



TITLE OF UNDERGRADUATE THESIS

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Ilmu Komunikasi

By:

Lidya Alviona Handayani

Student ID: 009202200092

FACULTY OF SOCIAL SCIENCE AND EDUCATION

COMMUNICATION STUDIES STUDY PROGRAM

CIKARANG

SEPTEMBER, 2025

Turnitin Check Results

turnitin

Page 1 of 36 - Source Page

Submission ID: 36168173879629

turnitin

Page 2 of 36 - Integrity Overview

Submission ID: 36168173879629

1% Overall Similarity

The calculated total of all matches, including overlapping citations, for each document.

Filtered from the Report

• Bibliography

• Quoted Text

Match Groups

2 Not Cited or Quoted 1%

Matches with content in the document but no explicit match

0 Missing Quotations 0%

Matches that are 100% verbatim to source material

0 Missing Quotations 0%

Matches that have quotation marks, but no in-text citation

0 Cited and Quoted 0%

Matches with in-text citation present, but no quotation marks

Top Sources

1% 0 Internet Sources

0% 0 Publications

1% 0 Submitted Works (Student Papers)

Lidya Alviona

A Multimodal Discourse Analysis of the "Friday Blessing" Videos by @Shaturday

Thesis Social Science and Education

Document Details

Submission ID

36168173879629

Submission Date

Sep 24, 2025, 11:29 AM GMT+7

Download Date

Sep 24, 2025, 11:42 AM GMT+7

File Name

A Multimodal Discourse Analysis of the "Friday Blessing" Videos by @Shaturday.pdf

File Size

5.1 MB

89 Pages

21,283 Words

129,470 Characters

turnitin

Page 1 of 36 - Source Page

Submission ID: 36168173879629

turnitin

Page 2 of 36 - Integrity Overview

Submission ID: 36168173879629

vii

AI Turnitin Report

Lidya Alviona

A Multimodal Discourse Analysis of the "Friday Blessing" Videos by @Shaturday

Thesis Social Science and Education

Document Details

Submission ID

361811397929

Submission Date

Sep 24, 2025, 11:29 AM GMT+7

Download Date

Sep 24, 2025, 11:40 AM GMT+7

File Name

A Multimodal Discourse Analysis of the "Friday Blessing" Videos by @Shaturday.pdf

File Size

5.1 MB

83 Pages

21,853 Words

129,493 Characters

*% detected as AI

AI detection includes the possibility of false positives. Although some text in this submission is likely AI generated, scores below the 20% threshold are not surfaced because they have a higher likelihood of false positives.

Caution: Scores required.

It is essential to understand the limitations of AI detection before making decisions about a student's work. We encourage you to learn more about Turnitin's AI detection capabilities before using the tool.

Disclaimer

Our AI writing assessment is designed to help educators identify text that might be prepared by a generative AI tool. Our AI writing assessment may not always be accurate (i.e., our AI model may produce either false positive results or false negative results), so it should not be used as the sole basis for adverse action against a student. It takes further scrutiny and human judgment in conjunction with an organization's application of its specific academic policies to determine whether any academic misconduct has occurred.

Frequently Asked Questions

How should I interpret Turnitin's AI writing percentage and false positives?

The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determines was either likely AI-generated text from a large-language model or likely AI-generated text that was likely revised using an AI paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in new reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, no score or highlights are attributed and are indicated with an asterisk in the report (e.g., *).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student and/or use it to examine the submitted assignment in accordance with their school's policies.

What does "qualifying text" mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



Abstract

This study examines how digital philanthropy is semiotically represented in TikTok content under the theme “*Jumat Berkah*” (Friday Blessing) created by Shadira Firdausi Firdausi (@Shaturday). Employing a Multimodal Discourse Analysis (MDA) approach and the Visual Grammar framework developed by Kress and Leeuwen (2006; 2021), this research analyzes five to six selected images extracted from three TikTok videos featuring charitable acts such as the distribution of shoes, hijab hampers, and Umrah prayer kits to various recipients including online motorcycle drivers, Umrah pilgrims near the Grand Mosque in Mecca, and women performing (spiritual retreat) at Istiqlal Mosque in Jakarta.

The analysis focuses on three visual metafunction: representational, interactional, and compositional, to understand how meaning is constructed through the integration of visual and textual elements. The representational metafunction highlights the action of giving and receiving as a reflection of empathy, social solidarity, and spiritual piety. The interactional metafunction reveals the use of gaze alignment, social distance, and viewer engagement strategies to create emotional proximity and solidarity between the creator and the audience. Meanwhile, the compositional metafunction demonstrates how visual layout structures through information placement, salience, and framing direct the viewer's attention to the intended moral and spiritual messages.

Moreover, this study explores the relationship between text and image through captions, which function as complementary, anchoring, and meaning-extending elements. In this context, TikTok is positioned not merely as a platform for performative religious expression but also as a dynamic space that facilitates the representation of digital spirituality and affective philanthropy among contemporary Muslim youth.

This research contributes to the field of Multimodal Discourse Analysis and digital religiosity by offering a semiotic mapping of how Islamic values and charitable practices are represented and disseminated via social media. Future research is encouraged to explore how such content influences user behavior, particularly in terms of religious engagement and everyday practices, and to develop studies on audience reception, cross-platform comparisons, or longitudinal approaches to understanding the evolving dynamics of online religious communication.

