

The Meaning of Modality in Instagram Content Discourse @Tirto.Id



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ABSTRACT: Social media is a form of communication progress developed by mankind. The existence of social media gives rise to various forms of communication and language events which also in its development experience many findings that progress. One of them is multimodality. This study aims to unravel the meaning of multimodality in social media that is widely used by the global community in the form of Instagram. In this study, the object of study was a news account on Instagram social media named @Tirto.id. This study used qualitative descriptive research method. Data collection is carried out using listen and record techniques. Data analysis techniques are carried out by reducing existing data with classified forms and classifications. After knowing the forms of multimodality in the @Tirto.id Instagram account, the research data was analyzed based on the key theory used in unraveling the meaning of modality in his posts.

KEYWORDS: multimodality, critical discourse analysis, Instagram social media.

I. INTRODUCTION

Information can be found on various social media. Social media is an effective medium in conveying information. The information conveyed can be reached by the wider community. In addition, information conveyed through social media quickly reaches the public. Social media used by various types of people include Google, WhatsApp, Facebook, Telegram, Instagram, and so on.

Instagram is one of the social media that is widely used by the public. Raharja and Fujiawati (2021: 37) explained that Instagram is an application that provides various photo and video services that allow users to take photos or videos by applying digital filters. Users can edit and share a photo or video to various other social media including their personal accounts. In addition, users can share information through Instagram either in the form of photos or videos. The upload can be widely reached by the community.

One of the Instagram that contains information is @Tirto.id. Instagram account @Tirto.id contains various interesting information about various current news such as political, social, educational, and lifestyle news. The information is presented with a photo or video upload. Photos or videos uploaded have the characteristic of using illustrations to attract readers' interest in getting information. The @Tirto.id Instagram account has 1 million followers and 7493 posts as of January 6, 2023. This proves that in Instagram posts @Tirto.id is a credible source of news that deserves to be accounted for, so that it can continue to exist and grow in popularity every time.

The posts on the @Tirto.id Instagram account contain news information packaged in photos, images and illustrations, and not to forget the infographics that are @Tirto.id's trademark in packaging the flow of an event. Infographics stand for graphic information in the form of images by combining data and design that helps a person or organization communicate messages to audiences more briefly (Huda, 2021). On the Instagram account @Tirto.id, uploads that attract news readers are in the form of illustrations and infographics. These illustrations and infographics contain various information about national news that is packaged differently from other mainstream media. Information presented using illustrations and infographics is more interesting to readers than information that only uses writing. This will make it easier for readers to understand the message that the news account wants to convey.

Various posts contained on the @Tirto.id Instagram account have their own meaning and content if an assessment is carried out using a language research approach. Posts on the @Tirto.id Instagram account have a scope of among others, forms of speech acts (pragmatics) and multimodality. Researchers will focus research on multimodality in the @Tirto.id Instagram account with posts in the form of illustrations and also innovative infographics contained in the account.

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Multimodality relates to multimodal communication, which means that all meanings created are influenced by the mode of communication. (Budijanto et al, 2022:48). Both spoken and written texts have modes involved. According to Kress (in Udasmoro, 2018: 111) explained that multimodality is a domain in which theory gets its application. An important point about multimodality is the use of more than one semiotic mode to construct meaning. Kress (in Udasmoro, 2018:111) defines that moda is a socially formed and culturally given source to make meaning. Examples are imagery, writing, layout, music, sound, gesture, speech, moving image or soundtrack as modes commonly used in communication practice.

Udasmoro (2018: 113) explains that in multimodality, each mode has an equal, unique capacity, and works not based on hierarchical principles. For example, to communicate the idea of rain, there are various semiotic modes that can be used to express it. Rain can be expressed verbally using written language "rain" or visually by using illustrations of raindrops, coupled with the use of colors that tend to be dark. Rain can also be expressed with a "tick-tick" sound similar to the sound of rain.

Batolu and Bustam (2022: 26) explain that multimodal is an analysis that combines analytical tools and steps such as linguistics, systemic functional linguistics (SFL) or functional grammar to understand images if the text analyzed uses two modes, namely verbal and visual models. An important point about multimodality is the use of more than one semiotic mode to construct meaning. In written text, the modes that participate can be images, colors, textures, and so on. These modes give meaning to the text. The modes chosen will be adjusted to the context and situation of the communication carried out.

Visual and verbal relationships in Instagram posts have an important role to build meaning so that they can provide clear information. The @Tirto.id Instagram account has visual and verbal modes that are interesting to research, because readers not only see or get information in terms of verbal but also in terms of visuals as well. These visual and verbal modes are closely related in the information conveyed.

