

**THE MULTIMODALITY ANALYSIS OF OFFICIAL INSTAGRAM  
ACCOUNT OF STATE AND PRIVATE ISLAMIC  
UNIVERSITIES IN MEDAN**

**SKRIPSI**

*Submitted in Partial Fulfillment of the Requirements*

*For the Degree of Sarjana Pendidikan (S.Pd)*

*English Education Program*

**By**

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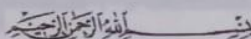


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Dengan ini menyatakan bahwa skripsi saya yang berjudul **"The Multimodality Analysis of Official Instagram Account of State and Private Islamic Universities in Medan"** adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini dengan sesungguhnya dan dengan sebenar-benarnya.

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## **ABSTRACT**

**Putri, Aulinnia. 1802050090. The Multimodality Analysis of Official Instagram Account of State and Private Islamic Universities in Medan. Thesis. English Education Department Faculty of Teacher Training and Education. Universitas Muhammadiyah Sumatera Utara. 2023.**

This research discussed about multimodal analysis in Instagram posts focused on visual and verbal elements. The aimed was to describe the implementation of visual elements and analyze the verbal elements realized in Instagram posts. There were three accounts that collected data on Instagram State Islamic University (@uinsu\_official), Private Islamic Universities (@umsumedan) and (@umnalwashliyah). Data was collected by taking screenshots of posts and analyzing images to find visual and verbal elements. The method of this study was the qualitative method of Miles, Huberman and Saldana (2014), using the visual elements theory of Kress and Leeuwen (2006) and the verbal elements theory of Cheong (2004). As a result of this research found 18 images consisting of three visual elements, they are lead, display and emblem, on three official Instagram accounts of state and private Islamic universities in Medan. The most dominant visual elements is the emblem. The elements found in these posts consisted of three verbal elements, they are announcement, call and visit, and tag. The most dominant verbal elements are announcement, and call and visit.

**Keywords: Multimodal, Instagram, Visual Elements, Verbal Elements**

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The Reseacher

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## TABLE OF CONTENTS

<b>ABSTRACT</b> .....	<b>i</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>ii</b>
<b>TABLE OF CONTENT</b> .....	<b>v</b>
<b>LIST OF FIGURE</b> .....	<b>vii</b>
<b>LIST OF TABLE</b> .....	<b>viii</b>
<b>LIST OF APPENDIXES</b> ....	<b>ix</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
A. The Background of the Study .....	1
B. Identification of the Problem .....	4
C. The Scope and Limitation .....	4
D. Formulation of the Problems.....	4
E. The Objective of the Study .....	5
F. The Significance of the Research.....	5
<b>CHAPTER II REVIEW OF LITERATURE</b> .....	<b>7</b>
A. Theoretical Framework .....	7
1. Systemic Functional Linguistic (SFL) .....	7
2. Multimodal....	8
3. Visual Elements .....	10
4. Verbal Elements .....	13
4.1. Verbal Analysis .....	14
5. Multimodal in Social Media.....	19

5.1. Instagram .....	20
B. Previous of Relevant Study .....	20
C. Conceptual Framework .....	22
<b>CHAPTER III METHOD OF THE RESEARCH .....</b>	<b>23</b>
A. Research Design .....	23
B. Source of Data .....	23
C. Technique for Collecting Data .....	24
D. Technique for Analyzing Data .....	24
<b>CHAPTER IV DATA, DATA ANALYSIS, AND FINDINGS.....</b>	<b>26</b>
A. Data .....	26
B. Data Analysis .....	26
C. Findings.....	92
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>	<b>94</b>
A. Conclusion .....	94
B. Suggestion .....	94
<b>REFERENCES .....</b>	<b>96</b>

## LIST OF FIGURE

Figure 2.1. The Example of Multimodality in Private University .....	12
Figure 2.2. The Example of Multimodality in State University .....	17
Figure 2.3. Conceptual Framework.....	22
Figure 4.1. 25 November 2022 .....	27
Figure 4.2. 30 October 2022 .....	30
Figure 4.3. 27 October 2022 .....	34
Figure 4.4. 17 October 2022 .....	38
Figure 4.5. 05 October 2022 .....	41
Figure 4.6. 22 November 2022 .....	45
Figure 4.7. 25 November 2022 .....	48
Figure 4.8. 29 November 2022 .....	52
Figure 4.9. 17 November 2022 .....	55
Figure 4.10. 17 October 2022 .....	59
Figure 4.11. 18 September 2022 .....	62
Figure 4.12. 22 October 2022 .....	65
Figure 4.13. 30 November 2022 .....	68
Figure 4.14. 16 November 2022 .....	71
Figure 4.15. 12 September 2022 .....	75
Figure 4.16. 28 September 2022 .....	78
Figure 4.17. 08 September 2022 .....	81
Figure 4.18. 27 January 2023 .....	84

## LIST OF TABLE

Table 4.1. The Visual and Verbal in the Posts on the Official Instagram Account of State Islamic University in Medan (@uinsu_official).....	87
Table 4.2. The Visual in the posts on the Official Instagram Account of Private Islamic University in Medan (@umsumedan).....	88
Table 4.3. The Visual in the posts on the Official Instagram Account of Private Islamic University in Medan (@umnalwashliyah).....	89
Table 4.4. The Visual and Verbal Modes Represented in the Posts on the Official Instagram Accounts of State and Private Islamic Universities in Medan.....	91

## **LIST OF APPENDIXES**

- Appendix 1 Profile of the Official Instagram Account of the State Islamic University of North Sumatera (@uinsu\_official)
- Appendix 2 Profile of the Official Instagram Account of the Private Islamic University of North Sumatera (@umsumedan)
- Appendix 3 Profile of the Official Instagram Account of the Private Islamic University of North Sumatera (@umnalwashliyah)
- Appendix 4 Permohonan Persetujuan Judul Skripsi
- Appendix 5 Form K-1
- Appendix 6 Form K-2
- Appendix 7 Form K-3
- Appendix 8 Berita Acara Bimbingan Proposal
- Appendix 9 Berita Acara Seminar Proposal
- Appendix 10 Lembar Pengesahan Hasil Seminar Proposal
- Appendix 11 Surat Keterangan Izin Riset
- Appendix 12 Surat Keterangan Selesai Riset
- Appendix 13 Berita Acara Bimbingan Skripsi

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

Communication and technology are transmitted directly and strongly. The veiled intent of a particular discourse whose communication is based not only on verbal communication but also on visual communication. In addition, a form of communication that we often encounter is the original method, the photos or posters of the contributor.

Images combine with color, text, and layout, creating conversations that people can relate to. By combining text and images when presenting information, people's discourse is oriented towards a certain ideology. What is shown in the images and text contains implied and explicit meanings.

Visual communication conveys information to people through images, signs, or advertisements. This is an effective way of conveying information. Most people tend to respond more quickly to visual images than text. Images used in visual communication help to entertain and inform.

Multimodality is a concept that is often discussed by linguists and symbolists. Multimodal emphasizes that all means of communication play an important role in communicating both linguistic and non-verbal messages, as language contains meaning, content, or informative content doing. The multimodal of this study is an analysis of rules and principles that allow viewers

to understand the potential importance of relative placement of elements, framing, emphasis, proximity, saturation, font style, etc. (Machin, 2007). Therefore, it can be seen that each semiotic mode is a momentum of meaning or possibility, and multi-modality is primarily focused on studying the interrelationships between different communication modes. In addition, the concept of multi-modality is a useful criterion for measuring and assessing the variety of meanings.

As noted by Michelle Anstey and Geoff Bull (2010), these different symbols are also called multimodal, and a text is said to be multimodal if it appears from two or more combined symbol systems. There are a total of five symbologies it is, verbal, visual, acoustic, gestural, and spatial.

With this mind, the text for researchers can relate to two different things. First, textual meaning can translate itself into a semantic (semiotic) mode. Second, the text can also be understood as a container. That's where the symbolic mode is used to give meaning. For example, a poster as a whole is called a text, in which verbal and visual are used as two symbolic modes of conveying a message.

Kress and Van Leeuwen (2006) *A Grammar of Visual Design*. It provides a framework for analyzing and understanding visual images and the interactions between verbal and visual elements in media discourse.

The reason visual communication is so important for conveying information in posts is because it's easier to prove a signal quickly than reading a sentence of text. Apart from that, it also helps in achieving consistency. Visual communication is also an easy, effective and flexible method. The reach of social media is much greater compared to traditional communication. You can receive information quickly, and easily. Social media is one of the media that can promote human activities. This study only focuses on the analysis interpersonal metafunctions for images.

In addition, the level of understanding of multimodal in social media among students is still low so that they only understand by looking at the images displayed in a post without identifying the implied meaning in other words they are able to understand the written text rather than the visual text. The low ability of students to understand the information conveyed through a text because they do not know multimodal analysis. Then, students find it difficult to understand the reading so that the information contained in the post is not understood. Social media is only used by students to read things that are fun, not things that are learning.

Students only look at Instagram posts because they think the posts are boring or they don't pay attention to the posts they want to know. They see the post and don't know about multimodal. Because most of them have not learned about multimodal and do not know that the post contains multimodal elements.

The author hoped to carry out this research to help a broader understanding of the function and use of various images and words contained in



the official Instagram account posts of state and private Islamic universities in Medan.

### **B. The Identification of the Problem**

The problem of this research were identified as follow :

1. Students just played the Instagram without knowing its function.
2. Students' understanding of multimodal analysis of Instagram posts was still low.
3. Students skipped the post because it looked boring.

