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Multimodality Analysis of Beauty Guidance in Rahasiagadis Account in Instagram

Analisis Multimodal terhadap Panduan Kecantikan di Akun Instagram Rahasia Gadis

1. Tania Meitafasiana --> Mahasiswa Fakultas Ilmu Budaya
2. Viqi Ardaniah --> Dosen Fakultas Ilmu Budaya

Abstract

The present study concerns the popularity of one Instagram account, Rahasiagadis. Rahasiagadis is an Instagram account which posts some tips related to beauty, health and relationship. This study aims to examine beauty guidance from Multimodality perspective. The analysis is based on three principles of composition by Kress and van Leeuwen and speech roles by Halliday and Matthiessen. It demonstrates how the beauty is represented visually and verbally. Qualitative research was applied since the data were in the form of photograph. This research was conducted by choosing particular beauty guidance types showing physical and behavioral guidance posted in April 2016. The findings reveal that all beauty guidances posts analyzed linguistically signify command. Moreover, visually, all of the pictures showing the placement of a woman’s figure in the center indicate the most important message. Based on the visual and verbal analyses, Rahasiagadis suggests women nowadays to gain height, and be elegant. These characteristics present the portrayal of a perfect woman according to Rahasiagadis; this leads the viewers to follow the instruction given in the beauty guidance.

Keyword : beauty, guidance, instagram, multimodality, rahasiagadis,