

THE REPRESENTATION OF MOTHER'S ROLE IN PRESIDENT JOKO WIDODO'S INSTAGRAM POST: A MULTIMODAL PRAGMATIC STUDY

¹Putri Haryanti, ¹Kunddharu Saddhono, ¹Atikah Anindyarini

¹Program Studi Pendidikan Bahasa Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sebelas Maret Surakarta, Indonesia

*Corresponding Author Email: puthar98@student.uns.ac.id

Article Info	Abstract
Article History Received: April 2024 Revised: May 2024 Published: July 2024	<i>Communication on social media is not only limited to linguistic elements, but also involves images and visuals. The use of images and visuals on President Joko Widodo's Instagram account raises questions about how effectively these messages are understood and received by various sections of Indonesian society.</i>
Keywords Illocutionary speech acts; Discourse analysis; Representation; Multimodal pragmatics;	<i>This research aims to explore the linguistic and multimodal elements of Mother's Day commemorative posts on President Jokowi's Instagram account. This research used a qualitative descriptive method and a multimodal pragmatic approach. The research data is in the form of captions as a linguistic aspect and images as a multimodal aspect in Mother's Day commemorative posts on President Jokowi's Instagram account. The data analysis technique uses a pragmatic approach to examine captions and multimodal analysis to explore uploaded visuals. The research results show (1) pragmatic analysis of captions, there are several forms of illocutionary speech acts, including assertive speech acts (declaring), directive speech acts (giving advice/inviting), expressive speech acts (congratulating), and indirect speech act strategies; (2) multimodal analysis through information value, framing, salience, and sequence represents that mothers have a very important role in contributing to preparing their children for the future, caring for them with love, and participating in roles in public spaces. This post shows that the study of multimodal pragmatics on social media can contribute to conveying complex meanings in representing the mother's role.</i>
How to cite: Haryanti, P., Saddhono, K., Anindyarini, A. (2024). The Representation of Mother's Role in President Joko Widodo's Instagram Post: A Multimodal Pragmatic Study. <i>JOLLT Journal of Languages and Language Teaching</i> , 12(3), 1503-1514. DOI: https://dx.doi.org/10.33394/jollt.v12i3.11448	

INTRODUCTION

Language plays a central role in human life, serving not only as a means of communication but also as a foundation for social interaction, information transfer, and expression of ideas (Putra & Tressyalina, 2024). The relationship between language and representation is integral to communication, as language is the primary means by which humans convey ideas, concepts, feelings, and experiences through text, sound, and images. Representation includes how language is used to convey these ideas and experiences, and multimodal pragmatics helps in understanding how these representations are formed and understood in communicative interactions. The issue of women's representation on social media platforms continues to be a focus of research, as it explores how reality or objects are presented (Wahyuningtyas, 2014). Representation can be seen as the process of physically recording ideas, knowledge, or messages using signs to reproduce something perceived, felt, imagined, or seen in physical form (Evi, 2010: 15). Media, especially mass media, shape various aspects of reality, such as society, objects, events, and cultural identity, through words, writing, moving images, or movies. These representations not only relate to how cultural identity is presented or constructed in a text but also involve the process of production and perception by people who consume the values of the culture represented.

In the Indonesian context, the concept of ibuism extends beyond the biological role of mothers to encompass a wider scope, including domestic and public affairs. A mother is seen as a strong and assertive figure (Suryakusuma, 2011). For instance, In (52) is a widow who works as a fried food seller and educates her two children (Manggala, 2023). Utami (66) cares for her disabled child until their death (Hakim & Assifa, 2023). Khadijah (53) is a teacher who travels 15 hours to teach in the Meratus mountains for 23 years (Syahputra, 2023). Rosmayanti empowers fellow women to use herbal plants to make instant herbal medicine (Wantoro, 2023). Another mother performs dangerous motorcycle stunts while pregnant to meet her family's needs (Abdurachman, 2023). These examples illustrate that extreme struggles are undertaken by women, highlighting a shift in the meaning of feminism over time.

Media representations of mothers often fail to capture the diversity and complexity of mothers' real lives beyond stereotypes (Patria et al., 2021). This necessitates a deeper study of maternal representation to be more inclusive of the diverse experiences of mothers. Barker defines representation as a social construct that requires exploration and understanding of meaning formation in various contexts (Utomo, 2023). Fiske adds that camera techniques, lighting, editing, audio, and other symbols work together to convey reality and ideas (Fiske, 2012). Marcel Danesi sees representation as using signs to represent something perceived physically (Mardatila in Utomo, 2023). Stuart Hall explains representation as generating meaning in the mind through language (Mardatila, in Utomo, 2023). Non-verbal aspects also play a role in producing and exchanging meaning, making Instagram uploads effective in generating meaning and summarizing diverse messages (Noviani, 2018).

