



## LIST OF CONTENTS

	Contents
<b>COVER</b> .....	<b>i</b>
<b>HALAMAN PENGESAHAN</b> .....	<b>ii</b>
<b>PERNYATAAN BEBAS PLAGIASI</b> .....	<b>iii</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>ABSTRAK</b> .....	<b>vi</b>
<b>LIST OF CONTENTS</b> .....	<b>vii</b>
<b>LIST OF TABLES</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>CHAPTER 1 INTRODUCTION</b> .....	<b>1</b>
1.1 BACKGROUND OF THE STUDY .....	1
1.2 OBJECTIVES OF THE STUDY .....	8
1.3 SCOPE AND LIMITATIONS OF THE STUDY .....	8
1.4 SIGNIFICANCE OF THE STUDY .....	9
1.5 LITERATURE REVIEW .....	12
<b>CHAPTER 2 RESEARCH METHODS</b> .....	<b>20</b>
2.1 THEORETICAL FRAMEWORK.....	20
2.1.1 Advertisement as Discourse .....	20
2.1.2 Critical Discourse Analysis (CDA) .....	22
2.1.3 Fairclough's Theory on Critical Discourse Analysis (CDA) .....	24
2.1.4 Multimodal Theory by Martinec and Salway (2005) .....	37
2.1.5 Beauty Standard in Socio Cultural Issue .....	41
2.1.6 Naomi Wolf Theory on Beauty Myth .....	44
2.2 RESEARCH DESIGN .....	48
2.3 METHODS OF DATA COLLECTION .....	52
2.4 METHODS OF DATA ANALYSIS .....	55
<b>CHAPTER 3 FINDINGS AND DISCUSSION</b> .....	<b>61</b>
3.1 Data Description .....	61
3.2 Textual Analysis .....	64
3.2.1 Lexical and Tone Analysis.....	65
3.3 Discursive Practice Analysis .....	71



3.3.1	Visual-Textual Integration .....	75
3.3.2	Intertextuality and Interdiscursivity .....	89
3.3.3	Audience Targeting .....	96
3.4	Social Practice Analysis .....	100
3.4.1	Reinforcement of Beauty Ideology .....	100
3.4.2	Commodification of Beauty and Identity .....	106
<b>CHAPTER 4 CONCLUSION .....</b>		<b>113</b>
<b>REFERENCES .....</b>		<b>115</b>



## LIST OF TABLES

Table 1. Operationalization of Fairclough's Three Dimensions for Instagram Data ..	36
Table 2. An Overview of this Research's Data .....	63
Table 3. Status Relationships Between Visual and Verbal Modes .....	78



## LIST OF FIGURES

Figure 1. Napoleon Cat Report About Instagram Users at Indonesia in January 2025	3
Figure 2. Official Instagram Account of Luxcrime Indonesia (@luxcrime_id)	7
Figure 3. Fairclough's Three-Dimensional Models	25
Figure 4. Network of Combined Status and Logico-Semantic	76
Figure 5. First Slide and Caption of Luxcrime Skintint's Post	82
Figure 6. Second slide of post along with the caption of Luxcrime skintint's post	85
Figure 7. A Few Follower's Interaction in the Comment Section of Skintint Post	98