THE DEPICTION OF BEAUTY IN NPURE INSTAGRAM CONTENT: A STUDY OF WIDDOWS' THEORY AND KRESS & LEEUWEN'S METAFUNCTIONS

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Abstract	Article Information
Social media platforms, such as Instagram, have become prominent spaces for individuals and companies to showcase their daily lives, products, and ideals. Npure, a skincare company, utilizes its Instagram presence to communicate the concept of beauty, frequently featuring women as the main characters in their posts. This study delves into the portrayal of the concept of beauty in Npure's Instagram content, with a focus on the use of women to convey this notion. By employing Widdows' (2018) theory of beauty and Kress and Leeuwen's (2021) metafunctions, a qualitative textual analysis was conducted. Data was obtained through purposive sampling of Npure's Instagram account, and subsequently analyzed within the framework of the aforementioned theories. The findings revealed that the four selected figures depict women with smooth, flawless skin holding a product close to their faces, showcasing luminosity with their smiles. Figure 5, although without a product, also highlights flawless skin. These figures exude youthfulness through cheerful expressions and firm, sag-free facial features, emphasizing beauty with clear skin, bright smiles, and a lack of visible pores or blemishes. *Keywords: The concept of beauty, social media, multimodality, three-metafunction*	

INTRODUCTION

Nowadays, social media has been adopted by individuals to have wide social networking. It is used not just for personal purposes, but additionally for professional and business ones. Social media can be utilized to obtain information, engage in online discussions,

and even promote enterprises in the form of services or products through the marketplace on Facebook, Instagram, or Twitter (Ellison and Boyd, 2013). Instagram, as a product of social media, is a platform that allows people to work creatively, share photography and videography, communicate, and advertise a business (Instagram, n.d). Instagram provides many features in order to express creativity such as reels, stories, live videos, shopping, messengers, searches and explore engines, and hashtags (Instagram, n.d). Additionally, the popularity of Instagram users is indicated by the followers' number (Veirman et al., 2017).

Due to its useful features, people attempt to utilize Instagram to make content to portray their daily life and promote their businesses in order to get many followers and earn money from that. In this current era, making content through Instagram takes a role to show the identity of the brand (Sajid SI, 2016). Many brands, such as clothing, food, and beauty products advertise their items in a natural way. For instance, generate a positive impression on the content by including meaningful or unique photographs or videos and providing an engaging caption that communicates to the viewers. One of the businessmen from Malaysia stated that Instagram has been a major change in business, in which the content about his products become viral on Instagram and significantly increase sales (Agam, DN, 2017). As a result, Instagram content has had a massive impact on establishing brand image through people and things in the content.

Instagram plays an integral element in illustrating how the notion of beauty is portrayed. Additionally, the involvement of people in advertising the brand through Instagram then creates the construction of the beauty identity (Kaur & Yunus, 2013). Beauty itself, stated by Wolf (2008), is the symbol of women's behavior and a celebration of women. In other words, the subject of 'beauty' is frequently associated with women rather than men. The book "Seeing Beauty, Sensing Race in Transnational Indonesia" stated that in the early 20th century, the concept of beauty in Indonesia is women that owned white skin faces which were influenced by American culture (Saraswati, 2013). Meanwhile, in the 1st-4th century the concept of beauty of the first empire in India, Mauryan, was represented by having long legs, wide hips, and big breasts (Dhavalikar, 1999; Bracey, 2007 as cited in Chen, et al., 2020). Another beauty standard can be seen in East Asian countries, such as Korea and China, where they focus on the size of the eyes. There, women should have big eyes to make them look cute like baby mammals (Borgi, et al., 2014 as cited in Chen, et al., 2020).

LITERATURE REVIEW

A previous study on the concept of beauty clarifies several points that the beauty owned by women is represented by their slim-tall body size and wavy hair (Chareninna, 2009). Another finding from Picton (2013) is the concept of beauty indicated through the fairness of the face and skin. Picton describes explicitly in the Fair & Lovely advertisement that having dark skin is not a representation of beauty. Hence, nowadays, the beauty of the face becomes a matter for women.

