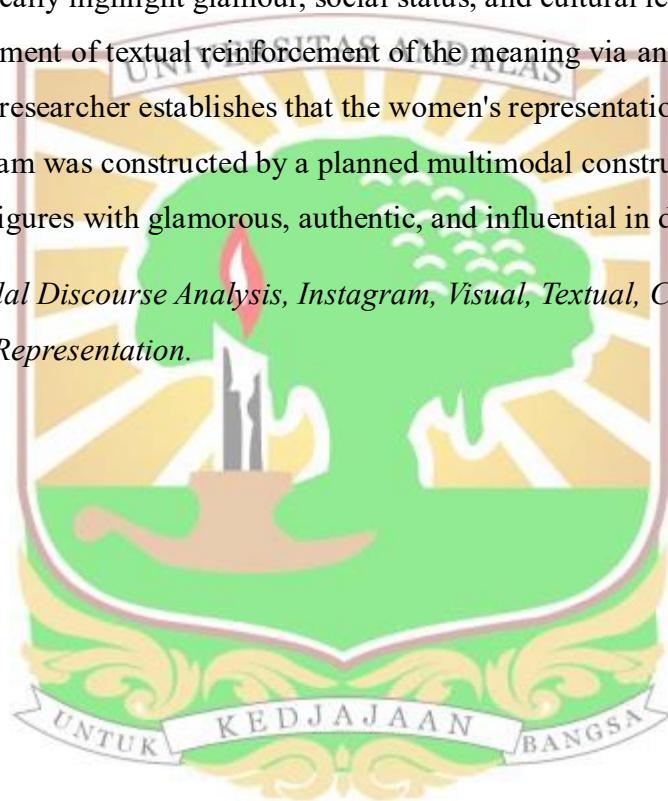
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ABSTRACT

This research aims to analyze the construction of women's identity through the multimodal representation in Chiara Ferragni's Instagram post with the Multimodal Discourse Analysis approach by Kress & van Leeuwen (2006), together with supporting theories including Abidin's (2017) strategy of authenticity in influencer culture, Manovich's (2016) digital aesthetic, and Bourdieu's (1984) cultural capital. The data in the form of photos and captions were analyzed based on the visual aspect, including the composition, gaze, pose, lighting, color, filter, and the textual aspect, such as the caption, hashtags, mentions, and emojis. The findings of the study indicate that Ferragni's identity was formed by the multifaceted multimodal strategy, where the visual elements typically highlight glamour, social status, and cultural legitimacy. Meanwhile, the caption is an element of textual reinforcement of the meaning via anchorage and appraisal metafunctions. The researcher establishes that the women's representation, specifically Chiara Ferragni, on Instagram was constructed by a planned multimodal construction, which displays women as modern figures with glamorous, authentic, and influential in digital culture.

Keyword: *Multimodal Discourse Analysis, Instagram, Visual, Textual, Chiara Ferragni, Identity, Representation.*



ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana identitas seorang Wanita dibentuk melalui representasi multimodal dalam postingan akun Instagram Chiara Ferragni menggunakan pendekatan Multimodal Discourse Analysis dari Kree & van Leeuwen (2006), bersamaan dengan Abidin (2017) strategi keaslian dalam budaya influencer, Manovich (2016) estetika digital, dan Bourdieu (1984) modal budaya. Data pada penelitian ini berupa foto dan keterangan dianalisis berdasarkan aspek visual, seperti, komposisi, tatapan, pose, pencahayaan, warna, filter, dan aspek visual termasuk, keterangan, tagar, sebutan, dan emotikon. Temuan dari penelitian ini memperlihatkan bahwa identitas Ferragni dibentuk melalui strategi multimodal yang kompleks, dimana elemen visual yang biasanya menonjolkan kemewahan, status sosial, dan legitimasi budaya (Bourdieu, 1984; Scollon & Scollon, 2003). Sementara itu, keterangan yang merupakan elemen tekstual memperkuat makna melalui fungsi anchorage dan appraisal (Barthes, 1977; Marti & Whute, 2005). Peneliti menemukan bahwa, representasi Wanita, terkhusus Chira Ferragni di dalam Instagram dibentuk melalui konstruksi multimodal yang sudah terencana, yang menampilkan Wanita sebagai sosok modern yang glamor, autentik, dan berpengaruh di dalam budaya digital.

Kata kunci: *Multimodal Discourse Analysis, Instagram, Visual, Tekstual, Chiara Ferragni, Representasi identitas.*

