
ABSTRACT

The popularity of Instagram inspires this study to use an account in Instagram, Rahasiagadis, as the object of the study. Rahasiagadis is an Instagram account which posts some tips related to beauty, health, and relationship. This study aims to analyze the verbal and visual characteristics portrayed in the beauty guidance. These features are combined to reveal the representation of the beauty concept. The verbal analysis is based on Halliday and Matthiessen’s framework called speech roles. Furthermore, the visual analysis is based on Kress and van Leeuwen’s framework, namely information value, salience, and framing. Qualitative approach was applied since the data is in the form of photographs. This approach was conducted by choosing five data of beauty guidance posted in April 2016. The findings reveal that all beauty guidance contains the command inside the text. The viewers have to follow the instruction given in the beauty guidance. The criterion of beauty that is represented in the text is having good attitude, a lot of knowledge, tall, and thin. Moreover, visually, criterion of beauty for the women is having slim body and bright or tanned skin. Therefore, the concept of beauty has changed. Nowadays, the ideal women must have a good inner beauty and also take care their appearance.

Keywords: Beauty Guidance, Instagram, Multimodality, Rahasiagadis