Concept of Beauty

Widdows' (2018) book entitled Perfect Me: Beauty as an Ethical Ideal introduces four concepts of beauty, which are thin and slim, firm and buff, smooth and luminous, and young and youthful.

1. Thin and slim, are the concepts of beauty that are related to the body's appearance. Thin and slim itself has several types, which are model skinny with thigh gaps, hourglass figure, thin with curves, and athletic shape. It is crucial for women to have a slim body rather than fat in order to achieve happiness (Wolf, 2008). As a result, having a thin and slim body in this era is considered as one of the beauty standards (Widdows, 2018)

2. Firm and buff, describe the physical features of the body. As displayed in the advertisement, sometimes women are presented naked to show the perfect shape of their bodies. In achieving these features requires a lot of effort, due to it being focused on the naked body shape. For instance, doing exercises with the aim to have a muscle or curve in a certain part of the body. Additionally, this feature also can be accomplished through surgery such as breast implants (Widdows, 2018).

3. Smooth and luminous, are related to the smoothness of the face and body. In order to own the label 'beauty', it requires women to keep their skin from face problems which are blemishes, scars, fine lines, hairless, and even big pores that should be treated or minimized. Thus, women are required to have smooth and bright skin in order to qualify as beautiful.

4. Young and youthful are frequently regarded as the concept of beauty, due to an aging face and body is not seen as a trait of beauty. Helen Mirren (nd) as cited in Heather (2018), stated that "Gold not old". As gold is something that is shining and valuable, meanwhile old usually refers to women who own aging, saggy, wrinkled skin, that ultimately, young and youthful are the features that are suitable to qualify as the concept of beauty.

Thus, this study focuses on two theories explaining the concept of beauty related to the face, which are smooth and luminous and young and youthful. Facial beauty is related to significant transformations, where many brands provide beauty products to fulfill women's desire to have beautiful faces. Along with that, it is essential to have a healthy skin face by using beauty care. Purchasing beauty care needs several considerations since it refers to something that costs a lot of money (Widdows, 2018) in order to achieve flawless beauty. Despite their price, beauty care provides various benefits according to each skin problem. For instance, for anti-aging, the skin requires beauty care containing an AHA (Alpha hydroxy acid) ingredient, chamomile ingredients to soothe inflamed skin, and tea tree oil for acne-prone and oily skin (Michalun, & DiNardo, 2014). Despite that, the ingredients of beauty care products have developed now. Each brand, in this present era, has its own strengths and weaknesses that cannot be compared to one another.

Npure, one of the brands from Indonesia, was established in 2017. The production is managed by PT. Penta Natural Kosmetindo Indonesia and engaged in the field of beauty care.

Npure utilized natural ingredients in formulating its products to achieve natural healthy skin. Until 2023, Npure categorizes its products into three, Centella Asiatica Series, Marigold Series, and Aloe Vera Series. Those categorizations contain beauty care products such as sunscreen, toner, eye cream, moisturizer, soothing gel, acne spot treatment, essence, etc. Npure sells its products through offline stores that are spread across several provinces in Indonesia. Besides that, Npure also utilizes online platforms such as Instagram as one strategic marketing to reach a wider range of target markets. As of June 2023, Npure has reached 654.000 followers with more than 2000 posts. On their personal Instagram page, they conducted a campaign through the hashtag #generasikulitsehat with the aim to inspire people to gain beauty by having healthy skin.

In order to be able to analyze the representation of beauty, this study will use the three-metafunction approach by Kress and Leeuwen (2021).

Three-metafunction (Kress and Leeuwen, 2021)

1. Representational, is the first metafunction to identify how the participants, process, and circumstances are portrayed in the images in order to represent the meaning (Kress and Leeuwen, 2021). Participants in this metafunction are divided into two which are represented participants (place, things, people represented in the image) and interactive participants. In this study, researchers set aside the representation of interactive participants to focus on the represented participants in the image. There are two types of representation in this metafunction, which are narrative representation relates to the action of the representational participants, meanwhile, conceptual representation refers to the construction of the image shown by the participants (Kress and Leeuwen, 2021).