### **C. Scope and Limitation**

This research was focused on the multimodal analysis announcement on the official Instagram accounts posted at state Islamic university (@uinsu\_official) and private Islamic universities (@umsumedan and @umnalwashliyah) in Medan. And it is primarily limited on the study of function of visual elements that appear in some posts of official Instagram accounts. The data was taken from the posting in the late of 3 months and the theme of research was about the congratulations on the Instagram post.

### **D. The Formulation of the Problem**

The problems were formulated as the following:

1. How did the visual elements of multimodality shown in the post on the official Instagram accounts of state and private Islamic universities?

2. Which elements were dominated on the display in the official Instagram accounts posted of state and private Islamic universities?
3. Why did it become the most dominant visual elements of multimodality?

#### **E. The Objective of the Study**

Based on the formulation above, the objective of this research were as follows:

1. To analyze the visual elements shown between post on the official Instagram accounts of state and private Islamic universities.
2. To analyze the elements that dominantly appear on the of official Instagram accounts, both state and private Islamic universities in Medan.
3. To analyze why its elements become the most dominant visual element of multimodality.

#### **F. The Significance of the Study**

This research was expected to be useful for all parties so that the significances of this research was divided into two things, theoritically and practically:

1. Theoritically

The results of this study were expected to contribute as a source of multimodal research on posts, especially the analysis of visual and linguistic elements of metafunctions, especially the empirical visual features of posts on Instagram accounts.

## 2. Practically

This research contributed to the following stakeholders: for example, for students, this survey was very helpful in providing information about multimodal posts, especially how to express the meaning of visual linguistics and analyze it with meta-functions, especially about post-functional experiences.

The teachers and lectures used this study as an additional source to express the multi-modality of the post, specifically the visual meaning, and teach how to analyze the linguistics of meta-functions, especially the empirical function of the post.

And finally for the other researchers in this study, more on Instagram's multimodal posts, especially how to express visual meaning and analyze the linguistics of metafunctions, especially the empirical functions of posts.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

This chapter focuses on communicating the theoretical foundations of research. A theory is needed to explain the concepts of applying the terms used in conducting research. The concept of this study needs to be explained theoretically to avoid misunderstandings by the reader.

#### **1. Systemic Functional Linguistics (SFL)**

Systemic functional linguistics is a theory of language which highlights the relationship between language, text and context. Its scope is wide in that it sets out to explain how humans make meaning through language and other semiotic researchers, and to understand the relationship between language and society.

SFL followed this up by introducing a language theory framework systematic functional linguistic principles. This theory applied interpretive semiotic, thematic, and interdisciplinary language based approaches in examining the phenomenon of discourse analysis (Sinar, 2012). The term “systematic” (S) includes systematic relationships and decisions. A speaker system in a relational network system. This selection is based on the vertical or paradigmatic systems of meaning involved and their interrelationship with the phenomenon under study,

the systems that underlie of meaning behind, under, above, or around the phenomenon under study (Sinar, 2012).

The term “functional” (F) means that discourse analysis is paying attention the functional realization of systems in structurally horizontal and syntactic structures and patterns, the functions or meanings of meanings existing in language, and the functions of language to create the meanings expressed by writers according to their purpose is give meaning to the text. Meaning and function are important factors in creating text. Contextualizing learning for language learners means that language learning how to interpret language, (Halliday dalam Sinar (2012)).

## **2. Multimodal**

Multimodal is a term used to refer to how people communicate using different modes at the same time (Kress & van Leeuwen, 1996), use several semiotic modes at the same time in the design of semiotic products or events, and are defined as being used in certain situations. . modes of communication, combining these modes to enhance, complement, or maintain in a particular order (Kress and van Leeuwen, 2001). Multimodal can also be described as jargon intended to show that people use different semiotics in the process of meaning (Iedema, 2003). On the other hand, Chen (2010) defines multimodal as all verbal and visual semiotic sources that can be used to achieve the type and level of dialogue participation in textbooks. In the context of text analysis, multimodal is

understood as analyzing using linguistic analysis tools and procedures such as: systemic functional linguistics (SFL) combined with analytical tools to understand the image when the text to be analyzed uses two verbal and visual modes.

Multimodality is not a new phenomenon. Baldry and Thibault (2006) state that we live in a multimodal society. People in this era experience the world in a multimodal way and use language, images, gestures, actions, sounds, and other resources to understand the world in a multimodal way. Multimodal literacy (Jewitt and Kress 2003) focuses on shaping discourse by coordinating certain semiotic contributions (language, signs, images, etc.) across multiple consistent modalities (visual, auditory, physical, etc.)

According to Christie (2005), multimodality refers to multiple modes of communication used simultaneously in text, meaning not only verbal, but also visual images and, in some cases, sounds. Multimodal discourse analysis is a discourse research study that examines text in combination with images, colors, symbols, and other semiotic sources. Social and multimodal semiotic approaches presuppose that visual communication, movement, and behavior have evolved into a semiotic system through clearly expressed social use, such as language. (Kress, Jewitt, Ogborn and Tsatsarelis 2000, p44).

### **3. Visual Elements**

Visual elements can be moralized in the same way as verbal elements. According to O'Halloran (2004), visual images are a form of nonverbal communication it can be learned and understood in a way similar to language.

There are three visual elements in analysis with grammatical based on O'Halloran, they are leads, displays and emblems.

**a. Lead**

Lead is the main component of the indicator. This element plays an important role in print advertising. Print ads can be displayed in size, position and color to create impact and meaning to users. Cheong (2004) classifies lead components into attention trajectory and attention trajectory components. The Locus of Attention serves as the core of the advertising message and is presented in size and color with a unique quality compared to other visual elements. The Locus of Attention Supplement acts as a liaison, drawing the public's attention to a particular part of the Locus of Attention. The ideal function is to describe the advertiser-created reality to draw the public's attention and interest to it, which is a trick of manipulation.

**b. Display**

According to O'Halloran (2004) Display is a visualization of a product or service in advertising. While the display serves to depict a product realistically and explicitly, the implied function shown here does not allow an unrealistic product or service to be realized through other media. On the other hand, visual elements work in clear harmony to bring the product to life without symbolization or representation. Discord embodies products through symbolization.

### c. Emblem

The visual element of the symbol is visually realized by the product logo advertised on the product. Emblems give identity or status to the product on both sides to match the proportions of the ad text. Positional emblems are found throughout the ad. Example:



**Figure 2.1. The Example of Multimodality in Private University**

#### a. Lead

This main image is the image that stands out the most because it is the image that catches the viewer's attention when viewing the post. Here, the main focus can be seen from a very clear visual of the whole body and face.

#### b. Display

The display shows Effects. In this image, there are decorations to make the post look more elegant, and the image is rarely found in other posts.



### **c. Emblem**

The emblem is the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there is a logo from the Universitas Muhammadiyah Sumatera Utara with a blue background, white writing, there are pictures of the sun, rice, and cotton, Muhammadiyah writings in Arabic, and a pentagon circle. Placed in the upper left corner so that it is easy to see the logo.

## **4. Verbal Elements**

According to Cheong (2004) cited in O'Halloran (2004), it provides a further description of the General Structure of Potentials (GSP). According to Cheong's analysis (2004:173), the most important language element that reveals and conveys the meaning of advertising message text is the announcement within the advertising text, which offers three possible explanations. The only advertising message announcement, the message aspect and keyword aspect in the most important interpersonal text. There are three elements and they are:

### **a. Announcement**

The most important language element in ad text is the announcement. The primary announcement has three meanings: 1. As the only advertising message, 2. Important interpersonal elements among other messages in the text, and 3. As a catchphrases. Side announcements are relevant in interpersonal areas that are less important in advertising.

**b. Tag**

Specific information about the product/service not included in the enhancer is captured in the tag. Tags are usually in the form of one-liners in small letters and are usually unobtrusive as shown in previous featured ads. Grammatically, tags are usually recognized as non-finite.

**c. Call and Visit Information**

Call and visit information consists of contact information regarding where, when and how the product/service is available to the consumer.

**4.1. Verbal Analysis**

Clauses represent actions related to one's inner self someone's experience and the outside world. According to Halliday et al. Matthiessen (2014) we use language to understand our experiences and communicate with other people. In this capacity they have some points to present their experience. They are participants, process and fact.

A participant is an actor that performs an action in a clause. participants are nearby in the middle; they are directly involved in the process and bring it appear. Participant is required in the clause. Then the situation is background of the process undertaken by the participants. The fact is specify when, where, why and how the process will be performed. How's it going place, time, kind, scope, cause, contingency, accompaniment, role, matter and angles. Situations are optional as they are not in all clauses. Situation. Next, the process is the most

central element of composition. Procedures are also required. Transitivity builds the world of experience through transitivity, we can transform it into a manageable set of process types and analyze the types the type of process used primarily by the speaker or author of the process text. Halliday and Matthiessen (2014) state that this clause interprets relationships. Of meaning between a word and its meaning.

There are three principle types of process, they are material, mental and relational and three subsidiary types of the process such as behavioral, verbal, existential.

**a. Material Process**

A material process is a process of doing human. Indicates an event or activity. There are two material processes participant I performs an action specified as an actor, and Participant II causes changes affected by the action specified as the target.

**b. Mental Process**

Mental process refers to verbs that express perception, cognition, and affection. Known as a kind of process that associates sensations with emotions thinking and perception. In this case, the first participant referred to meaning. Must be conscious or human summoned by sensors. Participants or objectives are named by phenomena. Have a verb such as know, see, like, want, think, imagine, etc. related to this process upon.

