

REFERENCES

- Afriansyah, R. (2023). A Multimodal Discourse Analysis of Wonda Coffee TV Commercial. *New Language Dimensions*, 4(1), 78–89. <https://doi.org/10.26740/nld.v4n1.p78-90>
- Afzal, F., & Zubair, A. (2025). Language, Power, And Identity In Social Media: A Study Of Linguistic Strategies In Influencer Culture. *Journal of Applied Linguistics and Tesol (JALT)*, 8(4), 977–989. <https://doi.org/10.63878/jalt1623>
- Aldisan, D., & Hamzah, H. (2022). Comparative Analysis of Ideational Metafunction Between Presenters in Talk Show. *English Language and Iterature*, 11(4), 1–10. <https://doi.org/10.24036/ell.v11i4.118660>
- Allen, B. J. (2023). *Difference Matters: Communicating Social Identity*. Waveland Press.
- Alqahtani, H. (2024). Role of Transitivity in Constructing Discursive Relations in Pronominal Networks Within Crisis Discourse. *Journal of Pragmatics and Discourse Analysis*, 3(2), 41–55. <https://doi.org/10.32996/jpda.2024.3.2.5>
- Arias-Rodriguez, A., & Sánchez-Bello, A. (2022). Informal Learning With A Gender Perspective Transmitted By Influencers Through Content On Youtube And Instagram In Spain. *Social Sciences*, 11(8), 341. <https://doi.org/10.3390/socsci11080341>
- Aririguzoh, S. (2022). Communication Competencies, Culture And Sdgs: Effective Processes To Cross-Cultural Communication. *Humanities and Social Sciences Communications*, 9(1), 1–11. <https://doi.org/10.1057/s41599-022-01109-4>
- Bahardur, I., & Afrinda, P. D. (2025). Meaning Strategies in Generation Z's Social Media Utterances in Indonesia: A Hallidayan Functional Linguistics Study. *International Journal of Social Science and Human Research*, 8(8), 6302–6308. DOI: [10.47191/ijsshr/v8-i8-66](https://doi.org/10.47191/ijsshr/v8-i8-66)
- Bateman, J. A., & Tseng, C. I. (2023). Multimodal Discourse Analysis as A Method for Revealing Narrative Strategies in News Videos. *Multimodal Communication*, 12(3), 261–285. DOI: [10.1515/mc-2023-0029](https://doi.org/10.1515/mc-2023-0029)
- Berger, P., & Luckmann, T. (2023). *The Social Construction Of Reality*. Routledge.
- Bonvillain, N. (2020). *Women And Men: Cultural Constructs of Gender*. Bloomsbury Publishing PLC.
- Butt, D., Fahey, R., Feez, S., Spinks, S., & Yallop, C. (2000). *Using Functional Grammar: An Explorer's Guide*. Macquarie University.
- Darong, H. C. (2024). An SFL Perspective on EFL Textbooks And Its Pedagogical Implications In Language Teaching. *XLinguae: Scientific Language Journal*, 17(1), 94–106. DOI: [10.18355/XL.2024.17.01.07](https://doi.org/10.18355/XL.2024.17.01.07)
- Derewianka, B., & Jones, P. (2016). *Teaching Language in Context*. Oxford University Press.
- Efendi, N. O., Rachman, D., Hamid, A. I. R., & Rahmawati, Y. (2025). Exploring Gender Differences in English Learning Strategies Among Students at University. *Journal of English Language Learning*, 9(1), 802–811. DOI: [10.31949/jell.v9i1.13916](https://doi.org/10.31949/jell.v9i1.13916)
- Eggins, S. (2004). *An Introduction to Systemic Functional Linguistics* (2nd

