



**VISUAL BRANDING IDENTITY ON INSTAGRAM: A VISUAL  
GRAMMAR ANALYSIS OF @MADFORMAKEUP.CO ON  
#KINDERBEAUTY CONTENT**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Ilmu Komunikasi (S.I.Kom)**

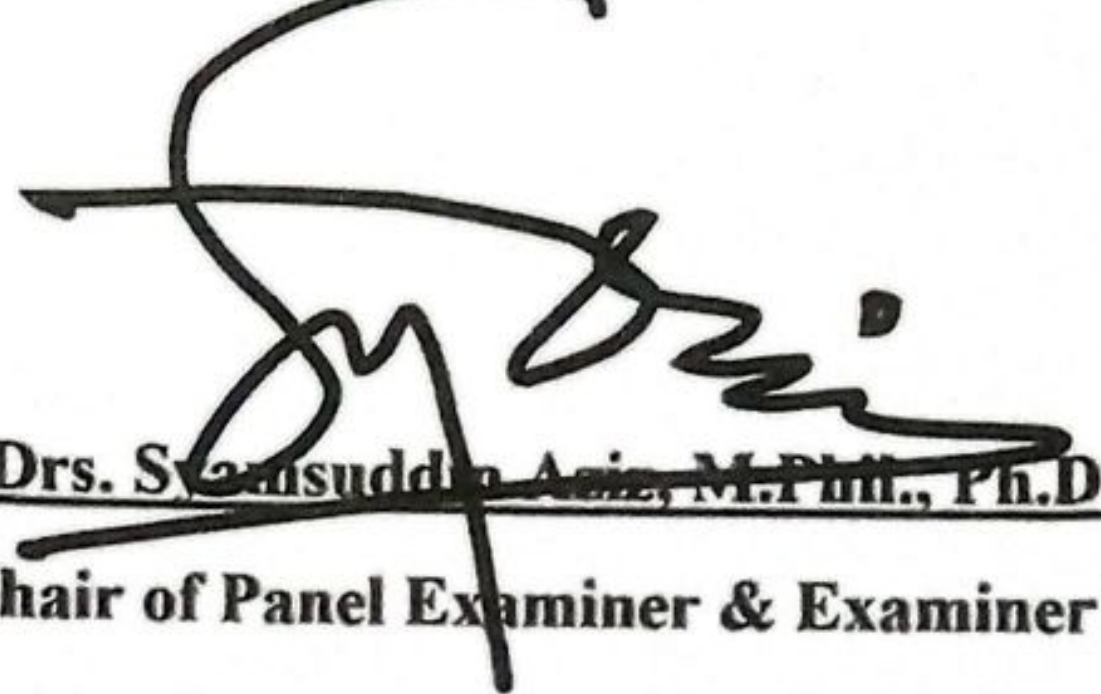
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**FACULTY OF HUMANITIES  
COMMUNICATION STUDY PROGRAM  
CIKARANG  
JUNE, 2023**