### **c. Relational Process**

Relationship processes include states of being, including having. Typical realized by the verb to be (is, am, are, was, were) or several verbs of the same class (known as copula verbs). There are two classification of relational processes, they are relational attribute processes, relationship identification process. For relationship attributes, the first participant the second participant is called by attribute, but named by Carrier. Then relationship identification, the first participant is named by a token, other participants are nominated by value. According to Eggins, nominal groups are usually more strongly unique in identification. Attributes are undefined nominal groups. That is no passive voice in relational attributes. Otherwise it can be passive most of the first participants other participants are the nominal group.

### **d. Behavioural Process**

Behavioral processes are physiological or psychological processes action. Here, behavioral processes related to something physical or mental, this is the first participant role called action, but no name second participant. Examples of this process include laughing, laughing, bowing, such as sleep.

### **e. Verbal Process**

The language process is known as the speaking process. Between mental and material processes.

### **f. Existential Process**

The existential process is the practice of assuming there was/was. Something exists or happens. The existence process explains "exist" or exist.

During the period, the first participant has no name. The second participant is called present. An example of this process is: come, go, etc.

Example:



Figure 2.2. The Example of Multimodality in State University

#### a. Announcement

The words "Selamat Datang" on the post are a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.

#### b. Tag

*Humas dan Informasi*

*UIN Sumatera Utara*

Circumstance

Location

## 5. Multimodal in Social Media

Social media is a digital platform that facilitates its users to communicate with each other or share content in the form of writing, photos, videos, and is a

digital platform that provides facilities to carry out social activities for each user. Social media uses web-based technologies that turn communication into interactive dialogue. Several types of popular social media sites today include Instagram, Twitter, Facebook, Tiktok, and YouTube.

Van Dijk in Nasrullah (2015) states that social media is a media platform that focuses on the presence of users who support them in their activities and collaborations. Therefore, social media can be said as an online media (facilitator) that strengthens the relationship between users and social ties. Many have already observed that human use of the Internet is becoming more and more multimodal or multimodal. "Mixed mode" (Walther & Parks, 2002). It's common for students to check their email and log in write on Facebook, Twitter, chat on WhatsApp, share videos on YouTube, post photos on Instagram, browse stories on Wattpad while the professor teaches in class.

Social media is an integral part of modern communication. It is estimated that by the end of 2016, more than 2 billion people worldwide will use social media platforms such as Facebook and Twitter to participate, communicate and interact in a variety of formal and informal activities and practices. (McCarthy et al., 2014). Therefore, it is important to understand social media platforms and how to use them.

### **5.1. Instagram**

Instagram is an image-based social media that provides online photo or video sharing services. Instagram comes from the understanding of the overall

function of this application. The word “insta” comes from the word “instant”, like the polaroid camera which at that time was better known as “instant photo”. Instagram can also display photos instantly, like a polaroid in its display. As for the word “gram” comes from the word “telegram” whose work is to send information to other people quickly. Similarly, Instagram can upload photos using the Internet, so the information you want to convey can be received quickly. Therefore, Instagram is a unit of the words instant and telegram.

All means of communication play an important role, and both verbal and visual have beneficial implications. One of the social media that combines two or more modes is Instagram. According to data released by Napoleon Cat, Instagram users in Indonesia reached 69.2 million (69.27 million) users in the period January to May 2020. Instagram is an image social media that can provide photo and video sharing services. The Instagram app allows users to provide information by uploading images and videos to their feed. Uploaded images usually contain visual and verbal elements. This verbal element can come from a description of an image or text.

## **B. Previous of Relevant Study**

There are three relevant studies that have relationship with this research. The first is a study by Suprakisno, Universitas Negeri Medan (2015). Journal entitled: 'Analisis Multimodal Iklan Indomie'. The multimodal analysis in this study uses whole body Linguistic Systemic Functional theory (LSF). The multimodal analysis model in this paper was developed from a mixture of

multimodal theory (Anstey and Bull, 2010) and multimodal analysis by Krees and Van Leeuwen (1996-2006). The difference from this study is that this previous study used a different theory. That is, to analyze whether indomie advertising has a multimodal sign system including verbal, visual, acoustic, gestural, and spatial.

The second is a study entitled “A Multimodal Analysis of Cosmetic Advertisement” by Sarah Aisyah (2017) from Universitas Sumatera Utara. This study used the descriptive-qualitative method of Miles, Huberman, and Saldana (2014) and applied Halliday's systematic functional language theory. The difference from this survey is that the previous survey focused on cosmetics, and the data was from cosmetics pamphlets.

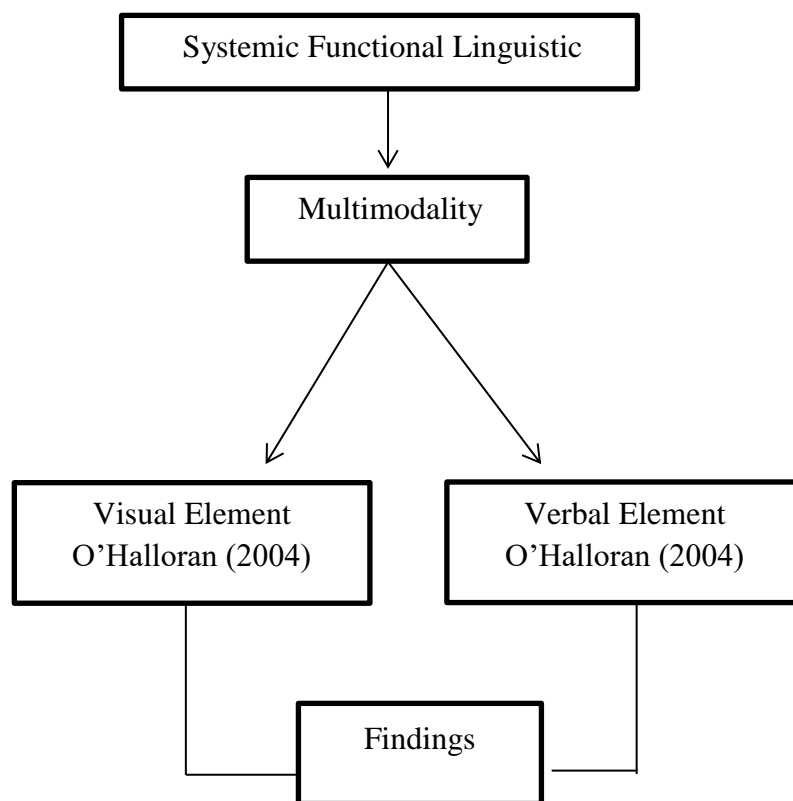
The third is a study entitled “Analisis Multimodal Pada Iklan Sunsilk Nutrien Shampo Ginseng” by Rusdi Noor Rosa (2014) from Universitas Sumatera Utara. This paper aims to analyze advertisements for Sunsilk Nutrien Shampo Ginseng (SNSG). The analysis in this paper uses a semiotic approach that focuses on multimodal systems. Verbal and visual analyzes were performed using the Cheong analytical model (2004). The difference from this research is that the research targeted for analysis used an ideal function based on the Halliday theory, whereas this previous research focused only on the linguistic and visual elements.

### **C. Conceptual Framework**

Multimodal analysis is a study in discourse studies to examine text combined with image, colors, symbols, and other semiotic sources. In addition,



the research also discusses the visual and verbal elements in the Instagram account posts of state and private Islamic universities in Medan.



**Figure 2.3. Conceptual Framework**

## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research Design**

The research method applied in this study was a descriptive research using a qualitative method. According to Miles and Huberman (2014), qualitative data is rich in sources, descriptions, and explanations of human processes. The research can use qualitative data to maintain a time-series flow, see which events produce results, and get useful explanations. This research was a descriptive study. Descriptive research helped establish the current state of the phenomenon. Qualitative research involves analyzing data such as words, images, and objects. The aim was to provide a complete and detailed description of the results and to provide many ideas and concepts.

This study used descriptive research, namely to describe and analyzed visual elements and experiential functions that were manifested in posting official Instagram accounts of state and private Islamic universities in Medan.

#### **B. Source of Data**

The source of data was taken from the posting of the official Instagram accounts of state (@uinsu\_official) and private (@umsumedan and @umnalwashliyah) Islamic universities in Medan. The primary data used was text and images in posts. The secondary data used was related information from

previous research journals or articles on visual analysis. This study took the research the official Instagram accounts of private and state Islamic universities in Medan.

### **C. Technique for Collecting Data**

In this study, researcher used a documentation technique by collecting data. The function of documentation method was to make credible the result of observation or interview. The data source of this research was posts from the official Instagram accounts both private and state Islamic universities in Medan by following the steps such as: (1) The researcher logged in into Instagram account. (2) Looked carefully at the pictures in the post to be analyzed. (3) Did screenshot on the data. (4) Identified and analyzed the data to find the visual elements.

### **D. Technique for Analyzing Data**

The data of analysis used in this research was descriptive analysis technique to get the result and conclusion. The technique of analysis was focused on four characteristic including: data collection, data condensation, data display and conclusion.

#### **1. Data Collection**

Data collection meant this research began with the steps of collecting data as mentioned on technique then analyze the problem. In this research used the post from account Instagram as a sources of data.

## 2. Data Condensation

Analyzed and determined the generic structure potential of each image in the data, then simplify it into visual forms.

## 3. Data Display

After determining the generic structure potential and sorting visual, then the data produced research results and information that was organized so that it allows for decision making and action.

## 4. Conclusion

Verified and concluded whether the function of ideational, and visual elements materialized on post of the Instagram account.

## **CHAPTER IV**

### **DATA ANALYSIS AND FINDINGS**

#### **A. Data Analysis**

The research included several images from the official Instagram accounts of state and private Islamic universities in Medan, each with different posts and visual and verbal features. However, the value of contributions did not decrease with each contribution.