- Editio). Continuum.
- Faradina, W. N., & Emilia, E. (2024). An Analysis of Student's Recount Text: An SFL Approach. *Indonesian Journal of EFL and Linguistics*, 83-98. DOI: [10.21462/ijefl.v9i1.751](https://doi.org/10.21462/ijefl.v9i1.751)
- Foss, S. K., & Foss, K. A. (2019). *Inviting Transformation: Presentational Speaking For A Changing World*. Waveland Press.
- Gerot, L., & Wignell, P. (1994). *Making Sense of Functional Grammar*. Gerd Stabler.
- Getu, T. M., Kaddoum, G., & Bennis, M. (2023). Making Sense of Meaning: A Survey on Metrics for Semantic and Goal-Oriented Communication. *IEEE Access*, 11, 45456–45492. DOI: [10.1109/ACCESS.2023.3269848](https://doi.org/10.1109/ACCESS.2023.3269848)
- Hall, K., & Bucholtz, M. (2012). *Gender Articulated: Language And The Socially Constructed Self*. Routledge.
- Hall, K., & Bucholtz, M. (2013). Epilogue: facing identity. *Journal of Politeness Research*, 9(1), 123-132.
- Halliday, M. A. K. (2014). *Halliday's Introduction to Functional Grammar* (4th Editio). Routledge.
- Halliday, M. A. K., & Matthiessen, C. M. I. M. (2014). *An Introduction to Functional Grammar* (4th Editio). Routledge.
- Halliday, T.C. (1985) Knowledge Mandates: Collective Influence by Scientific, Normative and Syncretic Professions. *The British Journal of Sociology*, 36, 421-447. <https://doi.org/10.2307/590459>
- Henriksson, M. (2025). "You Must Have This": A multimodal discourse analysis of Swedish influencers' use of emotion, beauty, and persuasion in TikTok Content. Örebro University.
- Herman, H., Rafiek, M., Agustina, T., Saddhono, K., Malabar, S., Saputra, N., & Purba, R. (2023). Exploring the Metafunctions to Improve EFL Learners' Writing Ability in the Perspective of Systemic Functional Linguistics. *Research Journal in Advanced Humanities*, 4(2), 87–100. DOI: <https://doi.org/10.58256/rjah.v4i2.1195>
- Hoa, N. T. T. (2022). an Sfl Analysis of Process and Mood Types in English Journal Articles on Finance. *VNU Journal of Foreign Studies*, 38(3), 44–51. DOI: <https://doi.org/10.25073/2525-2445/vnuufs.4841>
- Hoang, V. Van. (2021). "Metafunctions of language" in Systemic Functional Linguistics: a Framework for the Interpretation of Meaning of Text in Social Context. *VNU Journal of Foreign Studies*, 37(4), 1–10. DOI: <https://doi.org/10.25073/2525-2445/vnuufs.4750>
- Holiday, S., Hayes, J. L., Park, H., Lyu, Y., & Zhou, Y. (2023). Multimodal Emotion Perspective On Social Media Influencer Marketing: The Effectiveness Of Influencer Emotions, Network Size, And Branding On Consumer Brand Engagement Using Facial Expression And Linguistic Analysis. *Journal of Interactive Marketing*, 58(4), 414–439. <https://doi.org/10.1177/10949968231171104>
- Ilmi, A. B. I., & Arimi, S. (2023). Speech Features in Food Endorsement of Indonesian Influencers: A Study of Language and Gender. *Suar Betang*, 18(1), 65–78. <https://doi.org/10.26499/SURBET.V18I1.4457>
- Inkeroinen, C. (2025). *From Persuasion to Purchase: Gen Z Engagement with*

Beauty Influencer Content on TikTok and Instagram.