Acknowledgements

First of all, Alhamdulillah rabbil ‘aalamiin, praise be to Allah, Lord of the universe. I would like to express my gratitude to Allah SWT for His mercy and guidance in compiling this undergraduate thesis entitled “Multimodal Discourse Analysis of the ‘Friday Blessing’ Video by @Shaturday.”

Second, I would like to express my sincere gratitude to Mr. Abhirama Swastyayana Dian Perdana, S.Pd., M.Ed., MComn&MediaSt. for his sincere guidance and consistent assistance. It is an honor for me to be guided by him. Without his guidance, this thesis would not have been possible to complete.

Third, I would like to express my sincere gratitude to Mrs. Shadira Firdausi Firdausi. The video content she shared on the TikTok platform has made an important contribution as both inspiration and the main basis that encouraged me to choose this research topic. Her work has been a valuable source of motivation and support, enabling me to successfully complete this thesis.

Fourth, to my beloved mother for her spiritual and financial support, thank you very much for your encouragement and support during difficult times. I cannot express enough my gratitude for my beloved mother's presence throughout the process of completing this thesis.

Fifth, I would like to express my gratitude to myself (Lidya Alviona Handayani), who has stood strong, been patient, and fought hard throughout my life until the age of 21. I am deeply grateful for the strength I have been given to continue facing life's challenges and for being able to overcome several difficult challenges and processes until this thesis was finally completed successfully. I realize that the greatest gratitude also deserves to be given to myself for the resilience, patience, and effort I have put into this journey.

Finally, I would also like to express my gratitude to Taylor Swift, Sheila on 7, Tulus, Hindia, and the Pasming-based playlist. Their songs and Spotify playlists have been loyal companions throughout the process of writing my thesis, bringing me enthusiasm, and enjoyment, which ultimately led to the successful completion of this thesis.

Table of Contents

Statement of Authorship.....	i
Acknowledgements.....	ii
Abstract.....	iii
Table of Contents	v
List of Figures	vii
List of Tables	viii
1. Introduction.....	1
1.1 Research Question.....	2
1.2 The Rise of Digital Philanthropy on TikTok	2
1.3 Case Study: @shaturday and the Jumat Berkah Genre.....	3
1.4 Research Rationale and Contribution.....	4
1.5 Research Gap and Novelty	4
1.6 Scope of Analysis.....	6
2. Literature Review	7
2.1 Self-Image on Social Media.....	7
2.2 TikTok as a Multimodal Platform and Digital Philanthropy.....	8
2.3 Blessed Friday Almsgiving	11
2.4 Multimodal Discourse Analysis (Multimodal Discourse Analysis).....	13
2.5 Visual Grammar	15
2.6 Representational Metafunction.....	16
2.6.1 Interactional Metafunction.....	19
2.6.2 Compositional Metafunction	22
3. Methodology	26
3.1 Research Approach	26
3.2 Research Paradigm	27
3.3 Data Collection.....	27
3.4 Scope and Limitations	36
3.5 Data Analysis	37
3.6 Conceptual Framework	38
3.7 Still Image Representation.....	40
3.8 Ethical Considerations and Reflexivity	42
3.9 Reasearcher Positionality	42

3.10 Relevant TikTok Affordances	43
4. Results and Discussion.....	44
4.1 Visual dan Textual Analysis	44
4.1.1 Entry 1 - Visuals From Video Content “ <i>Berbagi Sepatu Hasil Karya Anak Yatim-Piatu ke Tukang Ojek Online</i> ”	44
4.1.2 Entry 2 - Visuals From Video Content “ <i>Reaksi Pertama Kali Jumat Berkah Di Makkah</i> ”	49
4.1.3 Entry 3 - Visuals From Video Content “ <i>Bagi-bagi hampers hijab untuk orang yang lagi i’tikaf di masjid di 10 malam hari terakhir ramadhan</i> ”	53
4.2 Discussion and Platform-Specific Semiotic Design.....	57
4.3 Cross-Entry Synthesis and Vernacular Moral Narrative	58
5. Conclusion	60
6. Strength and Contribution.....	62
7. Recommendation for Further Research	64
8. References.....	65
9. Appendices.....	72

List of Figures

Figure 1.	The eight countries with the largest TikTok user base (as of January 2025), showing Indonesia ranked second globally	10
Figure 2.	Conceptual Framework of Multimodal Meaning-Making in TikTok’s Friday Blessing Content	39
Figure 3.	Entry 1 - Visual from Shadira Firdausi Firdausi's video content “ <i>Bagi-bagi sepatu hasil karya anak yatim-piatu ke Driver Ojek Online</i> ”	44
Figure 4.	Caption Entry 1	47
Figure 5.	Entry 2 - Visual from Shadira Firdausi Firdausi's video content “ <i>Reaksi Pertama Kali Jumat Berkah Di Makkah</i> ”	49
Figure 6.	Caption for Entry 2	51
Figure 7.	Entry 3 - Visual from Shadira Firdausi Firdausi's video content “ <i>Bagi-bagi hijab untuk orang yang lagi i’tikaf di masjid di 10 malam hari terakhir ramadhan</i> ”	53
Figure 8.	Caption Entry 3	55

List of Tables

Table 1.	Overview table of selected data	30
----------	---------------------------------------	----