

**VISUAL AND VERBAL TEXTS ANALYSIS ON INSTAGRAM
OF INDONESIAN MUSLIMAH ARTIST'S FASHION:
SEMIOTIC ANALYSIS**



**UIN SUNAN AMPEL
S U R A B A Y A**

**BY:
NIRA DILA KIRANA
REG. NUMBER: A73216124**

**ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA**

2020

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Name : Nira Dila Kirana
NIM : A73216124
Department : English Literature
Faculty : Arts and Humanities

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By

Nira Dila Kirana

Reg. Number: A73216124

Approve to be examined by the Board of Examiners, English Department, Faculty
of Art and Humanities, UIN Sunan Ampel Surabaya

Surabaya, May 14th 2020

Thesis advisor



Murni Fidiyanti, M. A.
NIP. 198305302011012011

Acknowledged by:
The Head of English Department



Dr. Wahyu Kusumajanti, M. Hum.
NIP. 19700205199902002

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on July 22, 2020.

The Board of Examiners are:

Examiner 1



Murni Fidivanti, M. A.
NIP. 198305302011012011

Examiner 2



Dr. Dzo'ul Milal, M. Pd
NIP. 196005152000031002

Examiner 3



Raudlotul Jannah, M. App. Ling
NIP. 197810062005012004

Examiner 4



Suhandoko, M. Pd
NIP. 198905282018011002



Acknowledged by:
The Dean of Faculty of Arts and Humanities
UIN Sunan Ampel Surabaya

Dr. Agus Aditoni, M. Ag
NIP. 196210021992031001



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UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

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Nama : NIRA DILA KIRANA
NIM : A73216124
Fakultas/Jurusan : ADAB DAN HUMANIORA/ SASTRA INGGRIS
E-mail address : dilakirana.n@gmail.com

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(NIRA DILA KIRANA)

The denotation meaning of the visual text on the data above is Cut Ratu Meyriska smiling when she wears the white dress. She is also tagging Barli Asmara and barliasmara.id on the visual text. The connotation meaning of the visual text on the data above is Cut Ratu Meyriska is happy when she wears the white dress made by Barli Asmara. Happiness is shown in her smile. The smile of the visual text on the data above is including the drop-jaw smile. According to Pease and Pease (2004, p. 77), the drop-jaw smile is a smile to offer the impression that the person is laughing and playful. The verbal text on the data above is *I am in original "giulia dress", means adorable dress which the best seller of barliasmara.id product. Please kindly check the barli asmara's web store or you can purchase easily line@ (@barliasmara)*. The denotative meaning of the verbal text on the data above is Cut Ratu Meyriska wear the new Giulia dress, the best seller product by barliasmara.id, please check the online store or buy in line@ (@barliasmara). The meaning of *original* is newly created (oxford dictionary 2008, p. 308), *adorable* is easy to love (oxford dictionary 2008, p. 6), the word "*dress*" is a piece of woman's clothes made to cover part of her body (oxford dictionary 2008, p. 137), "*check*" is find something (oxford dictionary 2008, p. 68), "*web*" is a place connected with internet (oxford dictionary 2008, p. 503), "*store*" is place to selling (oxford dictionary 2008, p. 438), "*purchase*" is buy something (oxford dictionary 2008, p. 357). The connotation meaning of the verbal text is Cut Ratu Meyriska wearing a new dress created by Barli Asmara in barliasmara.id brand and tell her followers to see the online store or but it by line@. The context of the data above will explain below.

style of clothing that is commonly worn by teenage boys today. Whereas in data 19, the fashion style worn by Natasha Rizky is more feminine than data 18. It is shown in the use of blouse and heels. Therefore the application of paradigmatic relations is needed in data 18 and 19. It can be applied to the pants used (on data 18 and 19), shirts (on data 18), and hijab style (on data 18 and 19). Pants on both data can be replaced with an A-line skirt to get a feminine impression or an accordion skirt to get a stylish impression. The shirt on data 18 can be replaced with a blouse to get a feminine look while the hijab style on both data can be replaced by further lowering both ends of the hijab to cover her chest.