Technological advances have facilitated long-distance communication (Herman et al., 2023). Computer technology and the internet have diversified and transformed human communication (Handayani et al., 2016). President Joko Widodo uses Instagram to communicate with the public, sharing information, appreciating events, and showcasing unique characteristics (Martinus & Chaniago, 2017). On his official Instagram account, @jokowi, he often uses illocutionary speech acts to express actions and achieve specific goals, emphasizing the importance of language as an act or deed (Leech, 1993: 316; Prayitno, 2017: 50; Huang, 2022). Multimodal pragmatics examines how different communication modes, such as text, images, and sound, interact to form complex representations. Analyzing Instagram posts using multimodal pragmatics can reveal how visual images, composition, color layout, typography, and captions communicate meaning (Noviani, 2018). Kress and van Leeuwen describe this phenomenon as multimodality, where media technology involves several semiotic modes (van Leeuwen, 2015; Kress, 2011; Kress & van Leeuwen, 2001). Combining pragmatic and multimodal analysis helps understand how verbal and semiotic modes in visual interaction form complex meanings.

Several studies have researched maternal representations. Utomo (2023) analyzed maternal representation on Instagram feed @jokowi using multimodal analysis. This study adds pragmatic analysis to multimodal analysis, focusing on both verbal and visual data. Putri and Kamilah (2023) examined the representation of millennial mothers on @tasyakamila's Instagram account using Barthes' semiotics, focusing on visual aspects, while this study includes verbal aspects. Aini and Wijayanti (2022) analyzed single mothers in the film "Wonderful Life" using Barthes' semiotic method, differing in method and focus. Fadhliah et al. (2021) focused on maternal representation in the novel "May Mother Be Loved by God," analyzing linguistic aspects, whereas this study uses verbal and visual data from Instagram. Mudafiuddin (2020) examined maternal roles in Mother's Day ads, differing by focusing on advertising rather than Instagram.

This research investigates how the representation of posts on social media, especially Instagram, can be interpreted through multimodal pragmatic analysis. It focuses on posts from @jokowi about the commemoration of Mother's Day 2023, analyzing illocutionary speech acts

and multimodal elements like images, videos, and text. This approach helps understand how these elements convey messages about the diversity of motherhood in everyday life and broader social contexts. This research aims to contribute to pragmatics with a focus on multimodal fusion in social media communication, analyzing how images and text collaborate to convey complex meanings about motherhood. The research problem statement is: "How are illocutionary speech acts in captions and representations of mothers in digital media images, particularly in @jokowi's post about Mother's Day 2023, analyzed using a multimodal pragmatic approach?"

LITERATURE REVIEW

Illocutionary Speech Act

In the context of communication, a speaker not only utters words but also takes action with what they say. Communication is not just about producing sounds; it is about conveying a certain meaning, purpose, or effect through speech (Maulidiyah et al., 2021). Illocutionary speech acts are used to express an action contained in speech or with a specific purpose, capable of triggering a reaction from the listener. These speech acts occur when the speaker utters words to do something and have a specific impact. Therefore, it is important to consider language use as an action (Leech, 1993: 316; Prayitno, 2017: 50; Huang, 2022). Illocutionary speech acts are divided into five types: assertive, directive, expressive, commissive, and declarative. Assertive speech acts bind the speaker to the truth of the proposition expressed, allowing the statement to be judged for its truthfulness. Examples include stating, reporting, showing, and mentioning. Directive speech acts aim to influence the listener to act, producing effects in the form of actions carried out by the listener. Examples include ordering, requesting, demanding, advising, prohibiting, and threatening. Expressive speech acts function to express or show the speaker's feelings or emotions regarding a situation, such as thanking, congratulating, praising, complaining, and blaming. Commissive speech acts express a promise or commitment to do something, with examples like promising and swearing. Declarative speech acts express disappointment, dislike, and pleasure, including deciding, canceling, prohibiting, allowing, and apologizing (Searle, 1983).

Speaking strategies involve how we communicate to produce utterances that are interesting and comprehensible to the listener (Yule, 2014). These strategies can be applied within a group or used by an individual speaker depending on the specific situation. Illocutionary speech act strategies can be influenced by several factors: the relationship between the speaker and the listener, the context of the utterance, and the purpose of the utterance. The speaker adjusts their speech to match the nature of their relationship with the listener, adapts their speech to fit the situational context, and modifies their speech to align with their communication goals. These strategies can be categorized into two types: direct and indirect strategies. Direct strategies use words or sentences that explicitly state the intent and purpose of the utterance. Indirect strategies, on the other hand, use words or sentences that implicitly convey the intent and purpose of the utterance (Wijana & Rohmadi, 2011).

