

TABLE OF CONTENTS

HALAMAN PENGESAHAN	ii
PERNYATAAN BEBAS PLAGIASI	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	i
ABSTRAK	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	v
CHAPTER 1 INTRODUCTION.....	1
1.1 The Background of the Study	1
1.2 Research Questions	4
1.3 The Scope of the Study.....	4
1.4 The Significance of the Study	5
1.5 Literature Review	5
CHAPTER 2 RESEARCH METHODS.....	9
2.1 Theoretical Framework.....	9
2.1.1 Systemic Functional Linguistics.....	9
2.1.2 Visual Grammar	10
2.1.3 Brand Identity	12
2.1.4 Women Empowerment.....	14
2.1.5 Women and Makeup.....	15
2.2 Research Design	16
2.2.1 Content Selection.....	18
2.2.2 Content Analysis	18
2.3 Methods of Data Collection.....	20
2.3.1 Data Selection.....	20
2.3.2 Data Extraction Techniques.....	21
2.3.3 Data Organization.....	21
2.4 Methods of Data Analysis	22
CHAPTER 3 RESULTS AND DISCUSSION	24
3.1 Mad For Makeup's Instagram Contents	24
3.1.1 Video Post	24
3.1.2 Carousel Post	26

3.2	Systemic Functional Linguistics.....	30
3.2.1	Ideational Metafunction.....	30
3.2.1.1	Process	30
3.2.1.2	Participants	31
3.2.1.3	Grammar Usage.....	31
3.2.2	Interpersonal Metafunction.....	32
3.2.2.1	Social Relations	33
3.2.2.2	Formality	34
3.2.2.3	Mood.....	34
3.2.2.4	Engagement Strategy	35
3.2.3	Textual Metafunction	36
3.2.3.1	Captions.....	36
3.2.3.2	Cohesive Devices	36
3.2.3.3	Thematic Progression	37
3.2.3.4	Text And Visual Interactions.....	37
3.3	Visual Grammar	37
3.3.1	Action Process	38
3.3.2	Symbolic Process.....	39
3.4	Mad For Makeup's Brand Identity	40
3.4.1	Cultural Tension	40
3.4.2	Brand's Best Self.....	41
3.4.3	Big IdeaL	42
3.5	Women Empowerment in Mad For Makeup's Big IdeaL	43
3.5.1	Social Approval	43
3.5.2	Makeup Motivation	44
3.5.3	Quality of Life	45
3.5.4	Makeup Motivation and Improved Quality of Life as Brand's Best Self	45
CHAPTER 4 CONCLUSION		49
REFERENCES		51

LIST OF FIGURES

Figure 1. SFL Metafunctions Matrix (Halliday & Matthiessen, 2004)	9
Figure 2. Visual Grammar Metafunction (Kress & Leeuwen, 2006)	11
Figure 3. The fifth slide of Mad For Makeup’s carousel post	13
Figure 4. Moderating Role of Makeup Usage Among Women (Iqbal et al., 2021)	15
Figure 5. The Flow of Research Design	17
Figure 6. Data Collection Chart	20
Picture 1. Mad For Makeup posts a greeting message from Lindsay Lohan	2
Picture 2. <i>Mean Girls</i> scene using the term “loser”	24
Picture 3. Mad For Makeup’s content displays the remake of <i>Mean Girls</i> scene	25
Picture 4. Mad For Makeup’s video content shows their launch date (07.09.23) and main hashtag #MakeFetchHappen	25
Picture 5. Mad For Makeup put the caption for their post	26
Picture 6. <i>Mean Girls</i> scene using the term “Plastic”	26
Picture 7. The first slide of Mad For Makeup’s carousel post	27
Picture 8. The second, third, and fourth slide of Mad For Makeup’s carousel post	27
Picture 9. The fifth slide of Mad For Makeup’s carousel post	28
Picture 10. The caption of Mad For Makeup’s carousel post	28
Picture 11. <i>Mean Girls</i> scene used the term “own it”	29
Picture 12. <i>Mean Girls</i> scene about the term “can’t sit with us”	29
Picture 13. Mad For Makeup’s pink-themed Instagram feed and <i>Mean Girls</i> movie scenes that highlight the use of “pink”	30
Picture 14. Mad For Makeup’s contents include their promotional information	31
Picture 15. Mad For Makeup’s content writing uses emojis with the tagline “Be Your Own Plastic #MakeFetchHappen”	32
Picture 16. Types of Exchanges in Mad For Makeup’s content writing	33
Picture 17. <i>Mean Girls</i> iconic scene about the term “can’t sit with us”	33
Picture 18. Mad For Makeup uses <i>Mean Girls</i> iconic term in their content	34
Picture 19. Mad For Makeup uses certain moods in their contents	35
Picture 20. Mad For Makeup encourages their target audience to comment	35
Picture 21. Mad For Makeup’s cohesive textual and visual content	36
Picture 22. Mad For Makeup uses an iconic term from <i>Mean Girls</i>	37

Picture 23. Mad For Makeup’s motion graphic content.....	38
Picture 24. Mad For Makeup’s post about the reason behind their collaboration with <i>Mean Girls</i>	42
Picture 25. Mad For Makeup’s Instagram Bio and Community	43
Picture 26. <i>Mean Girls</i> scene regarding beauty standard	44
Picture 27. Mad For Makeup reveals their reason behind the collaboration.....	45
Picture 28. Mad For Makeup shows their representative persona.....	46
Picture 29. <i>Mean Girls</i> iconic scene shows a description of Regina George.....	47
Picture 30. <i>Mean Girls</i> heartwarming ending scene and Mad For Makeup post.....	47