#### **4.1 Realization of Visual Elements in Posts Official Instagram Accounts of State (@uinsu\_official) and Private (@umsumedan and @umnalwashliyah) Islamic Universities in Medan**

#### 4.1.1 State Islamic University in Medan (@uinsu\_official)

##### a. Data 1. “Selamat Hari Guru Nasional”



Figure 4.1.1. 25 November 2022

#### A. Visual

The researcher found three elements based on the Data 1 above, they were lead, display, and emblem as described below:

##### a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The main focus could be seen from a very clear visual of the half body and face.



### b) Display

The display showed the effect. In this figure, there was an ornament the post are colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this picture is display

### c) Emblem

The emblem was the product logo. Emblems provide identity or status for posts on both sides to match the proportions of text or images. In this post, there is a calligraphy UIN logo with a green background, there is an inscription of the Universitas Islam Negeri Sumatera Utara, and there is an image of the earth

surrounded by satellites. It could be found on the left corner for easy viewing of the logo.



## B. Verbal

The researcher found three elements based on the data 1 above, they were announcement, tag, and call and visit as described below:

### a) Announcement

The words “ Selamat Hari Guru Nasional” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



### b) Tag

*Humas dan Informasi*

*UIN Sumatera Utara*

---

Circumstance

Location

---





c) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



b. Data 2. "Selamat dan Sukses"



Figure 4.1.2. 30 October 2022

A. Visual

The researcher found three elements based on the data 2 above, namely lead, display, and emblem as described below:

## a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The lead of this figure was the visual of the man getting the award.



## b) Display

The display showed the effect. In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this picture is display

c) Emblem

The emblem was the product logo. Emblems provide identity or status for posts on both sides to match the proportions of text or images. In this post, there was a calligraphy UIN logo with a green background, there was an inscription of the Universitas Islam Negeri Sumatera Utara, and there was an image of the earth surrounded by satellites. It was located in the upper left corner for easy viewed of the logo.



**B. Verbal**

The researcher found three elements based on the data 2 above, namely announcement, tag, and call and visit as described below:

a) Announcement

The words “Selamat dan Sukses” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



b) Tag

*Humas dan Informasi*

*UIN Sumatera Utara*

---

Circumstance

Location



c) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



c. Data 3. “Sidang Munaqasyah”



Figure 4.1.3. 27 October 2022

A. Visual

The researcher found three elements based on the data 3 above, they were lead, display, and emblem and they were explained as follow:

a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The lead of this figure was a visual of some people taking a group photo when the test was over.



### b) Display

The display showed the effect. In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this picture is display

### c) Emblem

The emblem was the product logo. Emblems provide identity or status for posts on both sides to match the proportions of text or images. In this post, there was a calligraphy UIN logo with a green background, there was an inscription of the Universitas Islam Negeri Sumatera Utara, and there was an

image of the earth surrounded by satellites. It was seen on the upper left corner for easy viewing of the logo.

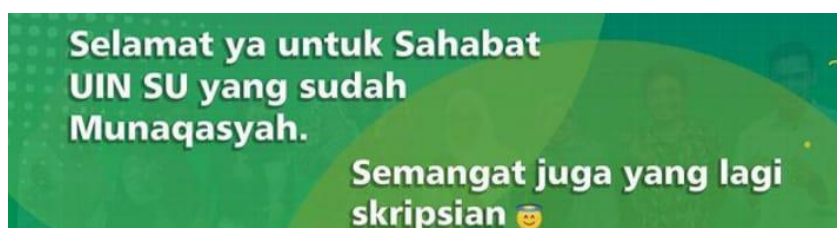


## B. Verbal

The researcher found three elements of visual as they were announcement, tag, and call and visit explained as follow:

### a) Announcement

The words “Selamat Sidang Munaqasyah Sahabat UINSU” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



## b) Tag

*Humas dan Informasi**UIN Sumatera Utara*

Circumstance

Location



## c) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.





#### d. Data 4. “Sertifikat Akreditasi”



Figure 4.1.4. 17 October 2022

#### A. Visual

The researcher found three elements based on the data 4 above, namely lead, display, and emblem, as follow:

##### a) Lead

The figure contained in this post was an accreditation certificate obtained from the UINSU Islamic banking master’s study program. The image was listed so that students who see the post know the information contained.



### b) Display

The color on the background of this post was different from the other posts. This was an attempt to make students interested in reading the information in it.



The background in this picture is display

### c) Emblem

The emblem was the product logo. Emblems provide identity or status for posts on both sides to match the proportions of text or images. In this post, there was a calligraphy UIN logo with a green background, there was an

inscription of the Universitas Islam Negeri Sumatera Utara, and there was an image of the earth surrounded by satellites. It could be found in the middle corner for easy viewing of the logo.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

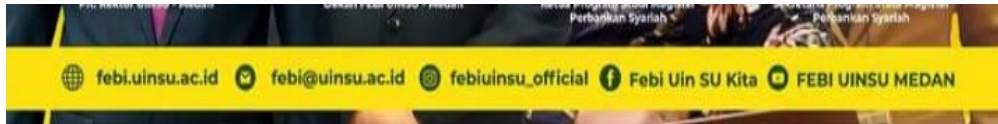
### a) Announcemet

The words “Selamat Kepada Program Studi Magister Perbankan Syariah UINSU Memperoleh Akreditasi Baik Sekali” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



## b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



## e. Data 5. “Pelantikan Rektor UINSU”



Figure 4.1.5. 5 October 2022

## A. Visual

The researcher found three elements based on the data 5 above, they were lead, display, and emblem as described below:

### a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The lead of this figure was the visual of the man who was being appointed as the new rector of the campus.



### b) Display

The display shows the effect. In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this figure is display

### c) Emblem

The emblem was the product logo. Emblems provide identity or status for posts on both sides to match the proportions of text or images. In this post, there was a calligraphy UIN logo with a green background, there was an inscription of the Universitas Islam Negeri Sumatera Utara, and there was an image of the earth surrounded by satellites. It was located in the upper left corner for easy viewing of the logo.



## B. Verbal

The researcher found three elements based on the data 5 above, they were announcement, tag, and call and visit as described below:

## a) Announcement

The words “Selamat Kepada Prof. Dr. H. Abu Rokhmad, M.Ag. Sebagai Rektor UINSU Medan” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



## b) Tag

*Humas dan Informasi*

*UIN Sumatera Utara*

Circumstance

Location



## c) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



**f. Data 6. "Pray For Cianjur"**



**Figure 4.1.6. 22 November 2022**

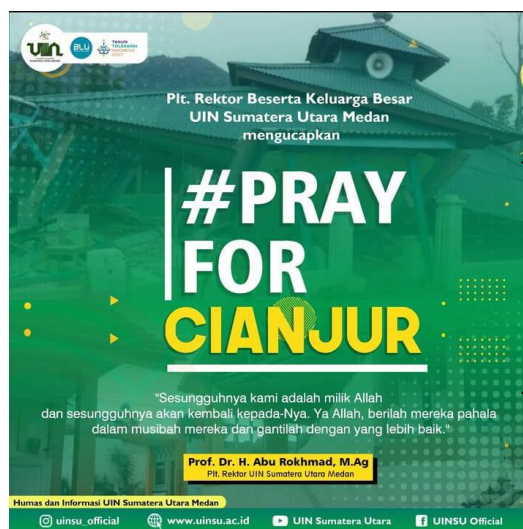
**A. Visual**

The researcher found two elements such as emblem and display, as it was seen below:

a) Display

In this figure, there was an ornament on the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.





The background in this figure is display

## b) Emblem

The emblem was the product logo. Emblems provide identity or status for posts on both sides to match the proportions of text or images. In this post, there was a calligraphy UIN logo with a green background, there was an inscription of the Universitas Islam Negeri Sumatera Utara, and there was an image of the earth surrounded by satellites. It was seen on the upper left corner for easy viewing of the logo.



## B. Verbal

The researcher found three elements based on the data 6 above, they were announcement, tag, and call and visit and they were explained as follow:

### a) Announcement

The words “#Pray For Cianjur” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



### b) Tag

*Humas dan Informasi*

*UIN Sumatera Utara*

---

Circumstance

Location

---



c) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



4.1.2 Private Islamic University in Medan (@umsumedan)

a. Data 7. “Peraih Medali Emas”



Figure 4.1.7. 25 November 2022

## A. Visual

The researcher found three elements based on the data 7 above, namely lead, display, and emblem, as they were explained as follow:

### a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The lead of this figure was the visual of the man who won the gold medal from the karate branch at the 2022 POMNAS HVII at UNP.



### b) Display

The background color in this figure accentuates the campus colors. And the decoration contained in it makes the image unique.



The background in this figure is display

### c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muhammadiyah Sumatera Utara with a blue background, white writing, there were pictures of the sun, rice and cotton, Muhammadiyah writings in Arabic, and a pentagon circle. It could be found in the upper left corner so that it was easy to see the logo.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

### a) Announcement

The words “Peraih Medali Emas” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



### b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



### b. Data 8. “Penyerahan SK”



Figure 4.1.8. 29 November 2022

#### A. Visual

The researcher found three elements of visual as they were lead, display, and emblem explained as follow:

##### a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The main focused could be seen from a very clear visual of the whole body and face.



### b) Display

The display shows the effect. In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this figure is display

### c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muhammadiyah Sumatera Utara with a blue background,



white writing, there were pictures of the sun, rice and cotton, Muhammadiyah writings in Arabic, and a pentagon circle. It was seen on the upper left corner so that it was easy to see the logo.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

### a) Announcement

The words “Selamat Atas Penyerahan SK Program Studi Data Sains UMSU” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



## b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



## c. Data 9. “Akreditasi Perguruan Tinggi”



Figure 4.1.9. 17 November 2022

### A. Visual

The researcher found three elements based on the data 8 above, namely lead, display, and emblem and they were explained as follow:

#### a) Lead

The image contained in this post was the college logo that was just won by UMSU.