The syntagmatic and paradigmatic relation of the verbal text on data 18 and 19. The syntagmatic of the verbal text on the data 18 is “*always dress like its the best day of you life*”. The components of the verbal text on the data 18 are adverb (*always*), verb (*dress*), conjunction (*like*), subject (*it*), verb (*is*), noun phrase (*the best day*), and prepositional phrase (*of you life*). There is a grammatical error in the verbal text on the data 18. The word you on the data above is as subject pronoun but, it is should be a possessive adjective. So, the paradigmatic relation of the verbal data on the data 18 applied to the word *you*. It replied with the word “*your*”. It is used to get the correct meaning. The verbal text on data 19 is *the long and winding road*. The syntagmatic relation of the verbal text on data 19 is following the structure of a noun phrase. A noun phrase consists of determiner, modifier, and noun (Eastwood 2002, p.3). The determiner of the data is “*the*”, the modifier of the data is *long and winding*, and the head (noun) of the data is “*road*”. The paradigmatic relation of the verbal text on the data 19 can be applied

of paradigmatic relations on the data above is in her sneakers, it can be replaced with flat shoes to get feminine look, kitten heels for a formal event, or slip-on shoes to get a casual look. Other applications of paradigmatic relation can be applied in her tunic. It can be replaced with other outer such as knit outer for a casual style or batik outer for a formal event. The verbal text of the data is *a proud mom of two children*. The verbal data contain a noun phrase, *a proud mom*. A noun phrase consists of determiner, modifier, and noun (Eastwood 2002, p.3). The determiner of the data above is “a”, the modifier of the data is *proud*, and the noun is *mom*. The application of the paradigmatic relation in the data above shows in the word children and mom. Word *children* can be replaced with baby, son, kid, and offspring whilst word *mom* can be substituted with mommy or mother. Word “children” in the data 20 refers to Alyssia Soebandono’s sons, Rendra and Malik. The denotation and connotation meaning of the data will explain below.

The denotation of the visual text on the data above is Icha Soebandono wearing a blue hijab, black inner dress, tunic as outer, and white sneakers. The Icha Soebandono’s gestures of the visual text on data above shows like stepping forward and look at the other side. The connotation meaning of the data above is she is happy and confident in her intention. According to Cerrato (2012, p. 7 & 11), the yellow colour is a symbol of happiness, while the meaning of colour blue is confident. The intention of the visual data above is shown on her gestures like stepping forward. According to Pease and Pease (2004, p. 214), the meaning of step forward shows someone’s intension or interest to begin something. Point the lead footstep into what our mind wants to go, and this place looks like the

Syntagmatic relation of the visual text of the data above consists of hijab, inner hijab, and clothes. Ichasoebandono's style of the data above represents the Muslimah hijab style should be. The inner hijab wore by Ichasoebandono is to cover hair that comes out above the forehead. The verbal text of the data consists of some sentences, "*here she goes. Drift away from the reality. Dance in a field full of flowers. Smell the harmonization of innocent and lively floral scents; until the dreams disperse and disappear, on a breeze of sweet musk. Hello, a powdery piece of beautiful new fragrance of @jomalonelondon's*". One of them showing the syntagmatic structure of a simple sentence, *here she goes*. The data above shows a simple sentence that consists of an adverb, subject, and predicate. The word *here* as the adverb, *she* as the subject of the sentence while the word *goes* as the predicate of the sentence. The subject "she" of the sentence refers to @ichasoebandono, and adverb of the sentence refers to the place of the subject. The paradigmatic relation of the word "she" can be replaced with word girl, women, or @ichasoebandono. The denotation and the connotation meaning of the data above will explain below.

The denotation of the visual data above is Icha Soebandono smiling and holding a perfume by Jo Malone. The connotation of the visual text on the data above is Icha Soebandono happy when she is promoting Jo Malone's perfume. The happiness shows on her smile. According to Pease and Pease (2004, p. 69), Smiling and laughing are all seen as signs that a person is happy. The verbal text on the data above is a poem wrote by Icha Soebandono. The denotation of the verbal text on the data above is the poem describes the scent of the perfume that it