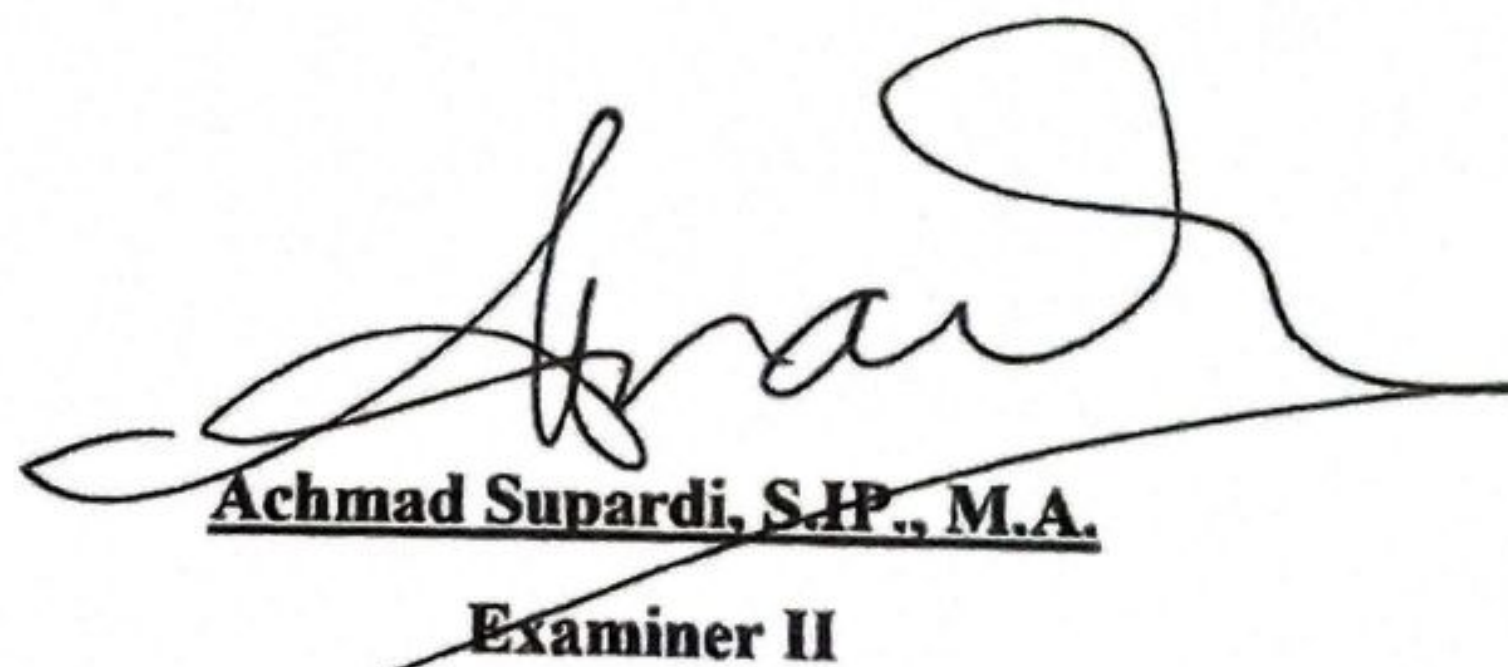
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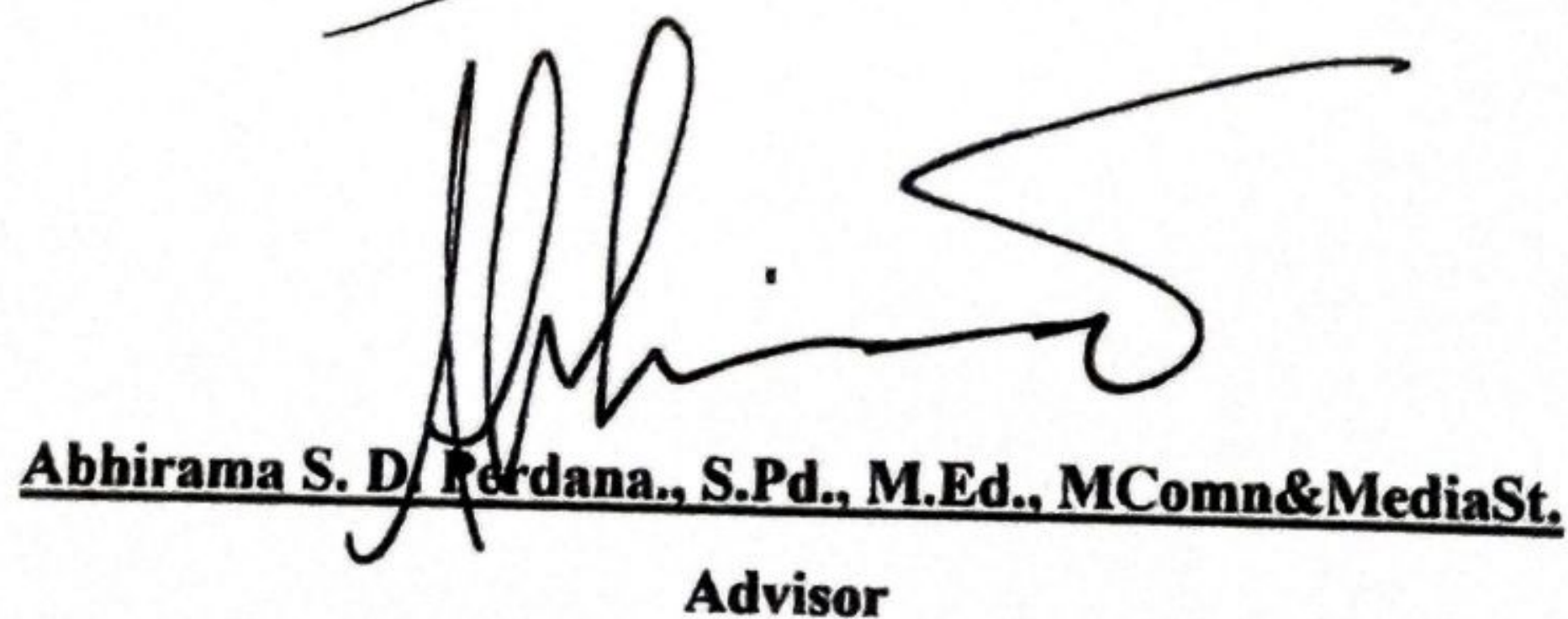
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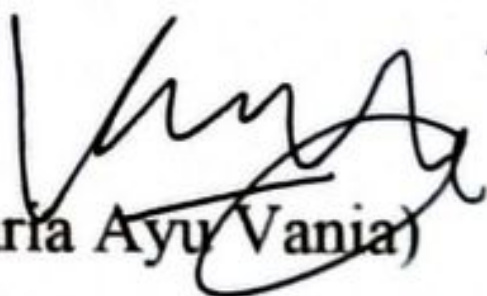
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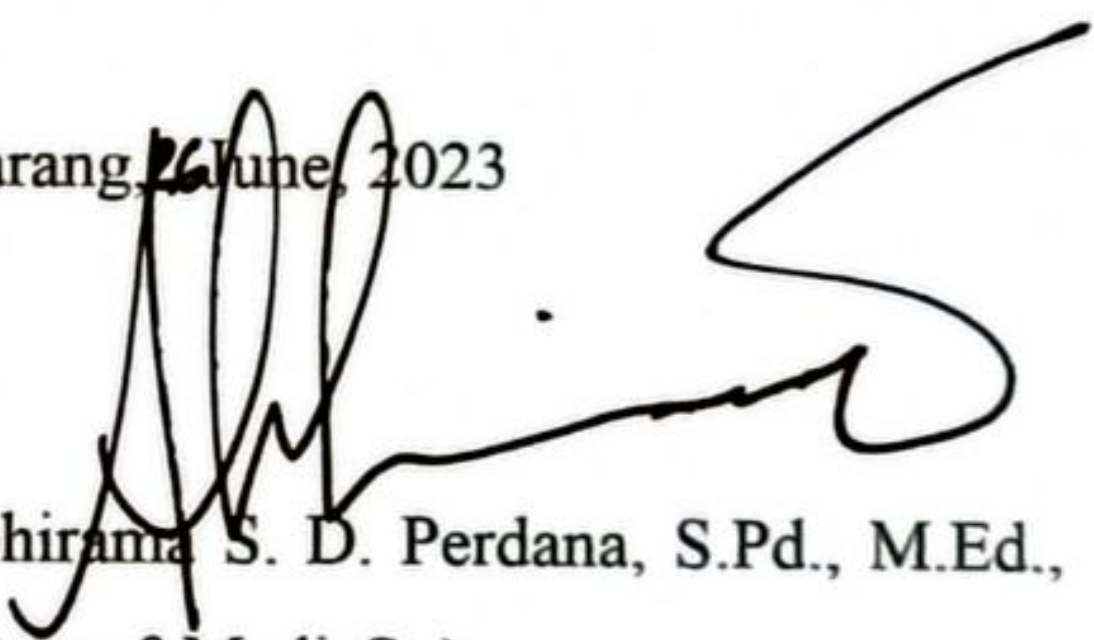
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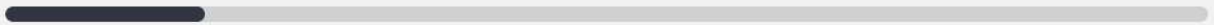
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## Abstract