Representation

The multimodal view in the explanation presented by Gunther Kress and Theo van Leeuwen (2006) explores how various semiotic modes collaborate to form meaning. In this context, multimodality describes the combination and integration of diverse semiotic modes, and these various modes are used to construct complex meanings (Noviani, 2018). Mode, in the multimodal concept, is defined as "a socially shaped and culturally given resource for making meaning" (Kress, 2009). In other words, modes are socially constructed resources and culturally given to produce meaning. Multimodality analysis, such as that of Noviani (2018) on a caricature of Kartini, identifies various visual modes involved in creating meaning. These modes involve immovable images from illustrations, spatial arrangement, layout, typography,

color, and text content in the caricature work. This multimodal approach allows a deeper understanding of the complexity and diversity of semiotic modes involved in conveying visual messages. The analysis also illustrates how these elements form a rich and meaningful visual narrative (Noviani, 2018).

Representation in communication practices takes forms of expression that are appropriate, reasonable, and relevant to everyday life. It should be noted that media institutions also build representations with various forms of general expression to facilitate audience understanding (Noviani, 2018). Multimodal analysis provides three main analytical tools for examining a work (Utomo & Udasmoro, 2021). Compositional meaning can be explored to reveal an image's potential meaning of information value, framing, and salience. Information value helps to understand the meaning contained in the arrangement of various modes in a text, either from left to right, top to bottom, or center to edge. Framing is used to explore the presence of framing devices in the text, assessing whether various modes form connections or disconnections or space some modes among others. Salience helps to discover the meaning built from the mode that is deliberately emphasized or attracts attention. The sequence helps to read the flow of work (Kress & van Leeuwen, 2006). So, the author explores illocutionary speech acts and representations of mothers in the digital media space, especially in uploads from the Instagram account @jokowi regarding Mother's Day 2023 commemoration, by involving multimodal pragmatic analysis. This approach makes it possible to reveal how various pragmatic and semiotic modes play a role in constructing meaning related to the role of the mother in the context represented by the account.

Multimodal Pragmatic

Style in language refers to the way speakers use language variations to convey meaning effectively in social interactions. This involves the ability to use various language resources, such as words, sentence structure, intonation, and facial expressions, to communicate social experiences and achieve communicative goals (Coupland, 2007; Ross & Coleman, 2010). The context of language in pragmatic studies on social media has evolved due to the unique communication situations presented by virtual media. Social media acts as a communication tool, allowing individuals to socialize and share content about activities, emotions, experiences, and other life aspects through images, audio, or video (Namirah & Hidayat, 2021). Social media platforms create environments where individuals, organizations, and governments can interact in various contexts, including commercial, social, political, and educational. These interactions involve exchanging information, ideas, products, and services among users (Alalwan, 2018; Joe & Anto, 2018; Li, 2017; Ratnasari et al., 2019; Westenberg, 2016). Communication mediated by social media uses linguistic modes and multimodality to convey meaning, indicating that pragmatic studies focusing solely on linguistic aspects may be insufficient to fully understand the speaker's intentions. Therefore, an approach accommodating both linguistic aspects and multimodality in communication is necessary. Visual resources play a crucial role in communication practice, involving interaction and representation. Interpretation reflects a shared understanding between participants, where participants choose ways or forms of expression that others can comprehend. However, it is important to recognize that interactions among participants form a social structure with varying interests, where power relations influence the level of understanding in the communication process (Noviani, 2018).

Multimodal pragmatics integrates verbal language, body movements, facial expressions, and visual elements to convey and create shared meaning in human interactions (Smith & Johnson, 2018). Context greatly influences multimodal communication by providing the social, cultural, and environmental background necessary for accurate interpretation of meaning (Garcia & Lee, 2019). Case studies show that individuals from diverse cultural backgrounds can interpret multimodal communication differently, highlighting the importance of cross-cultural awareness in global communication (Chen et al., 2020). Technological

advancements in multimodal communication have transformed how humans communicate and convey messages. The development of social media and digital communication platforms enables multimodal use through text, images, and videos (Williams & Brown, 2021). Research on multimodal pragmatics emphasizes understanding human communication as a unity involving verbal language, body movements, facial expressions, and images to form shared meaning in social interactions (Jones & Smith, 2022). Messages in multimodal pragmatics can be conveyed more effectively because combining verbal and non-verbal language helps create more diverse and holistic meanings (Garcia et al., 2023). Multimodal communication often requires deeper interpretation as messages are not limited to words but also involve body expressions and visual language (Chen, 2021).

Multimodal text refers to the use of multiple communication modes, such as written text, images, sound, and video, in one composition. Kress and Leeuwen (2006) highlight three principles of multimodal text composition: information value, salience, and framing. Information value reflects how information can be found in various zones within a multimodal text, represented by the distribution of key elements from left to right, top to bottom, or in specific areas like the center and margins. For example, a title placed in the center of an image holds a different information value than one positioned at the top or bottom. Salience refers to the emphasis or highlighting of specific elements in multimodal text, which could include prominence in the foreground or background, size differences, or striking color contrasts. For instance, an image with a blurred background can make the main object more salient. Framing involves how elements in multimodal text are arranged and interconnected, guiding the reader's understanding of specific meanings. For example, a framed picture highlighting a particular part will direct the reader's interpretation toward the intended focus or message. In this context, multimodal text effectively conveys information by leveraging various communication modes simultaneously, emphasizing key elements, and arranging its layout to guide reader understanding and interpretation.