chest, and the tie of her dress is tight. So, it is showing the shape of her chest and waistline. The paradigmatic relation of the data above can be applied to the hijab and the tie of the dress. Those can be changed with the lowering side of the hijab and loosen the waist of the dress. Verbal text of the data above is “*wearing this beautiful dress from @miaassegaf*”. The syntagmatic relation of the verbal text consists of adjective, pronoun, noun phrase, and prepositional phrase. The adjective is *wearing*, the pronoun is *this*, the noun phrase is “*beautiful dress*”, and the prepositional phrase is “*from @miaassegaf*”. According to Milal et al. (2013, p. 10 & 39), noun phrase consists of modifier (adjective) and head (noun) while prepositional phrase consists of preposition and noun. The modifier of the noun phrase on the data is *beautiful*, and the head is “*dress*”, and the preposition of the preposition phrase on the data is “*from*” and the noun is “*@miaassegaf*”. The paradigmatic relation of the verbal data above can be applied to the word *beautiful*. It can be replaced with word *pretty*, *nice*, or *wonderful*. The replacement of the word *beautiful* is following the category, adjective. The denotation and connotation meaning of the data above will explain below.

The denotation meaning of the data above is Citra Kirana take a picture in front of the mirror. It is shown on her gesture holding her phone. The connotation meaning of the data above is Citra Kirana showing her outfit when she is attending an event. It shows when she is showing all of the stuff that she wears in detail, such as she showing the right shoes and showing her pouch that she brings. Verbal text of the data above is *wearing this beautiful dress from @miaassegaf*. The denotation meaning of the verbal text is the dress from @miaassegaf

The syntagmatic and paradigmatic relation in the visual text. The syntagmatic relation of the data above consists of hijab, blazer, and bag. The style of the data above is not following Islamic rules of dressing because the model of hijab is not covering her chest. According to the meaning of the thirty-first verse of surah An-Nur, Muslimah should wear hijab that covers their chest. The meaning of the verse is “...and to draw their veils over their bosoms...” (QS. 24:31). The paradigmatic relation of the data above is applied to the model of hijab. It can be replaced with lower the front side of the hijab to cover his chest.

The syntagmatic and paradigmatic relation in verbal text. “*if you are grateful, I will give you more.*” The structure of the data is a complex sentence. According to Milal et al., a complex sentence is a sentence that consists of a main clause and sub-clause (2013, p. 107). The main clause of the data above is “*I will give you more*”, and the sub-clause is “*if you are grateful*”. The application of paradigmatic relation of the data is applied in the word “*I*”. It can be changed with the word “*God*” or “*Allah*” because the term “*I*” refers to God. It shows in the caption that the data is a quote from Al-Qur’an. The denotation and connotation of the data will explain below.

Denotative and connotative in a visual text. Laudya Cynthia Bella is looking at her right side. It shows in the way she turned his head to the right. The connotation meaning of the data above is Laudya Cynthia Bella feels happy. It shows on her smile. According to Boulogne (2017, para. 16) in BBC.com, the expression of happiness is when tugging at the corners of the mouth and then the zygomatic major in the cheeks, pulls the cheeks up. Denotative and connotative in

Components of syntagmatic relation on the visual text of the data above consists of hijab, long-dress, socks, and slipper. The Laudya Cynthia Bella style of the data is not following the Islamic rules of dressing. The long-dress is not long enough. It shows her foot. She wears socks to cover the skin, but the shape of the foot is not. The foot is not an exception in Aurat. So, paradigmatic relation of the visual text on the data above is applied to the long-dress. It can be replaced with the longer ones or add a long skirt to cover her foot. Verbal text of the data above is “today’s *gonna be my last day working here before going back to my daily routine and support my hubby*”. Syntagmatic relation of the data above is following the structure of future tense. Structure of the future tense is *subject + be + going + to + vI + C* (Azar 2002, p. 2). There is a grammatical error on the verbal text of the data. The verb after the modal, *be going to*, should use verb one, not verb+ing. So, paradigmatic relation of the verbal data is applied to the word *working*. It replaced with word *work*. The denotation and connotation of the data will explain below.

The denotation of the visual text on the data above is Laudya Cynthia Bella stepping forward on the edge of the pool and smiling. The connotation of the visual text on the data above is interest and happy to begin something. It is shown on the gesture of stepping forward. According to Pease and Pease (2004, p. 214), the meaning of step forward shows someone’s intension or interest to begin something. The smile is conducting the drop-jaw smile. It is a smile that gives the impression that the person is laughing or playful (Pease and Pease 2004, p. 77). The verbal text on the data above is “today’s *gonna be my last day working here*

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