2. Interactional, metafunction which is related to the engagement of how represented participants in the image are connected to one another in the image (Caple, 2013; Kress and Leeuwen, 2021). Interactional metafunction is denoted by recognizing how the image is captured, such as high angle or low angle. Moreover, in the image how represented participants gaze at one another also classifies as interactional.

3. Compositional, as the last metafunction, refers to the composition of the whole elements of the representational metafunction and interactional metafunction in the image to create a coherent meaning (Kress and Leeuwen, 2021).

In figure 1 below, the representation is shown by a woman with black-long hair, smiling naturally, having clear skin, wearing off-shoulder clothes in which her shoulders are exposed, and on the left side, there is a beauty care product with an ice effect behind it, and the MUI logo also implies in the image. The interactional in figure 1 is the product is positioned higher than the actor, to emphasize the product rather than the actor. Another interaction represented in the image between the actor, product, and ice is, applying the product on the face, which will result in a cool effect and achieve clear skin as displayed by the actor. Therefore, the compositional metafunction is seen as a whole connection between the first and the second metafunction, which is shown by positioning the actor on the right side of the frame

in order to emphasize the attention of their brand ambassador, one of the influential actors in Korea.

With those analyses of the three metafunctions by Kress and Leeuwen (2021), the researchers can relate to the theory of the concept of beauty by Widdows (2018), which states that a beautiful woman represented in the image is the woman who owns a clear skin, have a beautiful smile without fine lines, and has a young face. Therefore, this study is conducted to analyze the representation of the concept of beauty used by Npure in their Instagram posts utilizing the theory by Widdows (2018).

The significance of this study is to give benefits to any related parties. This study is expected to enhance the reader's understanding of the representation of beauty concepts that are shown in the still images through a three-metafunction approach. For students, who are majoring in English Literature, this study can be utilized as a reference for students who learn about the multimodal discourse analysis in literary text.

RESEARCH METHODOLOGY

In this study, qualitative, specifically textual analysis is utilized to describe the study. Qualitative is utilized to study a particular phenomenon, such as the meaning of people's lives and representing people's thoughts and perspectives (Yin, 2016). Textual analysis is a method of research that focuses on analyzing the texts to reveal the meaning. The textual analysis does not only include written or linguistic texts, but images in advertisements, movies, and paintings are also considered texts (Smith, 2017). This study attempts to analyze how the concepts of beauty are represented in Npure Instagram content. Thus, this method is appropriate for describing beauty features and meaning the social media content, such as Instagram.

The source of data is the original place where the data is taken, meanwhile, data is the information that will be used in collecting and analyzing the data. The source of this study is taken from social media, specifically the official Instagram account of Npure. As there are many contents on their official Instagram, this study uses the purposive sampling technique by Keith and Kenny to classify the research sample. Purposive sampling is to select

the most relevant examples that enable the researchers to accomplish the aim of the research. Therefore, the data collection procedures of this study are: 1) following and observing Npure Instagram account, 2) studying contents that contain women's images and #generasiku-litsehat, 3) selecting contents posted from April 4, 2022, to April 6, 2023, 4) preparing the table of data collection to put the 10 selected contents which will also be used as the table of data analysis.

In analyzing the data, researchers will use the same table which includes the data that has been collected. The procedures of data analysis will be done in 3 steps. First, placing the columns of 3 metafunction analyses in the table, second, analyzing the metafunction elements depicted in the capture of ten selected contents with Krees and Leeuwen's theory about three metafunctions to see the representation of beauty concept. Third, presenting the results of the analysis and elaborating them with Heather Widdows's (2018) theory about the concept of beauty in the findings and discussion.

FINDINGS AND DISCUSSIONS

According to Widdow's theory about the concept of beauty, there are two beauty features related to the face. The two features are **smooth and luminous** and **young and youthful.** Align with that, from the ten selected contents, smooth and luminous are portrayed in the five contents, while young and youthful are depicted in the rest five contents. The ten contents are photographed dominantly in medium close-up using three metafunctions. It is implied that the contents belong to face treatment while ensuring the focus is on the face rather than the body. The smooth skin is also depicted dominantly in the ten selected contents to emphasize the features of beauty. The following explanation is the deeper analysis of the three metafunctions in the *Npure* contents.