Based on this description, researchers will conduct research on the deciphering of the meaning of multimodalitas in the @Tirto.id Instagram account.

II. RESEARCH METHODS

This research uses qualitative methods. Qualitative approach is a research approach involving interpretation of subject matter, case studies, personal experiences, introspection, curriculum vitae, and in-depth observation of the object studied (Krippendorff, 1993). Mahsun (2012) states that qualitative research focuses on providing meaning, description, clarification, and placement of data tailored to the context which in this case is often expressed in the form of narratives or words. Kemudian, Moelong (2016:6) menjelaskan penelitian kualitatif sebagai penelitian yang bertujuan memahami fenomena yang dialami subjek penelitian dengan menggunakan deskripsi kata-kata dan bahasa. Sedangkan, penelitian deskriptif merupakan penelitian yang digunakan untuk menyelidiki keadaan, kondisi atau hal lainnya yang hasilnya dipaparkan dalam laporan penelitian (Arikunto, 2019:3).

This study aims to explore concepts and ideas about the use of Instagram social media content on @Tirto.id accounts in learning critical discourse analysis, which is examined textually through book references and research articles.

This research uses library research, using written sources such as books and journals that discuss the topic under study. Literature review is carried out to collect data from writings relevant to the topic discussed. The data is taken from documentation such as books, papers, journals, and articles. The method in parsing the discussion used is the descriptive-analytical method, which explains and elaborates the main ideas related to the topic discussed. The source of research data is in the form of content contained in Instagram social media on the @Tirto.id account. The data is critically examined through primary and secondary library sources related to this theme (Zed, 2003).

All information needed by the researcher is analyzed and explored based on its relevance to the research conducted. The data analysis technique used in this study is a content analysis method that has been used in previous studies. This analysis aims to obtain valid and reproducible inferences based on the context (Krippendorff, 1993). The data analyzed on it will later describe the meaning and meaning in each of the images based on the theory used in the discussion.

III. RESULTS AND DISCUSSION

The provision of meaning in the discourse modality on Instagram @Tirto.id content is an interpretive analysis conducted by researchers related to the unity of images from builder images (modes) in one post. The analysis refers to important characteristics in critical discourse analysis in the form of actions, contexts, and histories that are all interrelated to cause certain meanings from a visual discourse presented (Masitoh, 2020).

Action in a digital discourse means that when discourse, a person will express his meaning through language with the aim of informing, commanding, influencing, persuading, and following what he wants. Context in a digital discourse means all situations and things that are outside the text, such as participants in the language, the situation when the text is produced, the intended function, and so on (Fauzan, 2014). The point of attention of discourse analysis is to describe text and context together in a communication process. In addition to the actions and contexts that are the basis for conducting the analysis, there is an aspect that is no less important, namely historical. Historical is an important part of the reason why a discourse is constructed.

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These three elements are an important part of the meaning of a constructed discourse. In a visual discourse that will later be analyzed, these three elements are a form of representational meaning can also help to find out the meaning of the presence of symbolic objects in the image, and Interactive meaning can be used to see the relationship that participants build in the image with the audience both from the categories of distance, contact and point of view. The operational distance is known from the size of the frame of shots (van Leeuwen and Jewitt, 2001; Utomo, 2023). Analysis of the meaning of modalities in @Tirto.id Instagram content discourse is contained in the description below.



Data 1

The visual image in @Tirto.id Instagram content above is a post published on March 15, 2023, which is a form of depiction of the types of vehicles used by Indonesian people to go to their hometowns. The illustration contained in the portrait includes images of tires and wheels from various vehicles combined into one image. The combination of images and wheels describes the type of vehicle used by the community. These types of vehicles start from Buses with a presentation of 18.39%, Trains 11.69%, Rental Cars 7.70%, Private Cars 22.07%, and Motorcycles 20.30%. In addition to the combination of images of tires and wheels from the type of vehicle, there is also an image of ketupat which is an icon or typical image of Eid al-Fitr in Indonesia and even in Asia, because the basic ingredient of ketupat is rice, the staple food of Asian people.

Visual discourse in @Tirto.id Instagram content also displays or depicts the background in an image. In this post, the white background used in the post can be interpreted by the process of Eid al-Fitr itself, which is a holy day, the holiday of the Islamic ummah. The use of a white background in the post confirms that the celebration of the holy holiday can be celebrated in the hometown with various types of community vehicles. The image blends with the combination of wheels of different types of vehicles which gives rise to the meaning in the form of, "In taking the Holy Day, we can return to our hometown by driving anything."