he traditional media like advertisement plays a significant role in society. Without a doubt, beauty companies are attempting to integrate their products in the appearance of models who meet the following standard such as white skin, tall and slender, smooth face without pimples and pores, sharp nose, straight hair, slim body. Thus, this models then make some people believe that to be accepted by society, they must follow these standards. Apart from that, until this day many things have changed, including beauty standards. Several beauty brands in Indonesia, have demonstrated that they can provide support and a space for their followers to create their own beauty standards without demanding to stick to established standards. Mad for Makeup (@madformakeup.co) is an Indonesian beauty company established on the concept of beauty that is not defined by society's beauty standards. As a result, Mad for Makeup emerged with the goal of eliminating beauty standards and upgrading their brand identification by becoming a safe and kind place also create content for #KinderBeauty that is intended to educate people about the concept of beauty. From here, the researcher interested to analyze their content using qualitative methods with a purposive sampling technique to collect the data, then multimodality visual grammar will be used as a framework for analyzing visual and spoken text to discover hidden meaning in #KinderBeauty contents. The content will be focused on Instagram Feeds in Reels.

*Keywords: Beauty Standards; Instagram; Mad for Makeup; Visual Grammar; Multimodality*

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Bogor, May, 2023

Sincerely,

Maria Ayu Vania

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