#### b) Display

In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this figure is display

### c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muhammadiyah Sumatera Utara with a blue background, white writing, there were pictures of the sun, rice and cotton, Muhammadiyah writings in Arabic, and a pentagon circle. It could be found in the upper left corner so that it was easy to see the logo.



### B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

a) Announcement

The words “Alhamdulillah Akreditasi Unggul” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



d. Data 10. “Lulus Sertifikasi”



Figure 4.1.10. 17 October 2022

A. Visual

The researcher found two elements of visual as they were emblem, and display, explained as follow:

a) Display

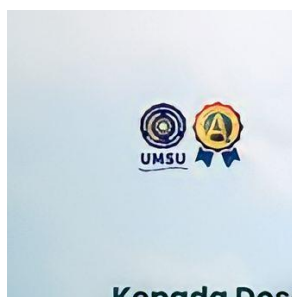
The display shows the effect. In this image there was a decoration, the post can be clearly seen this post was from UMSU because the white building which was the icon was in the background image of this image, and this image was rarely found in other posts.



The background in this figure is display

## b) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muhammadiyah Sumatera Utara with a blue background, white writing, there are pictures of the sun, rice and cotton, Muhammadiyah writings in Arabic, and a pentagon circle. It was located in the upper left corner so that it was easy to see the logo.



## B. Verbal

The researcher found two elements of verbal as they were announcement, and call and visit, explained as follow:

a) Announcement

The words “Selamat dan Sukses Kepada Dosen UMSU Berhasil Lulus Sertifikasi Tahun 2022 Gelombang II” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.





e. Data 11. “PKM Award 2022”

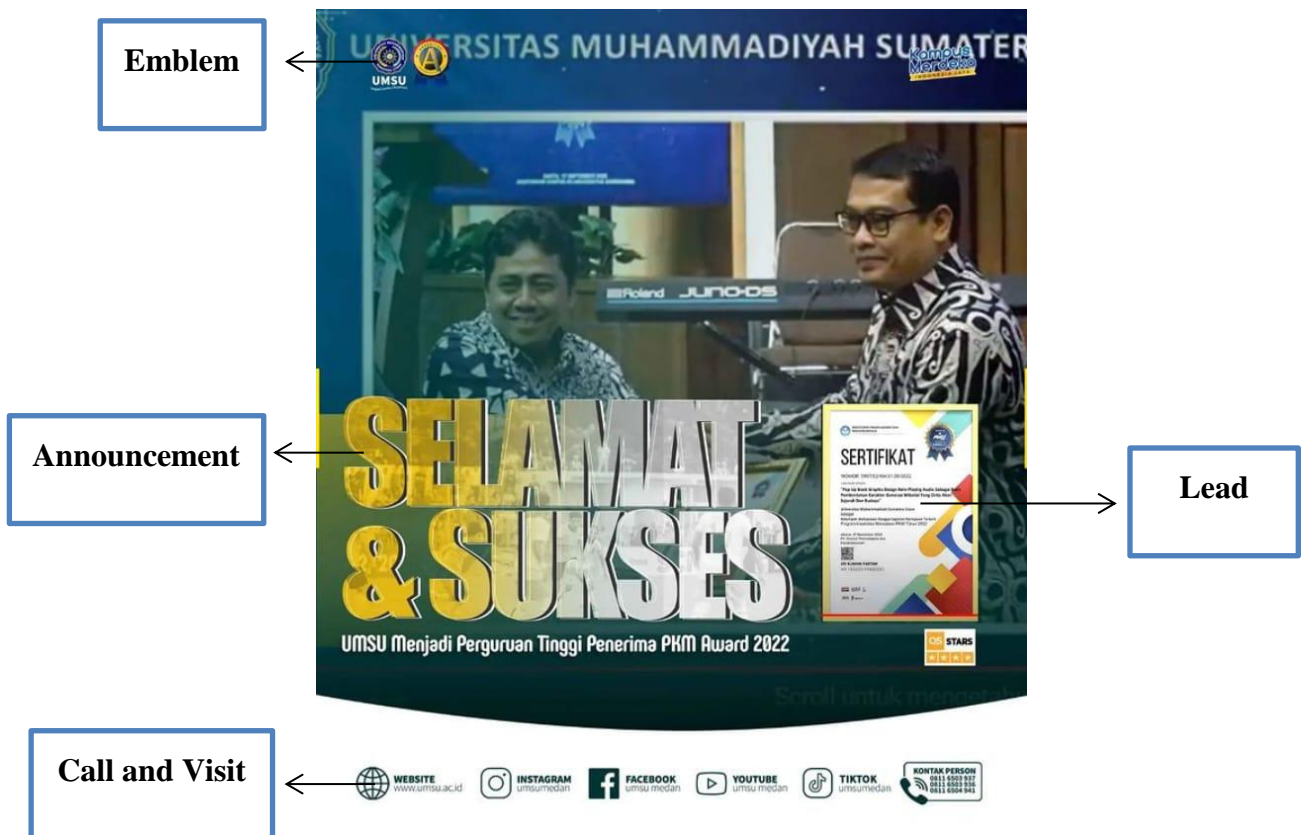


Figure 4.1.11. 18 September 2022

A. Visual

The researcher found two elements such as lead and emblem, as it was seen below:

a) Lead

The image contained in this post was the 2022 PKM Award certificate won by UMSU. The image was listed so that students who see the post know the information.



### b) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muhammadiyah Sumatera Utara with a blue background, white writing, there were pictures of the sun, rice and cotton, Muhammadiyah writings in Arabic, and a pentagon circle. It was seen on the upper left corner so that it was easy to see the logo.



### B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

a) Announcement

The words “Selamat dan Sukses UMSU Menjadi Perguruan Tinggi Penerima PKM Award 2022” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



f. Data 12. “Program Magang Bersertifikat”



Figure 4.1.12. 22 October 2022

A. Visual

The researcher found three elements based on the data 11 above, they were lead, display, and emblem, as described below:

a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The lead of this figure was a visual of some people who have passed a certified internship.



### b) Display

In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this figure is display

### c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muhammadiyah Sumatera Utara with a blue background, white writing, there were pictures of the sun, rice and cotton, Muhammadiyah

writings in Arabic, and a pentagon circle. It could be found in the upper left corner so that it was easy to see the logo.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

### a) Announcement

The words “Selamat dan Sukses Mahasiswa UMSU Lolos Program Magang Bersertifikat Batch II Tahun 2022” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



#### 4.1.3 Private Islamic University in Medan (@umnalwashliyah)

##### a. Data 13. "HUT Alwashliyah"



Figure 4.1.13. 30 November 2022

#### A. Visual

The researcher found three elements of visual as they were lead, display, and emblem explained as follow:

a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The main focused could be seen from a very clear visual of the half body and face.



b) Display

In this image, there were decorations to make the post look more elegant, and the image was rarely found in other posts.



The background in this figure is display

c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo



from the Universitas Muslim Nusantara Al Washliyah, has a was shaped symbol which represented Pancasila and the green frame line symbolizes the practice of Islamic teachings, the light yellow base color symbolizes authority, the crescent moon and five stars symbolizes high ideals and the orange red color represents the spirit of struggle in developing knowledge, rice and cotton symbolize justice and prosperity, the writings of the Muslim Nusantara University Al Washliyah and the writings of UMN AL WASHLIYAH in large black letters and in the shape of a circle symbolize the unity of the people.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

### a) Announcement

The words “Selamat HUT Al Jam’iyatul Washliyah ke-92” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



b. Data 14. "Lomba Video Kegiatan MBKM"



Figure 4.1.14. 16 November 2022

### A. Visual

The researcher found three elements of visual as they were lead, display, and emblem explained as follow:

#### a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The lead of this picture was the visual of the man who won the MBKM activity video competition. The main focused could be seen from a very clear visual of the half body and face.



#### b) Display

In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this figure is display

### c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muslim Nusantara Al Washliyah, has a was shaped symbol which represented Pancasila and the green frame line symbolizes the practice of Islamic teachings, the light yellow base color symbolizes authority, the crescent moon and five stars symbolizes high ideals and the orange red color represents the spirit of struggle in developing knowledge, rice and cotton symbolize justice and prosperity, the writings of the Muslim Nusantara University Al Washliyah and the writings of UMN AL WASHLIYAH in large black letters and in the shape of a circle symbolize the unity of the people.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

### a) Announcement

The words “Selamat Edy Dermawan Mendapatkan Juara Harapan 2 Lomba Pembuatan Video Kegiatan MBKM Tingkat Nasional” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



### b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



c. Data 15. “Mulai Perkuliahan”



Figure 4.1.15. 12 September 2022

A. Visual

The researcher found three elements based on the data 15 above, namely lead, display, and emblem, as described below:

a) Lead

The lead of this figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The lead of this figure was the visual of a woman who was ready to enter the first semester of learning on campus by holding her bag with enthusiasm.



### b) Display

In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this figure is display

### c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muslim Nisantara Al Washliyah, has a was shaped symbol which represented Pancasila and the green frame line symbolizes the practice of Islamic teachings, the light yellow base color symbolizes authority, the crescent

moon and five stars symbolizes high ideals and the orange red color represents the spirit of struggle in developing knowledge, rice and cotton symbolize justice and prosperity, the writings of the Muslim Nusantara University Al Washliyah and the writings of UMN AL WASHLIYAH in large black letters and in the shape of a circle symbolize the unity of the people.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

### a) Announcement

The words “Selamat Memulai Perkuliahan Semester Ganjil T.A 2022-2023” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



### b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.





#### d. Data 16. “Penyerahan SK Guru Besar”



Figure 4.1.16. 28 September 2022

#### A. Visual

The researcher found three elements of visual as they were lead, display, and emblem., and they were explained as follow:

##### a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The

lead of this image was the visual of the lecturer who has succeeded in becoming a professor in the field of study on campus.