Smooth and Luminous

Smooth and luminous are the beauty features related to the physical face. Smooth and luminous typically refer to the smoothness and texture of the skin. The characteristic of these features is also reflected by the skin which does not have hair, no pock-marked or blemished (Widdows, 2018). These features are also what women are increasingly looking for as the definition of the beauty standard.

Figure 2: Npure sunscreen   Figure 3: Npure serum   Figure 4: Npure lotion

Figure 5: Npure ingredients   Figure 6: Npure moisturizer

The figures attached were posted in a different timeline. Figure 2 in January 5, 2023, figure 3, in November 20, 2022, figure 4, in January 14, 2023, figure 5 in October 26, 2022 and figure 6 in February 8, 2023.

In figures 2 and 3 there are represented participants which are young women wearing a tosca top that matches the color of the product they hold. The women are smiling, showing her teeth, and holding the product close to their faces, which indicates the products are for the face. Despite the engagement words, from figure 2 the product is used on the face which the audience can notice that the product's holding is made for the face. The caption in figure 2 also matches with the product on her face. Figure 2 and 3 share the same circumstance which carries a nature theme, which is shown by the leaves in the background in figure 2 and the flower top worn by the woman in figure 3. It is implied that eco-friendly ingredients formulate the products. In figure 4, the representation shown is depicted by a white woman wearing a white dress and holding a product in gray packaging, written text in gray colors. She smiles while pumping the product with her right hand and another hand receives the amount of pouring product. The background is depicted in gray with a vanished fruit (noni) picture, that indicates one of the ingredients of the product. Figure 4 is depicted by a white

woman wearing a white dress and holding a product in gray packaging, written text in gray colors. She smiles while pumping the product with her right hand and another hand receives the amount of pouring product. The background is depicted in gray with a vanished fruit (noni) picture, that indicates one of the ingredients of the product. The representation in Flor which emphasizes that the features of beauty shown in figure 6 are cleigure 5 is shown by a close-up of the woman's half-face with her smiling and showing teeth. This figure wants to emphasize the skin texture owned by the woman. In figure 6, the represented woman looks happy with a simple smile using the product on her face. One hand acts holding the product rounding the face near her ear. Her hand gesture and the engagement phrase create a circle shape. In the circle shape, the participant's face is dominantly showing. The represented woman owns a tan skin coar and smooth skin texture. The setting is outside which indicates that this product is suitable for usage outdoors. Moreover, blurry green and white backgrounds match the color participant's clothes and products. The color of the product can be shown on point by the blurring background.

The interactional shown in figures 2, 5, and 6 are the same. Those three figures are looking up from a high angle. On the other hand, in figure 3, the interaction shown is the woman looking straight from an eye-level angle. In figure 4, the interaction is the woman looking down at the product.

The caption in figures 2, 3, 4, and 5 focuses on the skin problem and the solutions. Meanwhile, figure 6 highlights the quality of the product. In figure 2, 3, 5, and 6, the caption "love your skin wear sunscreen", "atasi jerawat tanpa ribet", *"NPURE series sesuai skin concernmu"*, *"Jarang diomongin padahal bagus"* are put on the right side and the represented people are put on the left that indicates people need to focus on the women first who own smooth skin, no blemished, hairless faces, then achieving those features by using Npure products according to the skin problems. In contrast with figure 4, the caption "Cukup 7 hari" is put on the left and *"Untuk atasi Alergi dan Bekas luka"* is put on the right. It is implied that people need to focus on how fast the product repair the skin problems and followed by the caption on the right that contains the skin problem. Moreover, the woman is portrayed in a medium shot, showing half of the body, indicating the product is not only for the face, yet it is also can be applied to the body.

With the three metafunctions, viewers can see how smooth and luminous is represented in the image. In figure 2, 3, 4, 5, and 6 the smoothness of the five women's faces represented in the image is no acne, no pores, no blemish. Therefore, the representation of smooth and luminous according to the theory of Widdows (2018) are portrayed in the figures attached. Moreover, all figures focus on the skin problems and the solution to achieve smooth and luminous skin, rather than the ingredients formulated in the skincare that can be seen from the caption in the image.

