

ABSTRACT

Anisya Tri Sabrina , Registration Number 2183520015, Decoding Visual Narratives: A Semiotic Analysis Of Slide Images On Instagram Account *Jurnaliskomik*, English and Literature Department Faculty of Language and Arts, Universitas Negeri Medan, 2025.

This research explores the semiotic elements in the visual narratives of *Jurnaliskomik* Instagram posts, using the theories of Roland Barthes and Kress & van Leeuwen. The study focuses on analyzing how visual components, such as actors, vectors, and symbolic attributes, are constructed to convey social messages. In analyzing the data, the researcher was conducting by using qualitative content analysis. The data are 8 slide images from *Jurnaliskomik* Instagram posts. The study found that dominant visual elements in *Jurnaliskomik* posts, including actors, vectors, symbolic attributes, and compositional elements like salience and framing, were effectively used to convey narratives. Semiotic meanings highlighted justice and truth through denotation, connotation, and myth. Interactive features like "offer" gazes, eye-level angles, and medium shots ensured objectivity, while salience and framing directed attention to key aspects. The posts successfully communicated social issues and left a strong moral impact on the audience.

Keywords: *Visual Design, Multimodal, Slide Images*