#### b) Display

In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this figure is display

#### c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text propotions. In this post, there was a logo

from the Universitas Muslim Nusantara Al Washliyah, has a pentagon-shaped symbol which represented Pancasila and the green frame line symbolizes the practice of Islamic teachings, the light yellow base color symbolizes authority, the crescent moon and five stars symbolizes high ideals and the orange red color represents the spirit of struggle in developing knowledge, rice and cotton symbolize justice and prosperity, the writings of the Muslim Nusantara University Al Washliyah and the writings of UMN AL WASHLIYAH in large black letters and in the shape of a circle symbolize the unity of the people.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

### a) Announcement

The words “Selamat dan Sukses Penyerahan SK Guru Besar” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



## b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



## e. Data 17. “Penyelenggaraan PKKMB”



Figure 4.1.17. 08 September 2022

## A. Visual

The researcher found three elements based on the data 17 above, namely lead, display, and emblem, and they were explained as follow:

a) Lead

The lead of this figure was the figure that stands out the most because it was the main focused of attention that attracts viewers when viewed the post. The main focused could be seen from a very clear visual of the half body and face.



b) Display

In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color is identical or characteristic of the campus.



The background in this figure is display

c) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muslim Nusantara Al Washliyah, has a pentagon-shaped symbol which represented Pancasila and the green frame line symbolizes the practice of Islamic teachings, the light yellow base color symbolizes authority, the crescent moon and five stars symbolizes high ideals and the orange red color represents the spirit of struggle in developing knowledge, rice and cotton symbolize justice and prosperity, the writings of the Muslim Nusantara University Al Washliyah and the writings of UMN AL WASHLIYAH in large black letters and in the shape of a circle symbolize the unity of the people.



**B. Verbal**

The researcher found two elements such as announcement and call and visit, as it was seen below:

a) Announcement

The words “Selamat dan Sukses Atas Terselenggaranya PKKMB 2022 UMN Al Washliyah” on the post were a form of announcement. The announcement was written briefly on the post so that those who saw it did not take long to find out the intent of the post.



b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



f. Data 18. “Pendidikan Profesi Guru”



Figure 4.1.18. 27 January 2023

## A. Visual

The researcher found two elements such as display and emblem, as it was seen below:

### a) Display

In this figure, there was an ornament the post were colored and attract students to read the post, and the color chosen for the background indicated that the color was identical or characteristic of the campus.



The background in this figure is display

### b) Emblem

The emblem was the product logo. Emblems give identity or status for posts on either side to adjust the ad text proportions. In this post, there was a logo from the Universitas Muslim Nusantara Al Washliyah, has a pentagon-shaped symbol which represented Pancasila and the green frame line symbolizes the practice of Islamic teachings, the light yellow base color symbolizes authority, the crescent moon and five stars symbolizes high ideals and the orange red color represents the spirit of struggle in developing knowledge, rice and cotton symbolize justice and prosperity, the writings of the Muslim Nusantara University



Al Washliyah and the writings of UMN AL WASHLIYAH in large black letters and in the shape of a circle symbolize the unity of the people.



## B. Verbal

The researcher found two elements such as announcement and call and visit, as it was seen below:

### a) Announcement

The words “Selamat Kepada Pendidikan Profesi Guru Terakreditasi B” on the post were a form of announcement. The announcement was written briefly on the post, so that those who saw it did not take long to find out the intent of the post.



### b) Call and Visit

Contact information contained in an image or poster, to make it easier to get the latest information or something else.



## 4.2 Dominant Visual and Verbal Element Applied in Each University Official Instagram

**Table 4.1 The Visual and Verbal in the Posts on the Official Instagram Account of State Islamic University in Medan (@uinsu\_official)**

The following are the results of the visual and verbal elements in the posts on the official Instagram account of state Islamic university (@uinsu\_official)

NO	Visual Elements	Total	Verbal Elements	Total
1	Emblem	6	Announcement	6
2	Lead	5	Tag	5
3	Display	6	Call and Visit	6
<b>Total</b>		<b>17</b>	<b>Total</b>	<b>17</b>

In this posts on visual elements, emblem and display were more dominant than lead, because almost of the picture included emblem and display while lead is only found a few figures. In this posts on verbal elements, announcement and call and visit more dominant than tag, because almost all of the

figures contain announcement and call and visit while the tag are only found in a few images.

However, what is written in the post on the university's Instagram account is different from other Instagram posts, with the results of visual and verbal elements being the same. Since the two factors are equally dominant, viewers who see this post will focus on both. Each posts has a campus logo (emblem) that references this posts, and the color of the background (display) of the posts is also a trademark of the campus, so the emblem and display more dominant in terms of visual elements. Every posts has an announcement, the verbal component is dominant announcement and call and visit, so viewers who see the post already know what the posts is about, and viewers can know the call and visit from this posts is official. If someone does not understand the intent of the post, they can ask any available blog.

**Table 4.2 The Visual in the Posts on the Official Instagram Account of  
Private Islamic University in Medan (@umsumedan)**

The following are the results of the visual elements in the posts on the official Instagram account of private Islamic university (@umsumedan)

<b>NO</b>	<b>Visual Element</b>	<b>Total</b>
<b>1</b>	Emblem	<b>6</b>
<b>2</b>	Lead	<b>5</b>
<b>3</b>	Display	<b>5</b>
<b>Total</b>		<b>16</b>

In the posts on this university's Instagram account, the visual element is more dominant, namely the emblem. Because every posts has a logo (emblem) that shows the post is official from this university. The results of the verbal elements are different from the visuals because each posts does not have a tag, only the dominant announcement and call and visit so there are more visuals. But in terms of visual elements, there are some posts that don't have display and lead, so the emblem re more dominant.

**Table 4.3 The Visual in the Posts on the Official Instagram Account of Private Islamic University in Medan (@umnalwashliyah)**

The following are the results of the visual elements in the posts on the official Instagram account of private Islamic university (@umnalwashliyah)

<b>NO</b>	<b>Visual Element</b>	<b>Total</b>
<b>1</b>	Emblem	<b>6</b>
<b>2</b>	Lead	<b>5</b>
<b>3</b>	Display	<b>6</b>
<b>Total</b>		<b>17</b>

In this posts on visual elements, emblem and display are more dominant than lead, because almost all of the figures contain emblem and display while the lead are only found in a few figures. The results of the verbal elements are different from the visuals because each post does not have a tag, only the dominant announcement and call and visit so there are more visuals. But in terms of visual elements, there are some posts that don't have lead, so emblem and display are more dominant.

In terms of visual elements, emblem and display are more dominant because on each posts there is a university logo (emblem) that indicates this post and the color on the background (display) on the post is also an identity of university.

### 4.3 The Most Dominant Visual and Verbal Elements Applied in Each University Official Instagram

**Table 4.4 The Visual and Verbal Modes Represented in the Posts on the Official Instagram Accounts of State and Private Islamic Universities in Medan**

No	Visual Elements	State Islamic University	Private Islamic Universities		Percentage		
		@uinsu_official	@umsu medan	@umnalw ashliyah	@uinsu_official	@umsu medan	@umnalw ahliyah
1	Emblem	6	6	6	35,2%	37,50%	35,2%
2	Lead	5	5	5	29,6%	31,25%	29,6%
3	Display	6	5	6	35,2%	31,25%	35,2%
<b>Total</b>		<b>17</b>	<b>16</b>	<b>17</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No	Verbal Elements	State Islamic University	Private Islamic Universities		Percentage		
		@uinsu_official	@umsu medan	@umnalw ashliyah	@uinsu_official	@umsu medan	@umnalw ahliyah
1	Announcement	6	6	6	35,2%	50%	50%
2	Tag	5	-	-	29,6%	-	-
3	Call and Visit	6	6	6	35,2%	50%	50%
<b>Total</b>		<b>17</b>	<b>12</b>	<b>12</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The dominant from posts on the official Instagram account of state Islamic university (@uinsu\_official) is verbal and visual elements. In this posts on visual elements, emblem and display were more dominant than lead, because almost of the picture included emblem and display while lead is only found a few figures. In this posts on verbal elements, announcement and call and visit more dominant than tag, because almost all of the figures contain announcement and call and visit while the tag are only found in a few images.

The dominant from posts on the official Instgaram account of private Islamic university (@umsumedan) is visual elements. The results of the verbal elements are different from the visual because each posts does not have a tag, only the dominant announcement and call and visit so there are more visual. But in terms of visual element, there are some posts that don't have display and lead, so the emblem (logo) were more dominant.

The dominant from posts on the official Instagram account of private Islamic university (@umnalwashliyah) is visual elements. In this posts on visual elements, emblem and display are more dominant than lead, because almost all of the figures contain emblem and display while the lead are only found in a few figures.

