



**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)**

**By:
MARIA AYU VANIA
009201900022**

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

Revised Thesis Submission

ORIGINALITY REPORT

9%

SIMILARITY INDEX

7%

INTERNET SOURCES

3%

PUBLICATIONS

5%

STUDENT PAPERS

PRIMARY SOURCES

1

www.studymode.com

Internet Source

1%

2

Helen Caple. "Photojournalism: A Social Semiotic Approach", Springer Science and Business Media LLC, 2013

Publication

1%

3

www.researchgate.net

Internet Source

1%

4

Submitted to University of New South Wales

Student Paper

<1%

5

journal.unj.ac.id

Internet Source

<1%

6

repository.president.ac.id

Internet Source

<1%

7

Submitted to October University for Modern Sciences and Arts (MSA)

Student Paper

<1%

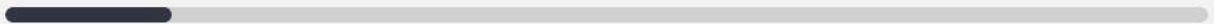
8

Mohamed Tohamy, Yasmeen EL-Sayed Ibrahim Azab. "Cinematic adaptation in the

<1%

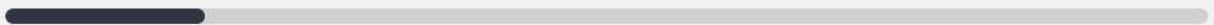
Stats

Average Perplexity Score: 138.038



A document's perplexity is a measurement of the randomness of the text

Burstiness Score: 165.495



A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, *"Examiner II Abhirama S. D."*, has a perplexity of: 777

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

Table of Contents

Statement of Authorship	i
Acknowledgement	ii
Table of Contents	iii
List of Tables and Figures	iv
Abstract	v
Introduction	1
Research Background	1
Research Question	3
Research Objective.....	3
Scope and Outline of the Research	4
Chapter I Literature Review	5
1.1 Representation of Beauty on social media	5
1.2 Impact of social media on Body Image and Self-esteem in Indonesia	7
1.3 Role Instagram in Shaping Beauty Ideals in Indonesia	9
1.4 The Use of Multimodality as a Framework for Analyzing Visual Media	10
Chapter II Methodology	17
2.1 Research Approach	17
2.2 Research Paradigm.....	18
2.3 Data Collection	19
2.5 Data Analysis	21
2.4 Data Validation.....	22
2.6 Conceptual Framework	23
2.7 Limitations of this Study.....	25
Chapter III Results and Discussion	26
3.1 Visual Grammar Analysis on #KinderBeauty Content.....	26
3.2 Implications of the Results on Beauty Representation in social media.....	42
3.3 Comparison with Major Theories and Previous Studies of the Results	44
Chapter IV Conclusions and Recommendations	45
References	47

List of Figures and Tables

Figure 1.3 Instagram Users in Indonesia on January 2023

Figure 2.3.1 Types of Different Content Performance on Instagram

Figure 2.3.2 Distribution Post Types on Mad for Makeup's Instagram Account

Figure 2.6 Conceptual Framework

Figure 3.1.1 Content Reels posted on January 16, 2023

Figure 3.1.2 Content Reels posted on January 19, 2023

Figure 3.1.3 Content Reels posted on January 19, 2023

Figure 3.1.4 Content Reels posted on January 14, 2023

Table 3.2.1 Major Findings of the #KinderBeauty Content as the Representation of Indonesian Beauty Standards in social media