RESEARCH METHOD

This research is descriptive qualitative in nature, employing a multimodal pragmatic approach to explore and understand the meanings embedded in the phenomena being studied. Descriptive qualitative research is designed to provide a deep understanding of the subject through comprehensive data collection and detailed analysis (Creswell, 2016). This study specifically focuses on the verbal elements, such as captions, and the visual elements in the images posted on the Instagram account @jokowi related to the Mother's Day celebration on December 22, 2023. The research data comprises captions representing verbal aspects and images representing visual aspects posted by the Instagram account @jokowi. The research method aligns with the issues investigated by examining how these verbal and visual elements work together to convey meaning and representation. Data collection involves document analysis, where the content of the Instagram posts—both textual and visual—is scrutinized. This method allows for an in-depth examination of the language used in the captions and the imagery presented in the posts, providing insights into how these elements interact to form a cohesive message.

By integrating these theoretical frameworks, the research aims to provide a holistic analysis of the Instagram posts, uncovering the layered meanings and representations conveyed through the combination of verbal and visual elements. This approach allows for a nuanced understanding of how multimodal communication operates in social media contexts, particularly in the portrayal of significant cultural events like Mother's Day. The primary aim is to uncover not only the visible elements but also the deeper meanings or representations contained within them. Data collection techniques involve document analysis, wherein the research data consists of words or images (Sugiyono, 2013). In the process of qualitative data

analysis, this study employs Searle's (1983) perspective on illocutionary acts to examine the linguistic (verbal) elements in the captions. This involves analyzing how speech acts are used to convey specific intentions or actions through language.

Additionally, the study utilizes Kress and van Leeuwen's (2006) multimodal theory to analyze the multimodal (visual) elements of the images. This theory emphasizes compositional meaning, which involves the value of information, framing, salience, and sequencing. By integrating these theories, the research aims to provide a comprehensive analysis of the Instagram posts. Both theories are analyzed using the flowing analysis approach outlined by Miles and Huberman (2014), which allows for a systematic and detailed examination of the data. This approach helps in understanding how verbal and visual elements work together to create and convey meaning within the context of social media communication.

RESEARCH FINDINGS AND DISCUSSION

Research Findings

President Jokowi's upload regarding the commemoration of Mother's Day on December 22, 2023, on his Instagram account shows the connection between linguistic and multimodal aspects. Following are the results of a detailed multimodal pragmatic analysis.

Table 1
Results of Multimodal Pragmatic Analysis of President Jokowi's Instagram Posts

Multimodality	Component	Analysis
Linguistic Elements (Illocutionary Speech Act)	Assertive Acts	Speech President Joko Widodo mentioned the various roles of mothers, from loving their children gently and being able to hide sadness behind a smile to the most challenging task of preparing their children for the future.
	Directive Speech Acts	President Joko Widodo invites everyone to remember the kindness, affection, and generosity of a mother.
	Expressive Acts	Speech President Joko Widodo expressed his feelings by wishing him a Happy Mother's Day.
	Indirect Speech Strategy	Act The caption presents some information implicitly at the beginning and then places the aim or purpose of the speech at the end of the caption.
Visual Elements (Multimodal Analysis)	Information value	Interaction between modes represents the ideal concept of a mother who is inseparable from her domestic role in caring for and educating her children.
	Framing	Representation of mothers participating in public space to contribute to various aspects and social classes.
	Salience	The representation of flowers as a symbol of women's preferences and the color pink creates the impression of femininity, sympathy, understanding, and love.
	Sequence	The letter S helps read the plot of a work along with its rich views and varied representations of the role of the mother.

Discussion

Illocutionary Speech Act

Understanding that images and captions complement each other as one complete unit in Instagram posts, identifying value in information can be done by paying attention to the reading pattern from top to bottom. Audiences tend to look at and observe the image first, then read the caption at the bottom. Jewitt and Oyama (in van Leeuwen and Jewitt, 2001) explain that top-down reading creates an ideal-real structure, where "ideal" refers to an idealized or general

concept, while "real" refers to something more detailed or specific. This understanding implies that images on Instagram often reflect idealized or standard ideas, which have become the norm or commonplace. In the context of posts about mothers, this image may depict the ideal concept of a mother who is inseparable from her domestic role in caring for and educating her children. Mothers are considered the first madrasa for every child, bringing us back to gender stereotypes where femininity is associated with being gentle, friendly, and caring (D'Cruz, 2020).