### **C. Findings**

After analyzing the data, it was found that there were two research findings of this research, namely:

1. The results of the study show that there were 18 images found in the last three months of the official Instagram account postings from state and private Islamic universities in Medan. Most of the images has a lead and display based on the visuals elements but there were some images including the coat of emblem. The results showed there were visual and verbal elements in posts of the official Instagram accounts of state and private Islamic universities in Medan. Namely Leads 14, Display 17 and Emblem 18 in visual elements. The totals of visual elements are 49. In verbal elements there are Announcement 18, Tag 5, Call and Visit 18. The most dominant in visual elements is lead while the least is emblem. In verbal elements is the most dominant while the least is announcement and call and visit.
2. From 18 posts made up of three official Instagram accounts of state and private Islamic universities in Medan, the results were more dominated by visual elements. However, Islamic state university Instagram account has the same results for visual and verbal elements. As for visual elements, emblem and display are more dominant, as each post has its own university characteristics. For verbal elements, announcement and call and visit are more dominant. The requires an announcement for all posts the viewers can understand the purpose or intent of the post, and the viewers understands that the posts are official from their respective universities.
3. The reason why the dominant visual elements are the emblem more dominant in every posts. Because in each post there is a logo (emblem)



which is the identity of the campus, so the emblem more dominant in visual elements. But in the verbal elements also announcement are more dominant because each post has an announcement for the viewers understands the purpose and intent of the posts.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

After analyzing the data, the researcher had the conclusion that:

1. The realization of visual elements in posts from the official Instagram accounts of private and state Islamic universities in Medan consisted of three elements, they were lead, display and emblem. In this research, emblem more dominant from lead and display, because each image in the post always has an emblem or symbol from the university, while the lead and display on each image are different.
2. In the verbal of posts from the official Instagram accounts of private and state Islamic universities in Medan consisted of four elements, they are were announcement, call and visit, and tag. In verbal elements there are Announcement 18, Tag 5, Call and Visit 18. The most dominant in visual elements is emblem while the least is lead. In verbal elements is the most dominant is announcement and call and visit.
3. The results of 18 posts consisting of 3 official Instagram accounts of state and private Islamic universities in Medan is there are more visual elements than verbal elements. In terms of visual elements, emblem and display are more dominant because on each posts there is a university logo (emblem) that indicates this post and the color on the background (display) on the post is also an identity of university.

**B. Suggestion**

The suggestions of this research were put forward as follows:

1. For teachers/lectures, researcher expect materials multimodal is more in-depth to teach students, easier to explain, and better understood by students.
2. If you are a students, you should learn how to learn multimodal analysis, analyze visual elements and experiential functions.
3. For another researchers, this researcher expected the research to be yours points out new research to be done on multimodal as well as analyzed visual and experiential function, but the research also analyzed other factors the one that is still related to multimodal. As for other researchers, I hope they use different methods and theories in multimodal, so there are many variations in the analysis in this study.

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APPENDIX

A. Profile of the Official Instagram Account of the State Islamic University of North Sumatera (@uinsu\_official)

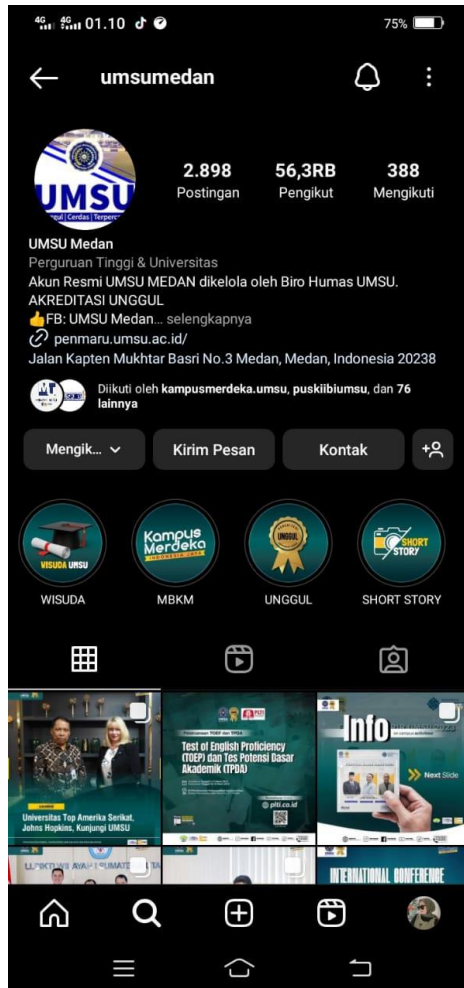


NO	PICTURE	VISUAL			VERBAL		
		Emblem	Lead	Display	Announcement	Tag	Call and Visit
1		✓	✓	✓	✓	✓	✓
2		✓	✓	✓	✓	✓	✓
3		✓	✓	✓	✓	✓	✓

<p>4</p>		<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>-</p>	<p>✓</p>
<p>5</p>		<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>
<p>6</p>		<p>✓</p>	<p>-</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>



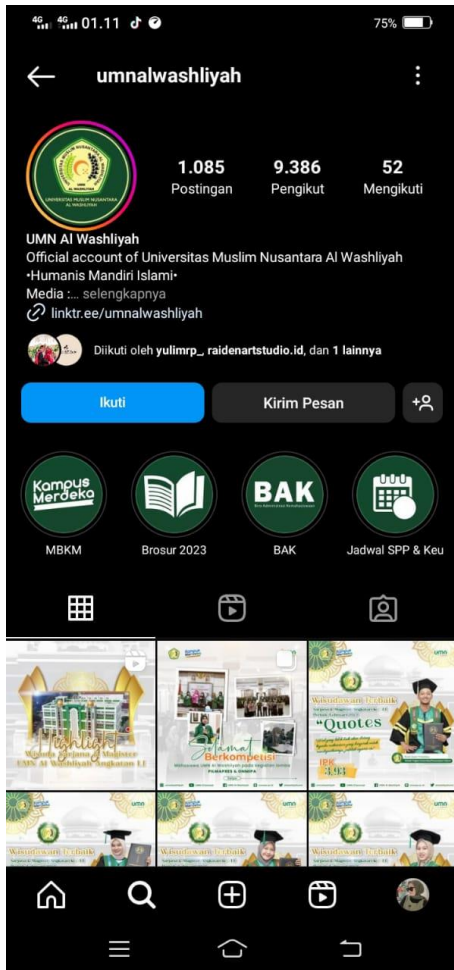
## B. Profile of the Official Instagram Account of the Private Islamic University of North Sumatera (@umsumedan)



NO	PICTURE	VISUAL			VERBAL		
		Emblem	Lead	Display	Announcement	Tag	Call and Visit
1	<p><b>Peraih Medali Emas</b> Selamat Kepada <b>Maximiliano Efendi</b> ( Mahasiswa FEB UMSU ) Peraih Medali Emas, Cabang Karate Pada POMS 2022 di UNP</p> <p><b>Maximiliano Efendi</b> Mahasiswa Prodi Management FEB UMSU</p>	✓	✓	✓	✓	-	✓
2	<p><i>selamat</i> atas penyerahan SK <b>Program Studi Data Sains</b> Fakultas Ilmu Komputer dan Teknologi Informasi UMSU dari Lembaga Layanan Pendidikan Tinggi Wilayah I Sumatera Utara</p>	✓	✓	✓	✓	-	✓
3	<p><b>Alhamdulillah</b> AKREDITASI PENGURUAN TINGKAT <b>UNGGUL</b> Universitas Muhammadiyah Sumatera Utara Memperoleh "Akreditasi Unggul" Dari BAN-PT Tahun 2022</p>	✓	✓	✓	✓	-	✓

<p>4</p>		<p>✓</p>	<p>-</p>	<p>✓</p>	<p>✓</p>	<p>-</p>	<p>✓</p>
<p>5</p>		<p>✓</p>	<p>✓</p>	<p>-</p>	<p>✓</p>	<p>-</p>	<p>✓</p>
<p>6</p>		<p>✓</p>	<p>-</p>	<p>✓</p>	<p>✓</p>	<p>-</p>	<p>✓</p>


**C. Profile of the Official Instagram Account of the Private Islamic University of North Sumatera (@umnalwashliyah)**



NO	PICTURE	VISUAL			VERBAL		
		Emblem	Lead	Display	Announcement	Tag	Call and Visit
1		✓	✓	✓	✓	-	✓
2		✓	✓	✓	✓	-	✓
3		✓	✓	✓	✓	-	✓

<p>4</p>	 <p>Selamat dan Sukses Penyerahan SK Guru Besar  <b>Prof. Dr. Dra. Risnawaty, M.Hum.</b>          Guru Besar di Bidang Ilmu Linguistik          Universitas Muslim Nusantara Al Washliyah</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>-</p>	<p>✓</p>
<p>5</p>	 <p>Selamat &amp; Sukses          Atas Terselenggaranya Kegiatan Pengenalan Kehidupan          Kampus Bagi Mahasiswa Baru (PKKM) 2022          UMN AI Washliyah</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>-</p>	<p>✓</p>
<p>6</p>	 <p><b>SELAMAT</b>          Kepada          Pendidikan Profesi Guru          UMN AI Washliyah  <b>TERAKREDITASI B</b>          Badan Akreditasi Nasional Perguruan Tinggi (BAN-PT)          NOMOR SK : 173/SK/BAN-PT/Ak/PP/I/2023  <b>MASA BERLAKU</b>          17 Januari 2023 - 17 Januari 2028</p>	<p>✓</p>	<p>-</p>	<p>✓</p>	<p>✓</p>	<p>-</p>	<p>✓</p>

## APPENDIX 4

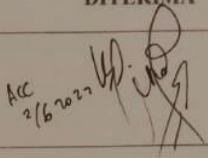


**MAJELIS PENDIDIKAN TINGGI**  
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**PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

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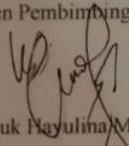
JUDUL	DITERIMA
The Multimodality Analysis of Official Instagram Account of State and Private Islamic Universities in Medan	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris

Medan, 02 Juni 2022


Disetujui oleh

Dosen Pembimbing



(Yayuk Hayulina Manurung, S.Pd., M.Hum.)