- Kazanskaia, A. N. (2025). *The Power of Public Speaking for Social Impact: How to Speak with Purpose, Move Hearts, and Mobilize Change*. Neya Global Publishing.
- Khusna, W. L., & Hardjatno, N. J. M. T. (2022). The Ideational Meaning of Covid-19 Health Promotion Posters: Multimodal Discourse. *Diksi*, 30(1 SE-Articles), 57–65. DOI:[10.21831/diksi.v30i1.47248](https://doi.org/10.21831/diksi.v30i1.47248)
- Kress, G., & Leeuwen, T. Van. (2020). *Reading Images: the Grammar of Visual Design*. Routledge.
- Krijnen, T., & Van Bauwel, S. (2021). *Gender And Media: Representing, Producing, Consuming*. Routledge.
- Lee, M. T., & Theokary, C. (2021). The Superstar Social Media Influencer: Exploiting Linguistic Style And Emotional Contagion Over Content? *Journal of Business Research*, 132, 860–871. <https://doi.org/10.1016/j.jbusres.2020.11.014>
- Limnios, O. A. (2024). Female Language in Research Articles Written by Transgender Scientists. *Gender Studies*, 23(1), 185–203. DOI:[10.2478/am-2024-0011](https://doi.org/10.2478/am-2024-0011)
- Lind, R. A. (2023). *Race/Gender/Class/Media: Considering Diversity Across Audiences, Content, and Producers*. Routledge.
- Lou, S., Adzharuddin, N. A., Zainudin, S. S. S., & Omar, S. Z. (2024). Exploring Nexus of Social Media Algorithms, Content Creators, and Gender Bias: a Systematic Literature Review. *Asian Journal of Research in Education and Social Sciences*, 6(1), 426–431. DOI:[10.55057/ajress.2024.6.1.39](https://doi.org/10.55057/ajress.2024.6.1.39)
- Matthiessen, M. C. M. I., Wang, B., & Ma, Y. (2020). Applying systemic functional linguistics to educational linguistics: Some reflections. *Educational Linguistics Studies*, 2(1), 1–23. <https://doi.org/10.1186/s40554-016-0030-4>
- Mehrad, A. (2023). Understanding and Exploring Social Psychology in the Context Of Human Behavior. *Open Science Journal Publisher*, 8(2), 1–18. DOI: <https://doi.org/10.23954/osj.v8i2.3391>
- Milenković, K. (2025). Mapping Meaning Across Modes: An Overview Of Systemic Functional Metafunctions In Multimodal Discourse. *Facta Universitatis-Linguistics and Literature*, 23(2), 215–226. <https://orcid.org/0000-0001-8188-858X>
- Moin, S. M. A., Hosany, S., & O'Brien, J. (2020). Storytelling in Destination Brands' Promotional Videos. *Tourism Management Perspectives*, 34, 100639. <https://doi.org/10.1016/j.tmp.2020.100639>
- Moleong, L. J. (2018). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Montes, M., Wargo, J., Jones-Jang, S. M., Quan, S., Lai, B., & Riobueno-Naylor, A. (2025). Evaluating Video-Based Science Communications Practices: A Systematic Review. *Journal of Science Communication*, 24(3), V01. DOI:[10.17615/aqmv-ea23](https://doi.org/10.17615/aqmv-ea23)
- Nagymzhanova, K., Tusupbekova, B., Otep, A., & Nagymzhanov, A. K. (2024). Gender Inequalities: Understanding Gender Identity And Changing Trends. *Rivista Di Studi Sulla Sostenibilita'*, 1(1), 1–10. DOI: [10.3280/riss2024-001003](https://doi.org/10.3280/riss2024-001003)
- Nawaz, M., Hayat, M. H., Mir, S. H., & Hameed, R. (2024). Examining How

