

Instaperfect merupakan salah satu merek kosmetik lokal Indonesia yang awalnya diluncurkan sebagai sub-brand dari Wardah, namun kini telah berkembang menjadi merek independen dengan identitas yang kuat. Seiring meningkatnya ekspektasi konsumen terhadap produk kosmetik yang tidak hanya berkualitas tetapi juga representatif dan relevan secara sosial, Instaperfect terus berinovasi dalam aspek produk maupun strategi pemasarannya. Salah satu kampanye terbarunya adalah peluncuran warna shade baru dari produk unggulan Instaperfect Skincover Air Cushion, yang dipromosikan secara aktif melalui media sosial, khususnya pada platform Instagram. Penelitian ini bertujuan untuk menganalisis penggunaan unsur multimodal dalam konten promosi kampanye tersebut serta mengkaji bagaimana elemen, visual, dan tekstual merepresentasikan makna melalui struktur representasional, interaktif, dan komposisional berdasarkan teori Kress dan van Leeuwen (2006). Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan analisis multimodal terhadap lima video promosi Instaperfect. Hasil penelitian menunjukkan bahwa Instaperfect memanfaatkan berbagai mode multimodal dalam menyampaikan pesan dalam konten promosi videonya. Elemen visual menampilkan variasi shade, pencahayaan lembut, serta ekspresi model yang merepresentasikan inklusivitas dan kepercayaan diri. Sementara itu, elemen teks memperkuat pesan utama melalui frasa singkat dan informatif yang mudah diingat. Kedua mode tersebut saling melengkapi dalam membentuk makna representasional, interaktif, dan komposisional yang mencerminkan karakter Instaperfect sebagai merek modern dan elegan.

**Kata Kunci:** Instaperfect, analisis multimodal, video promosi, sosial media

## ABSTRACT

Instaperfect was one of Indonesia's local cosmetic brands that was originally launched as a sub-brand of Wardah but later evolved into an independent brand with a strong identity. As consumers' expectations for cosmetic products that were not only high in quality but also representative and socially relevant continued to increase, Instaperfect kept innovating in both its products and marketing strategies. One of its latest campaigns was the launch of a new shade of the Instaperfect Skincover Air Cushion, which was actively promoted through social media, particularly on the Instagram platform. This research aimed to analyze the use of multimodal elements in the promotional content of the campaign and to examine how visual and textual elements represented meanings through representational, interactive, and compositional structures based on Kress and van Leeuwen's (2006) theory. The study employed a descriptive qualitative method with a multimodal analysis approach applied to five Instaperfect promotional videos. The findings indicated that Instaperfect employed various multimodal modes to convey messages in its promotional video content. Visual elements depicted shade variations, soft lighting, and model expressions that represented inclusivity and confidence. Meanwhile, textual elements reinforced the main messages through short and informative phrases that were easy to remember. These two modes complemented each other in constructing representational, interactive, and compositional meanings that reflected Instaperfect's character as a modern, elegant, and inclusive brand.

**Keywords:** Instaperfect, multimodal analysis, promotional video, social media