



**VISUAL BRANDING OF SKINTIFIC ON INSTAGRAM: A VISUAL
GRAMMAR STUDY OF THE 5X CERAMIDE BARRIER MOISTURIZER**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi**

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COMMUNICATION SCIENCE STUDY PROGRAM
CIKARANG**

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ABSTRACT

This study analyzes visual grammar elements in Instagram content posted by @skintificid, focusing on promotion of the '5x Ceramide Barrier Moisturizer'. Using Kress and van Leeuwen's (2006) visual grammar framework, it examines the representational, interactive, and compositional metafunctions. The research uses a qualitative descriptive method, drawing data from selected Instagram posts over the past three years through purposive sampling. Findings indicate that elements such as salience, information value, framing, and gaze effectively highlight product strengths and foster a closer connection with the audience. Supporting text reinforces visuals and legitimizes product claims. These results emphasize the significance of visual grammar in digital communication strategies and contribute to discussions in communication studies, especially regarding visual media

Keywords: *Visual Grammar, Instagram, Skintific*

ABSTRAK

Penelitian ini menganalisis elemen tata bahasa visual dalam konten Instagram yang diunggah oleh @skintificid, dengan fokus pada produk "5x Ceramide Barrier Moisturizer". Menggunakan kerangka tata bahasa visual Kress dan van Leeuwen (2006), penelitian ini menelaah tiga metafungsi, yaitu representasional, interaktif, dan komposisional. Metode yang digunakan adalah kualitatif deskriptif, dengan pengambilan data melalui purposive sampling dari unggahan Instagram selama tiga tahun terakhir. Hasil penelitian menunjukkan bahwa elemen seperti salience, nilai informasi, framing, dan gaze mampu menonjolkan keunggulan produk sekaligus membangun kedekatan dengan audiens. Teks pendukung memperkuat visual dan melegitimasi klaim produk. Temuan ini menegaskan pentingnya tata bahasa visual dalam strategi komunikasi digital serta memberikan kontribusi bagi diskusi dalam kajian komunikasi, khususnya terkait media visual.

Keywords: *Visual Grammar, Instagram, Skintific*

ACKNOWLEDGEMENTS

First and foremost, I want to express my gratitude to God and the Universe for guiding me throughout this journey. This thesis, entitled “Visual Branding of Skintific on Instagram: A Visual Grammar Study of the ‘5x Ceramide Barrier Moisturizer’,” was prepared in partial fulfillment of the requirements for completing my undergraduate studies in Communication Science at President University. I recognized that this study cannot be done without the assistance of my lecturers, friends, and family:

1. Achmad Supardi, S.IP., M.A., Ph.D. as my student advisor during study as a Communication student, Faculty of Social Science and Education who helped me toward the completion of this study.
2. Abhirama S.D. Perdana, S.Pd., M.Ed., MComn&MediaSt. as my thesis supervisor who always supports me during the process of this project, and always being the best lecturer that i have.
3. All of my lecturers who are devoted to teach me and give me a valuable lesson as a student during my years in the Communication Departement, Faculty Social Science and Education, President University.
4. My beloved parents, who are 7,357 kilometers away from me, thank you for your endless love, prayers, sacrifices, and support in every step of my academic and personal journey. Despite the distance between Riyadh and Jakarta, your presence has always felt so close.
5. To my beloved partner, Noah Mahatantya Rajdewa, who has been by my side from pre-university days until my third year now. Thank you for being my constant source of love, strength, and encouragement. Through every challenge and every joy, your presence has been my greatest comfort, and I am deeply grateful to share this journey with you.
6. To Enggi Novianty, Viola Aqilah Grasilia, and Talitha Khalilah Hasanusi, my dearest friends since the first semester. Thank you for sharing laughter, tears, late-night talks, and unforgettable memories that made this journey meaningful.
7. To my friends from PUSB, Sylvania Maria Pascoela Soares Da Silva, Brescia Meilika Kwoklins, Rahmania Rafifah Buyamin, Christin Tera Yoseptin Laoli, and Rafi Mafazi Hanafiah, thank you for the unforgettable moments we shared during our WFC days at Goethe and the cafés in Jakarta.

8. To my childhood friends, Hazimah Ahda Qolbi and Nisrina Firyal Nabila, thank you for your constant support and friendship since elementary school. Your presence reminds me how precious lasting bonds are.

9. Finally, I would also like to express my appreciation to everyone whose names may not be mentioned here but who have contributed in various ways to the completion of this study. Your support, directly or indirectly, means the world to me.

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