

CHAPTER V

CONCLUSION & SUGGESTION

This section contains conclusions and suggestions from the research results and analyses of women's representation of beauty in *Something Makeup* Instagram employing Visual Grammar by (Kress & Leeuwen, 2006) and Feminist Stylistics by (Mills, 2005).

A. Conclusion

Based on the research problems and findings of the data analysis, it can be concluded that

1. The researcher found every element of visual grammar and feminist stylistics to represent beauty in women. In Instagram post images, researchers found almost every element of visual grammar including representational, which consists of interactive and conceptual; interactive, which consists of contact, social distance, attitude, and modality; and compositional, which consists of information, salience, and framing. In the post captions, researchers found several elements of feminist stylistics including the word level, which consists of generic pronouns, generic nouns, gender-free language, naming & androcentrism, endearment & diminutives, and euphemism & taboo; the phrase/sentence level, which consists of ready-made phrases, presupposition & inference, metaphor, jokes & humor, and transitivity choice; and the discourse level, which consists of characterization/roles, fragmentation, focalization, and schemata.

2. *Somethinc* employs various models to question traditional beauty norms and honor individuality. They showcase a range of hair types, facial features, and skin tones to demonstrate that beauty manifests in numerous ways. The depicted poses exude confidence, emphasizing empowerment and self-expression. Additionally, *Somethinc* showcases the varying skin tones of Indonesian women, promoting the belief that beauty encompasses diversity and is inclusive of everyone. Through direct eye contact and close-up shots, they establish a personal connection and convey respect, moving away from the typical objectification of women. The colors and intricacies captured in their images present the models as authentic and one-of-a-kind. The structure and composition of their posts effectively communicate messages of empowerment and inclusivity. From a feminist stylistic perspective, *Somethinc* used inclusive language to engage with their audience, creates a sense of closeness and involvement, making viewers feel included and valued and empower women positively. *Somethinc* also represents women as Inclusive, Diverse, Equal, Confident, Brave, Feminine, Main characters, Role Models, Valuable, Unique, and Empowering with the element of ready-made phrase, metaphor, transitivity choice and presupposition and inference.

B. Suggestion

Through the results of the research carried out, the researchers came up with suggestions and input for several parties, such as:

1. For future researchers who want to research advertising so they can carry out research with more diverse data such as reels or IG stories which may still rarely be done or even never done. Apart from that, especially for researchers who want to research the same topic such as women's representation or women's empowerment, they can combine several theories, for example, in this research, which combines elements of visual grammar and feminist stylistics to get more in-depth results.
2. For readers consisting of all groups, both academics and students, to be able to take the message behind this research which is highly highlighted, especially the woman representation of beauty in advertisements, that we are created to have various body features that are different from one another, so look at that as an advantage and uniqueness of oneself, not a weakness and a source of insecurity. Just as *Somethinc* started to become aware and aggressive in representing women with diverse characteristics, it is hoped that readers will also be confident and dare to appear as they are and become role models for themselves.