CHAPTER I
INTRODUCTION

This chapter contains a brief introduction of the study. It consists of background of the study, research questions, aims of the study, scope of the study, significance of the study, research methodology consisting of data collection and data analysis, clarification of key terms, and organization of the paper.

1.1. Background of the study
Social media are not a new thing for people today. Some people may claim that social media have taken a part of their lives as they can find latest updates of their surroundings through them. Social media are online tools that can be used to share our ideas, experiences, and perspectives (Greenstein, 2007). Social media may also be applied as known as “an umbrella term that defines various activities that integrate technology, social interaction, and the construction of words, pictures, audio, and video” (Kagan, 2008, p. 2).

Along with rapid advancement of technology in recent years, types of social media are increasingly diverse, for instance Friendster, Facebook, Twitter, Tumblr, and so forth. Beside various types of social media that are brought by the rapid advancement of technology, ways to access social media are also developed. Social media is finally available in the form of mobile applications. Hence, people do not have to stay in front of their personal computers to check their social media’s notifications. Moreover, some social media are exclusively available in the form of mobile application only. One of them is Instagram.

Instagram is a “mobile-only application that lets the users share visual moments of their days” (Jordan & Newton, 2012, p. 2). Established in October 2010, Instagram is characterized by its distinctive features that can make a photo looks more beautiful and artistic by using filters and tilt-shift focus. Instagram actually can be accessed in the form of web page (Instagram.com), but it only facilitates the users to open their feeds. Instagram users are unable to upload their photos from the web version.
In the web version of Instagram, there is a sentence stating that Instagram is “a fast, beautiful, and fun way to share your life with your family and friends”. Things that a person may share in Instagram are Instagram users may share are not merely things of his or her life taken in beautiful shot and polished by filters. Instagram photos may also contain the users’ characteristics or ideology/preferences. Besides, life itself has very broad meanings. However, the concept of life brought by Instagram may be narrowed down to social life as Instagram is a social media platform. Social life is usually related to daily activities, identity, and lifestyle (Jim, 2006). However, according to Anderson and Taylor (2015) and Rinosa (2013), consumptive lifestyle or consumerism is a prominent lifestyle that appears in Instagram photos. Of the kinds of lifestyles projected in Instagram photos, the writer sees consumerism can be considered as the prominent lifestyle that Instagram users show through their posts. This phenomenon can be seen from the trend of typical photo categories that Instagram users often post, such as their branded belongings, fine destinations they visit, and the food they order at some fancy restaurants.

Consumerism itself is “a way of living in which the person…makes consumer goods the object of his heart’s desire; that is they become the source of his identity and the goal toward which his life is oriented” (de Souza, 1999, p. 9). De Souza (1999, p. 9) also adds that consumerism is “living in a manner that is measured by having rather than being”. Moreover, since consumerism seems to be closer to the manner of having, consumerism may be attached to material culture in which we can ‘read’ people based on what they wear, use, or have (Berger, 2013).

As Instagram allows its users to share their life, it will be interesting to see how lifestyle is represented in Instagram photos. In addition, life may also be considered as a sign and may be represented as beyond what appears on the surface. Therefore, social semiotics, in which meanings are socially constructed by specific societies, is applied to explore the meaning of the photos.

There are several studies analyzing Instagram photos that have been conducted. Hu, Manikonda, & Kambhampati (2014) analyzed photo content and user types of Instagram. They found that there were 8 popular photo and user...
types of Instagram, namely self-portraits, friends, activities, captioned photos (pictures with embedded text), food, gadgets, fashion, and pets. They also found that there were 5 types of Instagram users: selfie-lovers, foodporn-lovers, friend-lovers, captioned photo-lovers, and activity-lovers. Silva, de Melo, Almeida, Salles, and Loureiro (2013) compared Foursquare and Instagram in investigating city dynamics and urban social behavior. They found that Instagram offers a more distinguishable cultural signature and is impervious to change over time, though both social media are pertinent to catch particular signatures of cultural behaviors. Another study investigating Instagram was conducted by Hochman and Schwartz (2012). Investigating cultural visual rhythm of New York City and Tokyo through Instagram photos posted in both cities, they found that there were typical differences among these cities, such as local color usage, cultural production rate, and varied hue’s intensities. As mentioned above, Instagram photos have been analyzed using various approaches. Unfortunately, none of the aforementioned studies there is no any study that have analyzed Instagram photos using multimodal analysis yet.

Leaning on those previous studies, this study attempts to investigate the status and logico-semantic relations between the verbal and the visual mode of the selected Instagram photos and find out the signification of the representation of lifestyle in selected Instagram photos. The study involves 196 Instagram photos taken from 15 out of 106 Instagram accounts of SMPN 5 Bandung alumni of 2007. The photos from each user are purposively selected as the data of the study. This study employs Transitivity proposed by Halliday (Gerrott & Wignell, 1994) for the verbal analysis, Reading Images proposed by Kress and van Leeuwen (2006) for the visual analysis, and text-image relation system proposed by Martinec and Salway (2005) for the analysis of the status and logico-semantic relation which is elaborated to see the interaction between the verbal and visual modes in selected Instagram photos.

