

ABSTRACT

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This study aims to describe the visual meaning contained in a photo, specifically the photo on the @jeromepolin Instagram account using the multimodal theory by Kress and Van Leeuwen. This research was conducted with descriptive qualitative method. The source of the data is taken from photos that come from the Instagram account @jeromepolin, where the photos used as data are photos when Jerome Polin wears batik clothe. The photos taken as data consist of 10 photos, where all photos are described through 3 metafunctions, namely Representational, Interpersonal, and Compositional as the result for this research proposed by Kress and Van Leeuwen theory. This study also reveals how the visual meaning represents batik culture.

Keyword: Multimodal, Visual Meaning, Batik Culture