Hormat Pemohon



(Putri Aulinnia)

## APPENDIX 5



**MAJELIS PENDIDIKAN TINGGI**  
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Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Putri Aulinnia  
 NPM : 1802050090  
 Program Studi : Pendidikan Bahasa Inggris  
 IPK Kumulatif : 3,55 IPK = 3,55

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	
	The Multimodality Analysis of Official Instagram Account State and Private Islamic Universities in Medan	
	Teaching Speaking Through EGRA Technique At the Second Years Students of Junior High School	
	Characteristic Representation of Students in English Text Book of Junior High School	


Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 02 Juni 2022  
 Hormat Pemohon,  
  
 Putri Aulinnia

Dibuat Rangkap 3 :  
 - Untuk Dekan/Fakultas  
 - Untuk Ketua/Sekretaris Prodi  
 - Untuk Mahasiswa yang bersangkutan



## APPENDIX 6

  
**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
 Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

---

Kepada Yth : Bapak/Ibu Ketua & Sekretaris  
 Program Studi Pendidikan Bahasa Inggris  
 FKIP UMSU

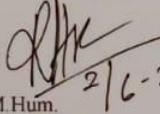
Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Putri Aulinnia  
 NPM : 1802050090  
 Program Studi : Pendidikan Bahasa Inggris


Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

The Multimodality Analysis of Official Instagram Account of State and Private Islamic Universities in Medan

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai   
 Dosen Pembimbing : Yayuk Hayulina Manurung, S.Pd., M.Hum. 2/6-2022


Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 02 Juni 2022  
 Hormat Pemohon,  
  
 Putri Aulinnia

Dibuat Rangkap 3 :  
 - Untuk Dekan/Fakultas  
 - Untuk Ketua/Sekretaris Prodi  
 - Untuk Mahasiswa yang bersangkutan

## APPENDIX 7


**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
 Jl. Mukhtar Basri BA No. 3 Telp 6622400 Medan 20217 Form K3

---

Nomor : 1092 /IL.3 AU/UMSU-02/F/2022  
 Lamp : ---  
 H a l : Pengesahan Proyek Proposal  
 Dan Dosen Pembimbing

Assalamu'alaikum Warahmatuullahi Wabarakatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama Mahasiswa : Putri Aulinia  
 NPM : 1802050090  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Penelitian : The Multimodalitaity Analysis of Official Instagram Account of State and Private Islamic Universitas in Medan


Dosen Pembimbing : Yayuk Hayulina Manurung, S.Pd, M.Hum


Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa Perpanjangan tanggal : 3 Juni 2023

Wa'alaikumsalam Warahmatullahi Wabarakatuh.

Medan, 03 Dzulqaidah 1443 H  
 03 Juni 2022 M




  
 Dekan  
**Dra. Hj. Syamsuvarnita, M.Pd**  
 NIPN : 0004066701


Dibuat rangkap 4 (empat)

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan

WAJIB MENGKUTI SEMINAR



## APPENDIX 8









**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
 Website <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ


**BERITA ACARA BIMBINGAN PROPOSAL**

Nama : Putri Aulinnia  
 NPM : 1802050090  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Skripsi : The Multimodality Analysis of Official Instagram Account of State and Private Islamic Universities in Medan  
 Nama Pembimbing : Yayuk Hayulina Manurung, S.Pd., M.Hum.


Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
5 Agustus 2022	Background of study, formulation of problem	
12 Agustus 2022	formulation of problem & significant of study	
22 Agustus	Review of literature, Conceptual framework	
1 Sept 2022	Method of Research	
26 Sept 2022	Technique of data analysis	
03 Oktober 2022	Reference and all chapter reviewed	

Medan, Oktober 2022


Diketahui/Disetujui,  
 Ketua Prodi Pendidikan Bahasa  
 Inggris

  
Pirman Ginting S.Pd., M.Hum

Dosen Pembimbing

  
Yayuk Hayulina Manurung, S.Pd., M.Hum

## APPENDIX 9



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
 Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
 Website: <http://www.fkap.umsu.ac.id> E-mail: [fkap@umsu.ac.id](mailto:fkap@umsu.ac.id)


**BERITA ACARA SEMINAR PROPOSAL**

Pada hari ini Kamis Tanggal 13 Bulan Oktober Tahun 2022 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Putri Alulinnia  
 N.P.M : 1802050090  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Proposal : The Multimodality Analysis of Official Instagram Account of State and Private Islamic University in Medan

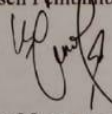
No	Masukan dan Saran
Judul	✓
Bab I	- provide the gap. - Support the argument with reference
Bab II	
Bab III	- Determine the specific point of research - explain the technique of analyzing the data more comprehensively
Lainnya	References: Make sure that all citations are provided in reference page.
Kesimpulan	[ ] Disetujui [ ] Ditolak [ ✓ ] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas



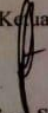
**(Pirman Ginting, S.Pd., M.Hum)**

Dosen Pembimbing



**(Yayuk Hayulina Manurung, S.Pd, M.Hum)**

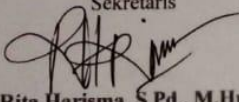
Ketua



**(Pirman Ginting, S.Pd., M.Hum)**


Panitia Pelaksana

Sekretaris



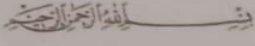
**(Rita Harisma, S.Pd., M.Hum)**

## APPENDIX 10



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
 Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
 Website: <http://www.fkip.umma.ac.id> E-mail: [fkip@umma.ac.id](mailto:fkip@umma.ac.id)

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**LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL**


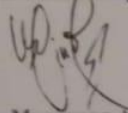
Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap	: Putri Alulinnia
N.P.M	: 1802050090
Program Studi	: Pendidikan Bahasa Inggris
Judul Proposal	: The Multimodality Analysis of Official Instagram Account of State and Private Islamic University in Medan


Pada hari Kamis tanggal 13 bulan Oktober tahun 2022 sudah layak menjadi proposal skripsi.

Medan, **13** Oktober 2022


Disetujui oleh:

<p>Dosen Pembahas</p>  <p>(Pirman Ginting, S.Pd., M.Hum)</p>	<p>Dosen Pembimbing</p>  <p>(Yayuk Hayulina Manurung, S.Pd, M.Hum)</p>
---	---

Diketahui oleh  
Ketua Program Studi,

  
 (Pirman Ginting, S.Pd., M.Hum)

## APPENDIX 11



**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

UMSU Terakreditasi A Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 89/SK/BAN-PT/Akred/PT/III/2019  
 Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003  
<http://fkip.umsu.ac.id> [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id) [umsumedan](#) [um.umedan](#) [umsumedan](#) [umsumedan](#)

Bila menjabar surat ini agar diikutkan nomor dan tanggalnya

Nomor	: 2525 /II.3/UMSU-02/F/2022	Medan,	02 Rabiul Akhir 1444 H
Lamp	: ---		28 Oktober 2022 M
Hal	: Izin Riset		


**Kepada : Yth. Bapak/Ibu Kepala  
Perpustakaan UMSU  
Di  
Tempat.**

Bismillahirrahmanirrahim  
Assalamu'alaikum Wr. Wb


Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama	: Putri Aulinnia
N P M	: 1802050090
Program Studi	: Pendidikan Bahasa Inggris
Judul Penelitian	: The Multimodality Analysis of Official Instagram Account of State and rivate Islamic University in Medan

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.




Wassalam  
Dekan




**Dra. H. Salsuryurnita, MPd.**  
NIDN : 0004066701

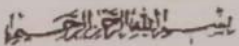
**\*\*Penting!**



## APPENDIX 12


**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**UPT. PERPUSTAKAAN**  
 Terakreditasi A Berdasarkan Keputusan Perpustakaan Nasional Republik Indonesia No. 989/PNS/AP/PT/TK/2018  
 Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567  
 • <http://perpustakaan.umsu.ac.id> • [perpustakaan@umsu.ac.id](mailto:perpustakaan@umsu.ac.id) • [perpustakaan.umsu.ac.id](https://www.perpustakaan.umsu.ac.id)

**SURAT KETERANGAN**  
 Nomor : 239 /KET/II.3-AU/UMSU-P/M/2023



Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :


**Nama** : Putri Aulinnia  
**NIM** : 1802050090  
**Univ./Fakultas** : UMSU/Keguruan dan Ilmu Pendidikan  
**Jurusan/P.Studi** : Pend. Bahasa Inggris

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :


*“The Multimodality Analysis of Official Instagram Account of State and Private Islamic University in Medan”*

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 17 Sya’ban 1444 H  
 09 Maret 2022 M

  
**Kepala UPT Perpustakaan**  
**Muhammad Arifin, S.Pd, M.Pd**

## APPENDIX 13









**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
 Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619956 Medan 20238  
 Website : <http://www.fkip.umma.ac.id> E-mail : [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

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
بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

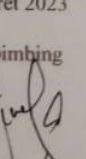
**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
 Fakultas : Keguruan dan Ilmu Pendidikan  
 Nama Lengkap : Putri Aulinnia  
 NPM : 1802050090  
 Program studi : Pendidikan Bahasa Inggris  
 Judul Skripsi : The Multimodality Analysis of Official Instagram Account of State and Private Islamic Universities in Medan

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
30 Jun 2023	Review the previous (hapter (1,11,11) or data	
08 feb 2023	Data analysis I	
15 Feb 2023	Data analysis II	
23 feb 2023	Findings & last review of data analysis	
28 feb 2023	Conclusion, suggestion, References	
4 Maret 2023	Abstract and Acknowledgment	

Medan, Maret 2023

Diketahui oleh:  
 Ketua Prodi  
  
 Pirman Ginting., S.Pd., M.Hum.

Dosen Pembimbing  
  
 Yayuk Hayulfina Manurung., S.Pd., M.Hum.