

ABSTRACT

Felia Sandra Nasya. 1175030107. Interplay of Meaning in Nivea Official Instagram Account Posts. An Undergraduate Thesis, English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Dr. Hj. Ruminda, S.S., M.Hum. 2. Drs. H. Sape'i, M.Ag

Recently, many brands have used social media as a place to attract more interest. One of the popular social media used is Instagram. Instagram is a form of social media that includes not only information, but also communication, by allowing users to communicate through images or videos, as well as a caption that helps to explain the uploaded photo or video. Nivea is one of the brand that often interacts with users using Instagram. In linguistics, the combination of more than one mode in creating message is called multimodal. This research is a descriptive qualitative type of research in which a series of activities to obtain data as it is without under certain conditions, and where the results emphasize meaning. This study aims to determine the visual and verbal elements that appear in images and captions on Nivea's Instagram, using two metafunctions; interpersonal and textual meaning, and to find out the relationship that occurs between those elements. For this reason, Halliday's theory of systemic functional linguistics, and Kress and van Leeuwen's reading images were used in the analysis of verbal and visual elements distinguished separately. Meanwhile, the theory of systemic functional-multimodal discourse analysis from Carey Jewitt, Bezemer, and Kay O'Halloran were used to explain the interaction between the two elements. By the images analysis, the researcher can identify the visual elements. By the caption analysis, the researcher identifies the verbal component. The result of these analysis is then combined and produces interactions that complement each other in the information, or create cross meanings. The researcher finds that in Nivea's Instagram posts there are two types of relationships between visual and verbal signs, namely intersemiosis and resemiotisation.

Keywords: post, metafunction, visual element, verbal element, intersemiosis