1.2. Research questions
This study is conducted to answer these following questions:

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THE REPRESENTATION OF LIFESTYLE IN SELECTED INSTAGRAM PHOTOS
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1. What are status and logico-semantic relations between the verbal and visual of the selected Instagram photos? How do the verbal and the visual modes interact in the selected Instagram photos?

2. What does the representation signify? What do the verbal and the visual modes used in the selected Instagram photos signify?
1.3. **Aims of the study**
This study is aimed at:
1) investigating the interaction between the verbal and the visual modes in selected Instagram photos
2) finding out the signification of the representation of lifestyle in selected Instagram photos

1.4. **Scope of the study**
The study is confined only in investigating the interaction between the verbal and the visual modes in selected Instagram photos and how consumptive lifestyle is verbally and visually represented, and to elaborating what those modes signifies.

1.5. **Significance of the study**
The study is expected to give contribution in seeing how the verbal and the visual of the selected Instagram photos are related in terms of status and logico-semantic relations, and how the knowledge of lifestyle in selected Instagram photos is represented. This study is also expected to enrich the data in any further study on social semiotics and Instagram as well, as Instagram may be considered a popular social media nowadays. Moreover, this study is expected to present alternative analysis to see messages in multimodal texts.

1.6. **Research methodology**
1.6.1. **Research design**
This study employs descriptive qualitative method. Descriptive research, according to Richards & Schmidt (2002, p. 152), can be understood as “an investigation that attempts to describe accurately and factually a phenomenon, subject, or area”. While qualitative research is “a research method used to examine the condition of natural objects—the opponent is an experiment” (Richards & Schmidt, 2002, p. 435). Descriptive qualitative method has been chosen as the method in conducting the since the study focused on visual and verbal modes.
1.6.2. Data collection

The data for the study were in the forms of verbal and visual. The visual data were collected from 15 out of 106 Instagram accounts of SMPN 5 Bandung alumni of 2007. There were 19 photos used as the data of the study. The verbal texts are the captions written on each selected photo. There are several criteria which are used to sort the Instagram photos, namely:

1. The Instagram photos must have captions in the form of verbal. It can be in the form of words, clauses, or sentences. Additional information such as emoji and hashtag are acceptable.
2. The Instagram photos get 30 likes, at least. The number of likes may indicate that the photos gain good viewership so that the photo may be interesting to be investigated as well.

After that, the Instagram photos that fulfill these criteria were then saved as screenshots and used as the data.

1.6.3. Data analysis

The analysis of the data were both visual and verbal analysis. The first step was identifying the verbal by using Transitivity system proposed by Halliday (1994). If there was emoji or hashtag in the caption, it also gets identified by describing the meaning of the related emoji or hashtag. After that, the visual was analyzed by using Kress and van Leeuwen’s Reading Images (2006). The visual analysis focused on gaze, shot, size of frame, social distance, and informational value. After analyzing both verbal and visual, the status and logico-semantic relation of the verbal and visual were then analyzed. This study employed Martinec and Salway’s image-text relation system (2005) for analyzing the status and logico-semantic relation of the selected Instagram photos. The findings are based on the mentioned analysis techniques.
1.7. **Clarifications of key terms**

There are some terms used for the study. The terms are clarified below to avoid misunderstanding of the problem in this study:

- **Representation**
  A part of process in which language contributes toward meaning production of a concept in our mind (Hall, 2007).

- **Consumptive lifestyle (consumerism)**
  A lifestyle emphasizing what people have instead of what people do (de Souza, 1999).

- **Instagram**
  A “mobile-only application that lets users share the visual moments of their days” (Jordan & Newton, 2012, p.3).

- **Text-image relation system**
  A framework used to identify status and logico-semantic relation of verbal data and visual data (Martinec & Salway, 2005).

- **Multimodality**
  An analysis procedure used to analyze texts which consists of visual and verbal, by putting together a linguistic analysis and other analysis tools to understand pictures or images (Hermawan, 2013).

- **Transitivity**
  A system which pinpoints meanings constructed in wording through participants, processes, and circumstances (Emilia, 2014; Gerrot & Wignell, 1994).

1.8. **Organization of the paper**

The paper is organized into five chapters:

**CHAPTER I**

This chapter contains background of the study, research questions, aims of the study, scope of the study, significance of the study, research methodology
consisting of data collection and data analysis, clarification of key terms, and organization of the paper.
CHAPTER II
This chapter contains theoretical framework and supporting theories as the bases to analyze the phenomenon occurs.

CHAPTER III
This chapter contains the research methodology, discusses the steps and procedures in conducting the study, and provides the data resources of the study.

CHAPTER IV
This chapter presents the result of the study. This chapter is divided into two subchapters, namely findings and discussions.

CHAPTER V
The last chapter contains the interpretation toward the result of the study in the form of conclusions. Moreover, suggestions for future study are also presented.