



ABSTRACT

Social media content now serves not only as a promotional tool but also as a strategic tool to attract audience interest through compelling visual and linguistic messages. The success of social media campaigns relies heavily on the integration of visual and linguistic elements that convey implicit meaning. This study analyzes the Instagram feed content of Wonderful Indonesia, a campaign launched by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. Wonderful Indonesia plays a crucial role in strengthening national identity and driving economic growth through tourism. Using a multimodal analysis approach, this study explores the role of typography, color, visual objects, and especially language in shaping effective digital narratives. Specifically, the use of linguistic modes through strategic Lexical choices such as "flavor," "taste," "bold," and "vibrant" in culinary content, and "city," "experiences," "heritage," and "culture" in destination content, creates a multi-layered narrative that is sensorial, participatory, and historical. These lexical choices not only function descriptively but also build emotional connections with the audience and strengthens the visual and narrative appeal of the content. The multimodal strategy implemented through destination and culinary objects, modern and friendly sans-serif typography, and a color palette that reflects Indonesia's natural and cultural richness, makes Wonderful Indonesia not only a visual communication strategy, but also supports inclusive national branding initiatives, empowerment of MSMEs, as well as increasing foreign exchange and sustainable economic development.

Keywords: Multimodal Analysis, Visual Communication, Social Media Content, Wonderful Indonesia.



ABSTRAK

Konten media sosial kini tidak hanya berfungsi sebagai alat promosi, tetapi juga sebagai sarana strategis untuk menarik ketertarikan kepada audiens melalui pesan visual dan linguistik yang menarik. Keberhasilan kampanye media sosial sangat bergantung pada integrasi elemen visual dan bahasa yang menyampaikan makna secara implisit. Penelitian ini menganalisis konten feeds Instagram Wonderful Indonesia sebagai salah satu campaign dari Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. Yang dimana Wonderful Indonesia berperan penting dalam memperkuat identitas nasional dan mendorong pertumbuhan ekonomi melalui pariwisata. Dengan pendekatan analisis multimodal, studi ini mengeksplorasi peran tipografi, warna, objek visual, dan terutama bahasa dalam membentuk narasi yang efektif. Secara khusus, penggunaan *linguistic mode* melalui lexical choices strategis seperti “*flavor*,” “*taste*,” “*bold*,” dan “*vibrant*” dalam konten kuliner, serta “*city*,” “*experiences*,” “*heritage*,” dan “*culture*” dalam konten destinasi, menciptakan narasi berlapis yang bersifat sensorial, partisipatif, dan historis. Pilihan lexical ini tidak hanya berfungsi secara deskriptif, tetapi juga membangun koneksi emosional dengan audiens dan memperkuat daya tarik visual serta naratif dari konten. Strategi multimodal yang diterapkan melalui objek destinasi dan kuliner, tipografi sans-serif yang modern dan ramah, serta palet warna yang mencerminkan kekayaan alam dan budaya Indonesia, menjadikan Wonderful Indonesia bukan hanya strategi komunikasi visual, tetapi juga inisiatif branding nasional yang mendukung pariwisata inklusif, pemberdayaan UMKM, serta peningkatan devisa dan pembangunan ekonomi berkelanjutan.

Keywords: Analisis Multimodal, Komunikasi Visual, Konten Media Sosial, Wonderful Indonesia.