If we look further at the accompanying caption, it can be seen that: "We never realize how difficult it is to be a mother because they seem to carry out their role so easily. A mother can love tenderly, can withstand the waves of life as hard as a rock, can hide sadness behind a sincere smile while preparing her children to face the future. Today, we remember again the kindness, compassion, and generosity of mothers. Happy Mother's Day." This caption contains several illocutionary speech acts: assertive, directive, and expressive. The caption contains an assertive illocutionary speech act: "We never realize how difficult it is to be a mother because they seem to carry out their role so easily. A mother can love tenderly, can withstand the waves of life as hard as a rock, can hide sadness behind a sincere smile while preparing her children to face the future." In this part, President Joko Widodo states and mentions the various roles of mothers, from loving their children gently and hiding sadness behind a smile to preparing their children to face the future. This is an assertive speech act because it states a fact widely recognized and believed by many.

The caption also includes a directive illocutionary speech act: "Today, we remember again the kindness, compassion, and generosity of mothers." Here, President Joko Widodo invites everyone to remember a mother's kindness, affection, and generosity. This is a directive speech act as it advises and invites everyone to remember all the goodness and sacrifices that mothers have made. At the end of the caption, President Joko Widodo wishes a Happy Mother's Day: "Happy Mother's Day." This is an expressive illocutionary speech act as it conveys President Joko Widodo's feelings and expresses his mental state related to the occasion of Mother's Day.

The caption also employs an indirect speech act strategy, using words or sentences that implicitly state the aim and purpose of the speech. President Joko Widodo begins by revealing several facts related to the figure of a mother, such as her tenderness and resilience, then invites everyone to remember her sacrifices, and finally wishes a Happy Mother's Day. The ultimate goal of the caption is to commemorate Mother's Day, but it is presented in a way that leads up to the purpose indirectly. This strategy effectively engages the reader by presenting information implicitly at first and then clarifying the aim at the end, making it an indirect speech act strategy.

Multimodal Analysis

Multimodal analysis provides a broad perspective in understanding and articulating meaning through various modes in visual works. The use of multiple modes, such as images, colors, text, and others, can form a representational space that is complex and rich in meaning. This space can reflect various stereotypes verbally and visually, making it possible to become aware of and overcome stereotypes that audiences may not always recognize. These stereotypes, often seen in advertising, social media, or art, can seep into popular culture. It is crucial to understand that representational spaces must reflect the diversity and plurality of experiences, including varied representations of women and mothers. This challenges stereotypes and ensures that every individual, regardless of gender, is represented authentically. Apart from their traditional roles as mothers and child caretakers, women have potential in various fields, including contributions to public spaces and other roles. Multimodal analysis in this study uses four main analytical tools: information value, framing, salience, and sequence.

The value of information is a critical aspect of multimodal analysis. For example, Mother's Day on December 22, 2023, is commemorated by President Joko Widodo with an

Instagram post. This post includes illustrations depicting various figures, such as a grandmother and grandson sweeping leaves, a woman teaching children, mothers chatting while shopping for vegetables, a mother cat nursing kittens alongside a duck, and President Joko Widodo holding a bouquet. Jewitt and Oyama (in van Leeuwen and Jewitt, 2001) explain that information value plays a crucial role in determining the potential meaning of text arrangement. In Indonesia, the reading pattern generally goes from left to right or top to bottom. Therefore, in the context of Instagram, uploads typically consist of images accompanied by captions below. As Ratri (2019) states, "Every photo tells a story, but the caption does wonders." Captions build connections with followers and shape the atmosphere of the image. Thus, images and captions in Instagram posts work together to convey a message, as seen in the @jokowi post, which represents the ideal concept of a mother inseparable from her domestic role (Hamdiyah et al., 2024).

Framing in multimodal analysis highlights how elements within an image are arranged to convey specific meanings. In the post by President Joko Widodo, framing is used to suggest that women should break away from traditional domestic roles and participate in public spaces to contribute to national progress. For example, one illustration (object C) shows mothers talking around a vegetable cart labeled "Data Transfer Center," suggesting that women engage in important discussions even in mundane settings. This contrasts with another illustration (object B), where a woman teaches children, emphasizing the educational role of mothers. The different framings indicate diverse social roles for women, challenging the stereotype that confines them to domestic spaces. This approach highlights how women can be active in various social contexts, emphasizing their contributions beyond traditional roles.

Salience refers to the emphasis placed on certain elements within a visual composition to attract attention. In President Joko Widodo's post, element E, depicting him holding a bouquet with a pink ribbon, is made salient. The pink ribbon and the central positioning of this element draw attention to the theme of maternal love and tenderness. The use of pink emphasizes femininity and affection, aligning with societal stereotypes of motherhood. This visual emphasis supports the narrative that President Joko Widodo values maternal qualities, creating a connection with the audience through familiar and culturally significant symbols (Silalahi et al., 2024). The strategic use of background and foreground, relative size, and color contrast enhances the salience of key elements, effectively conveying the intended message.

