

ABSTRACT

Siti Nur Soleha, Registration Number:2202220001, The Beautification Of Men Within Skincare Advertisements In Indonesian: A Multimodal Discourse Analysis, Thesis, English and Literature Department, Faculty of Language and Arts, Universitas Negeri Medan, 2024.

This research explores the beautification of men within skincare advertisements in Indonesia through a multimodal critical discourse analysis, drawing on the frameworks of Kress & van Leeuwen (2020) and Palm (2023). The research aims to explain the concept of grooming for aged men presented in advertisements and to uncover how men's beauty is represented in these advertisements. Utilizing a qualitative multimodal social semiotic method, the researcher described and interpreted the concept of beauty as presented in skincare advertising. The findings revealed 15 instances of narrative processes and 15 instances of conceptual processes. Among the narrative processes, there were 5 action processes, 5 reactional processes, and 5 verbal processes. Within the conceptual processes, there were 5 classificational processes, 5 analytical processes, and 5 symbolic processes. The analysis highlights two main findings: (1) Grooming for aged men is presented through both narrative and conceptual processes in advertisements. (2) Beauty representation in advertisements involves: a) narrative processes, including action, reactional, and verbal processes, and b) conceptual processes, including classificational, analytical, and symbolic processes. The study concludes that the representation of men's beauty in skincare advertisements is complex, utilizing multiple semiotic resources to convey the intended message.

Keywords : Multimodal analysis, Processes of grooming, Representation of beauty, Visual grammar