Data 2

The visual image in @Tirto.id Instagram content above is a post published on March 17, 2023 that describes racism events in the previous few months, when there was discrimination against students from Papua by mass organizations and communities that occurred in Malang and Yogyakarta. This depiction of racism by Tirto is intended as an effort to voice unity without discrimination. In the picture, there is a dark-skinned young man / student with short hair but curly walking carrying his backpack with a banner that reads "Thank Boarding except Eastern Students and Non-Muslims".

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In addition, in the illustration there is also light used in mixing and matching images and the background seems like gloomy, or not bright. This confirms that cases of racism and discrimination against certain ethnicities are not good. This post in a multimodal representative analysis shows the meaning or response in the form of actions taken by Instagram @Tirto.id to the general public that acts in the form of racism and discrimination must no longer be carried out. The image in the post also indicates that this content is @Tirto.id criticism of social events that occur in society.



Data 3

The visual image in @Tirto.id's Instagram content above is a post published on March 20, 2023. The three pictures describe corruption cases committed by tax officials. In the three images, the background color used is both black which tends to be dark. The dark black color illustrates the darkness of corruption cases in Indonesia that are endless. This black background depiction also explains that the corruption cases that occurred were actually carried out by people who managed funds in this picture displayed two tax officials, Rafael Alun Trisambodo (RAT) who went viral after the persecution case committed by his son Mario Dandy (MD) against David and Gayus Tambunan (GT) who had been excited about traveling abroad and to Bali when he was a prisoner in a corruption case.

The colors used in displaying these two corrupt faces are red (dominant) and white which are the background of images such as newspapers in which there are corrupt faces and other information. The red color used is a warning marker for corruptors and lights up a sign that the faces attached are criminal figures so that they are depicted in a bright red background. In addition, the white color is used as a marker such as a warning paper that the corruption cases of the two people (for example) should be disseminated so that officials or other employees do not do the same. The image gives context meaning in the form of news about tax employees who commit corruption in the form of enriching themselves which is finally known by the public through social media.



Data 4

The visual image in @Tirto.id's Instagram content above is a post published on February 10, 2023, describing Indonesia's corruption perception index from 2020-2023. The first picture, in which there is a picture of a mouse carrying a sack. Then there are also pictures of doors that read 2020, 2021, 2022, and 2023 respectively and there are pictures of banknotes scattered in front and inside the door. This first picture explains that the rat carrying the sack has visited the doors with the year listed which illustrates that in every year there is always a case of corruption. The second image is also present in the illustrated image such as Olympic athletes with their respective medals, sequences, and flags.

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In the second picture, Indonesia is at the bottom of the Corruption Perception Index (GPA) level with a rank of 110, far behind Singapore and Malaysia. The detailed articulation of the image is symbolized from the position of countries with a corruption perception index, it can be seen in the picture that Indonesia with a low order of 110 still looks thirsty with the presence of symbols or images of athletes who still drink water using gallons which make it blue as if full of water which symbolizes the level of corruption.



Data 5

The visual image in @Tirto.id's Instagram content above is a post published on February 6, 2023. Both of these images illustrate certain gender injustices (in this case women) in sexual problems. In the first picture, you can see a downcast female figure hiding her face, there are also female and male faces that put on emotional faces. In the second picture, there are details of the image such as hands that are inside a mound of earth (hill) that seems to want to grasp a female figure on it.

In both images, a dark purple background color dominates both. Although in the picture the two purple colors look combined with the green color depicted on a pile of soil (hill). The color purple can be assumed as a gender color, especially women (in the picture it is dominated by sexual problems experienced by women). In this second image, the purple color that builds visual discourse looks like a mist that surrounds the image of the hand and the female figure above it. This combined purple and black background color indicates that sexual problems (experienced by women) are something dark and seem to never finish meeting the estuary.



Data 6

The visual image in @Tirto.id Instagram content above is a post published on March 18, 2023, depicting a human tragedy at Malang's Kanjuruhan stadium. In the picture in the content, there is an illustration of the entrance of the stadium which is the scene of tear gas fired by police which caused hundreds of supporters to die. There are also images of red smoke depicting tear gas itself, which has caused hundreds of deaths. The key image in the visual discourse above is a picture of a red hand and a picture of two policemen fully armed, with shields, batons, and tear gas rifles. The key image explains that the tragedy is still searching for suspects to be responsible for the tear gas firing incident that left hundreds dead. In this digital discourse, it can be seen from the bright red color on the hands and the red color that is like fog around it, and there are black shadows under the stadium and under the two policemen in the picture that confirm the meaning related to the key problems that caused the Kanjuruhan tragedy.