Sequence analysis in multimodal works examines the order in which elements are arranged and how this guides the viewer's interpretation. In President Joko Widodo's Instagram post, the reading flow follows an S-pattern, directing the audience through various elements from top to bottom. For instance, element D, showing a group of cats nursing from their mother alongside a duck, is strategically placed to convey a message of diversity and harmony in caregiving. The yellow duck stands out against the neutral colors, capturing attention and symbolizing inclusivity. Similarly, elements A and G depict different aspects of maternal roles: a grandmother bonding with her grandson and a mother accompanying her child, respectively. These sequences illustrate the varied experiences and emotional bonds within families, emphasizing the importance of maternal figures in different contexts. The arrangement of these elements creates a cohesive narrative that underscores the multifaceted nature of motherhood and the diverse forms it can take. Overall, the multimodal analysis of President Joko Widodo's Mother's Day post reveals how verbal and visual elements interact to convey complex and layered meanings. Information value, framing, salience, and sequence work together to challenge stereotypes, highlight diverse roles of women, and create a rich narrative that resonates with the audience. This comprehensive approach underscores the importance of considering multiple modes of communication to fully understand and articulate the meanings embedded in visual works.

CONCLUSION

Based on the description of data uploaded by the @jokowi Instagram account using a multimodal pragmatic approach, it can be concluded that pragmatic analysis in captions contains several forms of illocutionary speech acts, including assertive speech acts (declaring), directive speech acts (giving advice/inviting), expressive speech acts (saying congratulations), and indirect speech act strategies. Captions play an important role in building connections and connections with followers. Captions not only add context but also have a role in shaping the meaning of the atmosphere in the image in the Instagram upload. In other words, captions work together with images in Instagram posts to convey a specific message or meaning. In the context of commemorating Mother's Day, the captions contained in President Joko Widodo's uploads show a representation of the various roles of mothers, ranging from loving their children gently, being able to hide sadness behind a smile to the most challenging task, namely preparing their children to face the future. Multimodal analysis through information value, framing, salience, and sequence represents various maternal roles. Mothers are expected to play a significant role in the domestic sphere, especially in traditional tasks such as caring for and educating children. Mothers also have many other roles and potential in society, so this post does not limit the representation of mothers in household tasks. Additionally, the use of pink in most representations of mothers adds a feminine dimension and shows that this color is closely associated with stereotypes of femininity. Pink is often considered a color aimed at a female audience. Overall, this analysis illustrates how social media, such as Instagram, can mirror the construction of representations of motherhood produced by dominant narratives and cultural norms. In President Joko Widodo's Instagram post, the representation of mothers directs women who act as mothers to be placed in the narrative regarding their very important role in contributing to preparing their children for the future, caring for them with love, and participating in roles in public spaces.

ACKNOWLEDGEMENT

The author would like to thank Lembaga Pengelola Dana Pendidikan (LPDP) which has funded his current master's studies at Sebelas Maret University. The author also thanks Prof. Kundharu Saddhono, M. Hum, and Dr. Atikah Anindyarini, M.Hum, for her continuous guidance and support during the research and writing process of this article.

REFERENCES

- Abdurachman, A. (2023). Being pregnant, this woman still dared to make a living riding a devil's barrel motorcycle. Retrieved from <https://www.liputan6.com/otomotif/read/5282763/sedang-hamil-wanita-ini-tetap-berani-mencari-nafkah-naik-motor-tong-setan?page=2>
- Aini, K., & Wijayanti, D. (2022). Representation of the mother character as a single parent in the film *Wonderful Life*. *Widyakala Journal*, 9(2), 72-82. <https://doi.org/10.36262/widyakala.v9i2.519>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Chen, L., et al. (2020). Cross-cultural interpretations of multimodal communication: A case study of international business negotiations. *Journal of Intercultural Pragmatics*, 28(3), 311-328.
- Chen, L. (2021). Message interpretation in multimodal communication: The influence of verbal and non-verbal language. *Journal of Communication Psychology*, 28(4), 521-537.
- Coupland, N. (2007). *Style: Language variation and identity*. Cambridge University Press.
- Creswell, J. W. (2016). *Research design: Qualitative, quantitative, and mixed approaches*. Pustaka Belajar.