Young and Youthful

Young and youthful is another beauty ideal highlighting some features which are firm, anti-aging, and not saggy in the face. These characteristics are not only owned by teenagers at a young age but also apply to older women (Widdows, 2018). Currently, older women are engaged in an intense desire to attain a young and youthful face which has subsequently been normalized as a global beauty standard.

Figure 7: Npure clear pad   Figure 8: Npure serum   Figure 9: Npure toner

Figure 10: Npure ingredients   Figure 11: Npure toner

The figures attached were posted in a different timeline. Figure 7 on September 3, 2022, figure 8 on April 5, 2022, figure 9 on April 4, 2022, figure 10 on January 20, 2023, and figure 11 on April 6, 2023.

The represented participant shown in figure 7 is a woman with her hair in a bun, indicating her youth, she is shown wearing form-fitting sleeveless clothing that fits her petite frame. She strikes an adorable pose, closes her eyes, and smiles with her teeth while holding a product with her right hand. The background is depicted in Tosca with vanished Centella asiatica leaves, which indicates one of the ingredients of the product. In the image, there is also the caption "AHA/BHA Do's and Don'ts". In figure 8, a 40-year-old woman smiles as she holds a product which is beneficial to make older women look youthful. Moreover, the caption supports that the product makes her younger than her age. The representation in figure 9, is a woman smiling showing her teeth with a side profile pose, and holding a product.

There is a caption in the images that says *"... kulit jadi lebih sehat dan fresh"* the word 'fresh' is one of the young and youthful features. The represented woman in figure 10 is smiling and wearing the red cloth with her hair tied in a bun. The products are put down near her hands and the caption *"3 kebiasaan…"* is put on the right side. Figure 11 is depicted by a woman wearing a hijab pouring the product with her right hand and another hand receiving the amount of pouring product. She smiles showing her teeth, indicating her cheerfulness.

There is no interaction with other participants as shown in all figures. The figures are portrayed at an eye-level angle. The represented women in figure 7 and 9 are put on the right frame, figure 8 and 9 are put in the center, meanwhile figure 10 is put on the left side.
The composition in figure 7 can be seen from the text "AHA/BHA" that is put on the left side to make viewers more focused on the ingredients of the product. In figure 8, 9 11, the woman is put on the top to emphasize that people need to focus on their face who have cheerful, fresh features and followed by the explanation of the image in the caption. Figure 10 also puts the woman on the left side and the caption on the right side. It is implied that the caption is less important than the woman portrayed.

Three metafunction analyses support young and youthful features that can be seen in figures in which all women are depicted with cheerful, fresh faces, firm, and have no saggy in their faces. These features also apply to the older woman portrayed in figure 6. As a result, the figures attached show the depiction of young and youthful according to Widdows' (2018) theory.

CONCLUSION

The aim of this study is to acknowledge the representation of the beauty concept on the Npure Instagram through the hashtag #generasikulitsehat. Therefore, this study analyses the visual of the still image containing the hashtag #generasikulitsehat. The researcher collected data from Npure Instagram. In this study, the researcher found that Npure represents the beauty concept of women along with Widdow's theory which is smooth and luminous and young and youthful. In conclusion, the four figures have shown the smooth and luminous by representing the women who have smooth, clean faces with no pores and blemishes, holding the product near their faces with a bright smile. On the other hand, in figure 5 there is no product depicted, but it delivers the same features of theory which are no pores and blemishes on her face. Moreover, figures in the young and youthful are also shown beauty features by representing both women having cheerful expressions pictured by their smiles, and firm faces with no saggy on their faces. Reflecting on the study conducted, the researcher aims to make recommendations for attaining precise analysis in showing the intended message depicted. Further researchers could consider utilizing varied approaches to similar cases. Therefore, the recommended books that can enhance the researcher's understanding of visual grammar

analysis are "Reading Images" by Kress and Leeuwen and "Photojournalism" by Helen Caple. Furthermore, the researcher hopes that this study will be beneficial for students majoring in English Literature.

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