Data 7

The visual image in @Tirto.id's Instagram content above is a post published on February 14, 2023 that describes the cost of weddings. In the picture, there is a picture of a bride and groom with a religious affairs office building (KUA) and a ketoprak cart that means a meal or wedding reception food. The image characterizes that the digital discourse is news in the form of lifestyle or lifestyle about tips on saving marriage costs. The meaning or meaning is built on the background of the image in the form of an initial display of files in Microsoft Excel which is commonly used in financial planning reports. Then, there is the bride and groom as the icon of the marriage itself standing in front of the KUA building or office that legalizes marriage.



Data 8

The visual image in @Tirto.id Instagram content above is a post published on April 12, 202 that describes the crowded atmosphere of the general election (election) in 1999. The image contained in the discourse is analogous to the Idol Group (JKT 48) which when performing on stage produces fanfare because of its crowded stage performance. The 48 are political participants in the 1999 election and also the back number of the idol group. In addition, the face of the idol group is disambiguated with the logo or flag of the political party participating in the 1999 election.

The 1999 election can be called a political liberalization that gave birth to 48 election participants making the election almost followed by the entire ideological spectrum that had existed on the class-based political stage, such as the PRD, and parties with flow channels such as the UN, PDKB, and PKD which were banned during the New Order rule, emerged without anyone questioning let alone controlling. Indonesia's political pluralism really manifested itself in competent parties in the 1999 elections (Directory of Election Implementation, 2006). This historical news is what Instagram @Tirto.id tries to inform through his posts.

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Data 9

The visual image in @Tirto.id Instagram content above is a post published on April 12, 2023 describing donations using charity boxes that can already be made by scanning the QR-Code method using the Q-RIS payment system by Bank Indonesia. Images in the discourse include images of mobile phones scanning barcodes, there is also a picture of a charity box with five thousand rupiah denominations stuck in a fishing hook. The post attempts to illustrate the renewable conditions in terms of giving donations that were originally made by putting money in charity boxes to be more practical with barcode scanning in more modern digital payment systems. However, the presence of a picture of a fifty thousand note stuck with a fishing hook illustrates a different connotation from the previous description. The picture, try to illustrate the opposite.

The picture tries to talk about the misuse of the donation. This is based on the case some time before this post from Instagram @Tirto.id was published. There have been several cases that change the QR-Code of a house of worship to a QR-Code linked to a personal digital balance. The image seeks to criticize events that have occurred in society so that later the same event will not happen again and harm those who should get donations from the digital balance.



Data 10

The visual image in @Tirto.id's Instagram content above is a post published on April 5, 2023 that describes a sound control device on a guitar instrument that can be used to change sound effects. The image discourse on @Tirto.id's Instagram post is in the form of a yellow guitar effect with a volume regulator that says Level, Tone, and Buzz. There is also a picture of an open mouth with the words on it Buzzer.

The term buzzer originated in the involvement of a group of people whose job was to enliven the content in the form of excessive support for their political choices and overestimate their political opponents too which aimed to lead public opinion (public) to their political beliefs to vote for certain candidates or parties. Open-mouth images, as well as the presence of jack wires inserted into the guitar and guitar effects to change the sound and also harden it. This election educational content is trying to be published by Instagram @Tirto.id as an effort to socialize the 2024 election to every follower on social media.

IV. CONCLUSION

Based on the analysis of the meaning of modality in the image discourse found on Instagram @Tirto.id, the three aspects in the form of action, context, and also historical complement each content in the post. Action in a digital discourse means that when discourse, a person will express his meaning through language with the aim of informing, commanding, influencing, persuading, and following what he wants. This action is illustrated by the content on Instagram @Tirto.id in the form of tips and tricks about

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weddings, preparations for Eid homecoming, and political education 2024 which is informed to the public through Instagram social media.

Context in a digital discourse means all situations and things that are outside the text, such as participants in the language, the situation when the text is produced, the intended function, and so on. The point of attention of discourse analysis is to describe text and context together in a communication process. The context contained in the image discourse on @Tirto.id Instagram content is found in the news related to corruption cases committed by government officials, human rights violations involving women, and the latest news related to the problem of damaged roads.

In addition to the actions and contexts that are the basis for conducting the analysis, there is an aspect that is no less important, namely historical. Historical is an important part of the reason why a discourse is constructed. The historical aspect of @Tirto.id's Instagram content raises news related to alleged political strategies depicted on two toast glasses, then also found in the case of food in Papua. These three aspects in the image discourse on Instagram @Tirto.id have interrelationships and connections between one discourse and another, even in one discourse can also contain two to three discourses at once.

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