

ABSTRACT

Silaban, Stevany, Registration Number 2203220017, Feminist Stylistic and Visual Grammar in Somethinc Makeup Instagram as Women's Representation of Beauty, English Literature Program, English and Literature Department Universitas Negeri Medan, A Thesis, 2024.

This research aimed to investigate how *Somethinc Makeup* portrays beauty in its Instagram posts using feminist stylistics and visual grammar. The study utilized a qualitative method, especially multimodal analysis. The visual elements from the Instagram image posts were analyzed using Visual Grammar by Kress and Leeuwen (2006) while the textual elements from the captions were analyzed using Feminist Stylistics by Mills (2005). The data was gathered from *Somethinc Makeup* Instagram posts over a year from January, to December 2023. Visual data was analyzed based on representational, interactive, and compositional, and revealed that all the visual grammar elements, except framing, were present. Textual data from captions was analyzed based on the level of words, the level of phrases/sentence, and the level of discourse, and revealed that generic pronoun and generic noun from the level of word; ready-made phrase, metaphor, presupposition and inference, and transitivity choice from the level of the phrase; as well as focalization and characterization from the level of discourse, are the dominant elements used in the caption. In line with that, the researcher identified several strategies highlighting beauty representation in the posts. *Somethinc* used various models with various characteristic, promotes confidence through actions, and emphasizes inclusivity. Textual elements in captions further support self-acceptance, empowerment, and diversity, fostering a more comprehensive and inclusive beauty narrative.

Keywords: *Somethinc, Visual Grammar, Feminist Stylistic, Beauty Representation.*