

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

This research showed that the women's representation on Instagram, specifically through Chiara Ferragni's Instagram account, was constructed consciously from the combination of several multimodal elements. The approach of Multimodal Discourse Analysis (MDA), Kress & van Leeuwen (2006) emphasized that meaning is not only produced by the text, but also through the composition of visual, color, lighting, gesture, pose, filter, and background selection. Each of the have representational, interpersonal, and textual, which are interconnected to form an identity.

The result of the research found that gaze use appears to the the internal metafunction. Direct gaze is frequently used by Ferragni to create emotional closeness with her audience, in line with the concept of *demand image* (Kress & van Leeuwen, 2006). Whereas body movement that is under control and symmetrical strengthens the confidence and authority (Goffman, 1979). Salience became an important strategy; either the placement of Ferragni in the center of the frame, with a contrast dress, makes her the main focus, and supports the glamour and identity construction in power (Jweitt & Oyama, 2001; Rose, 2016).

Moreover, technical aspects such as lighting and filters are used to create a deeper social meaning. For instance, a warm tone filter increases the emotional experience of the audience (Lin et al., 2024). In the side of setting, Scollon & Scollon (2003) emphasized that the background can speak as a social marker; if the subject poses in front of a huge brand logo, it associates the subject with a prestigious, cultural legitimation and high social status.

Another important element is the caption. Caption binds the visual meaning through *anchorage* (Barthes, 1977). It also expresses the emotion, moral value, and appreciation of the

aestheticness in accordance with *appraisal* theory (Martin & White, 2005). Added with the use of hashtags, mentions, and emojis that create solidarity and emotional closeness with the audience (Zappavigna, 2015; Danesi, 2017). Therefore, the identity that is being constructed became deeper and layered.

As a whole, this research concludes that the representation of women in Instagram, in the case of Chiara Ferragni's, is a result of a complex multimodal strategy. Ferragni's identity is constructed through the combination of performativity (Goffman, 1959), capital symbol (Bourdieu, 1984), digital aesthetic (Manovich, 2016), and authenticity strategy (Abidin, 2017). Based on these two posts of Chiara Ferragni that are being analyzed, this research shows that the representation of women's identity that is being constructed through the Instagram content reflects women as a figure that is glamorous, authoritative, and influential in the context of formal events and elite public representation.

4.2 Suggestion

For further research, it is suggested to expand the object of the analysis by comparing with several women influencers from different cultures. So, it is able to show the cultural context that affected the multimodal strategy in constructing an identity. It is also suggested to focus on other Instagram elements, just like short videos, stories, and reels, so it gives a fresh perspective because the modes of visual and textual in those features have unique characteristics rather than the Instagram feed.