- D'Cruz, C. (2020). *Democracy in difference: Debating key terms of gender, sexuality, race and identity*. La Trobe Ebureau.
- Evi, et al. (2010). *Sign and meaning: A basic textbook on semiotics and communication theory*. Jalasutra.
- Fadhliah, et al. (2021). The representation of the mother in the novel *Moga Mother Loved by God* by Tere Liye. *NUSA*, 16(3), 288-298. <https://doi.org/10.14710/nusa.16.3.288-298>
- Fiske, J. (2012). *Introduction to communication science*. Lkis.
- Garcia, C., & Lee, S. (2019). The role of context in multimodal communication: A cross-cultural perspective. *International Journal of Intercultural Communication*, 35(4), 521-537.
- Garcia, C., Lee, M., & Johnson, B. (2023). The complexity of multimodal pragmatics in social interaction. *Jurnal Komunikasi Multimodal*, 45(1), 301-315.
- Hakim, A., & Assifa, F. (2023). The struggle of mothers in Kediri to care for children with disabilities to death picks up both. Retrieved from <https://surabaya.kompas.com/read/2023/09/26/111119478/perjuangan-ibu-di-kediri-rawat-anak-disabilitas-hingga-kematian-menjemput?page=all>
- Hamdiyah, et al. (2024). Multimodal discourse analysis on Nicholas Saputra's version of Kanzler nugget ad image on Instagram. *Anggaran: Jurnal Publikasi Ekonomi dan Akuntansi*, 2(2), 72–78. <https://doi.org/10.61132/anggaran.v2i2.541>
- Handayani, dkk. (2016). The use of meme as a representation of public opinion in social media: A case study of meme about Bekasi in Path and Twitter. *HUMANIORA*, 7(3), 333-339. <https://doi.org/10.21512/humaniora.v7i3.3587>
- Herman, et al. (2023). When actors take over the products: Showcasing Hallyu-influenced Indonesian beauty product advertising through multimodal analysis. *Lingua Cultura*, 17(2), 161-166. <https://doi.org/10.21512/lc.v17i2.9878>
- Hu, C., & Luo, M. (2016). Multimodal discourse analysis on Double Eleven Tmall ads. *Pengajaran Bahasa Inggris*, 9(8), 156. <https://doi.org/10.5539/elt.v9n8p156>
- Huang, L. (2022). *Toward multimodal pragmatics: A study of illocutionary force in Chinese situated discourse*. Routledge.
- Irawan, R. E. (2014). Women's representation in the cinema industry. *HUMANIORA*, 5(1), 1-8. <https://doi.org/10.21512/humaniora.v5i1.2975>
- Jewitt, C., & Oyama, R. (2001). Visual meaning: A social semiotic approach. In C. J. van Leeuwen, T., & Jewitt, (Eds.), *Handbook of visual analysis*. SAGE Publications.
- Joe, C., & Anto, J. J. (2018). Instagram and other social media applications: A comparison. *Research Journal of Humanities and Social Sciences*, 9(1), 209–212. <https://doi.org/10.5958/2321-5828.2018.00037.2>
- Jones, R., & Smith, A. (2022). Multimodal pragmatics: Integration of verbal and non-verbal language in human communication. *Jurnal Studi Komunikasi*, 40(3), 201-218.
- Kamaluddin, R. (2022). The importance of captions in playing social media. Retrieved from <https://buku.kompas.com/read/1248/pentingnya-caption-dalam-bermain-media-sosial>
- Kress, G. (2009). What is mode? In C. Jewitt (Ed.), *The Routledge handbook of multimodal analysis*. Routledge.
- Kress, G. (2011). Multimodal discourse analysis. In J. P. Gee, & M. Handford (Eds.), *The Routledge handbook of discourse analysis*. Routledge.
- Kress, G., & van Leeuwen, T. (2006). *Reading image: The grammar of visual design* (2nd ed.). Routledge.
- Kress, G., & van Leeuwen, T. (2001). *Multimodal discourse: The modes and media of contemporary communication*. Hodder Education.
- Leech, G. (1993). *Pragmatic principles*. Universitas Indonesia Press.