- Gender Influences Language Styles and Communication Patterns in Various Social Contexts. *Journal of Policy Research*, 10(3), 280–289. <https://doi.org/10.61506/02.00344>
- Ningrum, I. A. F., Padmadewi, N. N., & Utami, I. G. A. L. P. (2023). The Analysis of Language Features Used by Male and Female Fitness Influencers in Tiktok Videos. *SOSHUM: Jurnal Sosial Dan Humaniora*, 13(2), 182–192. DOI:[10.31940/soshum.v13i2.182-192](https://doi.org/10.31940/soshum.v13i2.182-192)
- Qin, J. (2022). Potential Contribution of SFL to Task-Based Research: an Examination of Planning Effects Using Genre-Based Theme Analysis. *System*, 104, 102695. <https://doi.org/10.1016/j.system.2021.102695>
- Sembiante, S. F., Cavallaro, C. J., & Troyan, F. J. (2021). Language Teacher Candidates' SFL Development: A Sociocultural Perspective. *Language and Education*, 35(5), 479–499. DOI:[10.1080/09500782.2020.1833909](https://doi.org/10.1080/09500782.2020.1833909)
- Setiawati, A., Hastuti, E., & Oswari, T. (2022). Circumstantial Elements Analysis of Lydia Machova's Speech in The Secrets of Learning A New Language Ted Talks: A Systemic Functional Linguistics Study. *Prasasti: Journal of Linguistics*, 7(2), 127–142. DOI: <https://doi.org/10.20961/prasasti.v7i2.53458>
- Stürmer, L., & Einwiller, S. (2023). Is This Advertising or not, and do i Care? Perceptions of and Opinions Regarding Hybrid Forms of Content. *Journal of Marketing Communications*, 29(2), 161–178. DOI:[10.1080/13527266.2022.2154065](https://doi.org/10.1080/13527266.2022.2154065)
- Sunderland, J. (2011). *Language, Gender And Children's Fiction*. Routledge.
- Susanto, B. A., & Haryanegara, M. E. A. (2025). YouTube as Informal Classroom: Symbolic Interactionism and. *Indonesian Journal of Multidiciplinary Research (IJOMR)*, 5(2), 403–410. DOI: <https://doi.org/10.17509/ijomr.v5i2.86148>
- Swari, N. M. F. P., & Ayomi, P. N. (2024). Metafunctions Analysis of Instagram Meme in @9Gag Post. *Austronesian: Journal of Language Science & Literature*, 3(1 SE-Articles), 1–11. DOI: <https://doi.org/10.59011/austronesian.3.1.2024.1-11>
- Symons, C., & Bian, Y. (2022). Using SFL In Linguistically Responsive Instruction with Multilingual Youth: a Self-Study. *International Journal of TESOL Studies*, 4(2), 91–107. DOI:[10.46451/ijts.2022.02.07](https://doi.org/10.46451/ijts.2022.02.07)
- Tannen, D., Hamilton, H. E., & Schiffrin, D. (2015). *The Handbook of Discourse Analysis* (3rd Editio). John Wiley & Sons.
- Thompson, G. (2014). *Introducing Functional Grammar* (3rd Editio). Routledge.
- Van, H. Van. (2021). Metafunctions of Language" in Systemic Functional Linguistics: a Framework for the Interpretation of Meaning of Text in Social Context. *VNU Journal of Foreign Studies*, 37(4), 1–25. DOI:[10.25073/2525-2445/vnufs.4750](https://doi.org/10.25073/2525-2445/vnufs.4750)
- Wahdania, C., & Hamzah, H. (2022). Ideational Metafunction Analysis of Power Domination in Joko Widodo's Job Creation Law Speech on October 9th 2020: A Critical Discourse Analysis. *English Language and Literature*, 11(1), 11. <https://orcid.org/0000-0002-8107-9798>
- Wahid, N. H. A., Ghazali, N. A. M., & Din, S. C. (2025). The Study of Motion Graphic Elements in Promotional Video for Tourism Industry. *Ideology Journal*, 10(2). DOI:[10.24191/idealogy.v10i2.835](https://doi.org/10.24191/idealogy.v10i2.835)

Wąsik, E. M. (2024). Extending the Domain of Interpersonal Rhetoric in Linguistic Pragmatics Through Interactional Properties of Communication Participants. *Chinese Semiotic Studies*, 20(4), 549–576. DOI:[10.1515/css-2024-2027](https://doi.org/10.1515/css-2024-2027)