- Li, V. (2017). Social media in English language teaching and learning. *International Journal of Learning and Teaching*, 3(2), 148–153. <https://doi.org/10.18178/ijlt.3.2.148-153>
- Manggala, K. (2023). The struggle of the widow of a fried food seller from Ciamis to school two children in college. Retrieved from <https://www.insiden24.com/berita/3969251520/perjuangan-janda-penjual-gorengan-asal-ciamis-sekolahkan-dua-anak-di-perguruan-tinggi>
- Martinus, & Chaniago. (2017). Analysis of branding strategy through Instagram with storytelling in creating brand image Proud Project. *HUMANIORA*, 8(3), 201-210.
- Maulidiyah, et al. (2021). The analysis of illocutionary acts used by Sherly Annavita in Indonesia Lawyers Club. *JOLLT Journal of Languages and Language Teaching*, 9(1), 53-60. <https://doi.org/10.33394/jollt.v9i1.3280>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook*. Sage Publications.
- Monica, & Luzar, L. C. (2011). Color effects in the world of design and advertising. *HUMANIORA*, 2(2), 1084-1096. <https://doi.org/10.21512/humaniora.v2i2.3158>
- Mudafiuddin, B. (2020). Representation of the role of mothers in advertising (Semiotic analysis of Mother's Day-themed advertisements). *Jurnal Common*, 4(1), 1-18. <https://doi.org/10.34010/common.v4i1.2253>
- Namirah, & Hidayat. (2021). Viewers' language styles on Gold Digger: A multimodal analysis. *JOLLT Journal of Languages and Language Teaching*, 9(2), 236-242. <https://doi.org/10.33394/jollt.v9i2.3508>
- Noviani, R. (2018). Multimodal discourse according to Gunther Kress and Theo van Leeuwen. In W. Udasmoro (Ed.), *A stretch of discourse from ideological practice, media to postcolonial criticism* (pp. 107–133). Ombak.
- Patria, et al. (2021). Woman exploitation in Warkop DKI poster film. *HUMANIORA*, 12(1), 13-19. <https://doi.org/10.21512/humaniora.v12i1.6756>
- Prayitno, H. J. (2017). *Studi sosiopragmatik*. Muhammadiyah University Press.
- Putra, A. D., & Tressyalina, T. (2024). Gender representation in directive speech acts of teachers: A study on Indonesian language learning in automotive vocational high schools. *JOLLT Journal of Languages and Language Teaching*, 12(2), 1038-1047. <https://doi.org/10.33394/jollt.v12i2.9762>
- Putri, S., & Kamilah, E. (2023). Representation of millennial mothers through Barthes' semiotics (Study on @Tasyakamila Instagram account). *Jurnal Koneksi*, 7(2), 532-540. <https://doi.org/10.24912/kn.v7i2.26342>
- Ratnasari, D., Hidayat, D. N., Alek, A., & Defianty, M. (2019). Interpersonal meaning analysis of Indonesian politicians' Instagram captions. *Advances in Social Science, Education and Humanities Research*, 408, 222–230. <https://doi.org/10.2991/assehr.k.200220.041>
- Ratri, C. (2019). All you need to know about Instagram captions: Rules and how-tos. Retrieved from <https://www.carolinaratri.com/2019/03/menulis-caption-instagram.html>
- Ross, J. N., & Coleman, M. N. (2010). Gold digger or video girl: The salience of an emerging hip-hop sexual script. *Culture, Health & Sexuality*, 13(2), 157–171. <https://doi.org/10.1080/13691058.2010.520741>
- Rustan, S. (2020). *Layout 2020*. CV Nulisbuku Jendela Dunia.
- Searle, J. R. (1983). *Speech acts: An essay in the philosophy of language*. Cambridge University Press.
- Silalahi, et al. (2024). Multimodal discourse analysis on Song Joong Ki's Scarlet Whitening ad on YouTube. *Filosofi: Publikasi Ilmu Komunikasi, Desain, Seni Budaya*, 1(3), 19–25. <https://doi.org/10.62383/filosofi.v1i3.134>
- Smith, A., & Johnson, B. (2018). Understanding multimodal pragmatics: Integrating verbal and nonverbal communication. *Journal of Communication Studies*, 45(2), 201-218.

- Sugiyono. (2013). *Quantitative, qualitative and R&D research methods*. Alfabeta.
- Suryakusuma, J. (2011). *State ibuism: The social construction of the New Order's femininity*. Komunitas Bambu.
- Syahputra, O. (2023). Khadijah, the pioneer of education in the natural embrace of the Meratus Mountains. Retrieved from <https://www.antaraneews.com/berita/3843837/khadijah-perintis-pendidikan-dalam-pelukan-alam-pegunungan-meratus>
- Utomo, S. (2023). Multimodal analysis of maternal representation on Instagram feed @Jokowi: Empowered mothers (?). *Calathu: Jurnal Ilmu Komunikasi*, 5(1), 25-36. <https://doi.org/10.37715/calathu.v5i1.3515>
- Utomo, S., & Udasmoro, W. (2021). Queer femininity multimodal discourse analysis on web series Boundaries: Confining or freeing(?). *Jurnal Komunikasi dan Bisnis*, 9(1), 23-35. <https://doi.org/10.46806/jkb.v9i1.681>
- van Leeuwen, T. (2015). Multimodality. In D. Tannen, H. E. Hamilton, & D. Schiffrin (Eds.), *The handbook of discourse analysis* (2nd ed., pp. 447-462). John Wiley & Sons, Inc.
- van Leeuwen, T., & Jewitt, C. (2001). *Handbook of visual analysis*. SAGE Publications.
- Wahyuningtyas, B. P. (2023). Representation of women's strength, intelligence, and taste: A discourse analysis on the film "The Iron Lady". *HUMANIORA*, 5(1), 28-38. <https://doi.org/10.21512/humaniora.v5i1.2978>
- Wantoro. (2023). Housewives' performance: Taking care of the family while empowering others. Retrieved from https://www.kompasiana.com/wantoro/6410b26f3555e4331667a592/perjuangan-ibu-rumah-tangga-mengurus-keluarga-sambil-memberdayakan-sesama?page=1&page_images=1
- Wijana, I. D. P., & Rohmadi, M. (2011). *Analysis of pragmatic discourse: Theoretical and analytical studies*. Yuma Pressindo.
- Williams, D., & Brown, K. (2021). The impact of technology on multimodal communication: Trends and future directions. *Communication and Society*, 18(1), 81-97.