The Investigation of Interpersonal Meaning in Selena Gomez's Instagram

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Abstract

Riklona is a prescription sedative drug containing the active ingredient Klonazepam which is included in the Psychotropics of the Class IV List. Riklona drug abuse is a crime that can be prosecuted before the court. The formulation of the problem in this study is how the provisions for the crime of psychotropic abuse in Indonesian legislation and law enforcement by district court judges for cases of criminal abuse of psychotropics class IV of the Riklona type. The type of method applied in this research is normative legal research. Provisions for criminal acts of psychotropic abuse are regulated in Law Number 5 of 1997 concerning Psychotropics, especially Article 4, Article 5 to Article 7, Article 9 to Article 14, and the criminal sanctions are contained in Article 59 to Article 72. Whereas by taking into account the results of the Criminalistic Laboratories on drugs at the time the Defendant was arrested and searched it was proven that they were Psychotropics, thus because the Defendant did not have a permit to control the drugs in question, the Panel of Judges believed that the element of "distribution of psychotropics" had been fulfilled
Keywords: Crime, Group IV, Psychotropic Abuse, Riklona Type

A. INTRODUCTION

Communication is the most important part of living every day. Nowadays, one of the places to communicate with other people is social media, and the most-visited one is Instagram. It is important to see the interpersonal meaning of captions and images on Instagram.

Many active Instagram users have become celebgram, and of course, many other Instagram users know who they are. @selenagomez is one of the most popular celebgram. Selena Gomez's Instagram has 358M followers with lots of interactions there. This means that there is good communication between Selena Gomez and her followers. This needs to be further analyzed how Selena's mood is in writing captions and uploading her photos so that it can bring up various reactions and comments from her followers. this study will look at Selena's Instagram content and try to figure out what it all means and how it sends messages about her. First, how the construction of Selena's caption or verbal message appears. The mood elements from Halliday's Systematic Functional Linguistic theory are considered a suitable field to analyze Selena's character in her captions. This mood element is a branch of systemic functional linguistics, one of the three metafunctions, the interpersonal metafunction of language (Yeibo, 2011). After collecting verbal texts on Selena's captions into the Mood classification, this study analyzes the meaning evoked in

Selena's posts. In this way, the next discussion is about all aspects of Selena's posts in the form of captions and images, because they are also considered to support the meaning and tendencies of Selena's posts. Images in the posts were analyzed with Kress and Van Leuween's theory of The Grammar of Visual Design (Reading Images, 1996).

B. RESEARCH METHOD

This research was conducted using a qualitative descriptive method to analyze the subject of this study. It aims to describe the types of mood captions on Selena Gomez's Instagram. The mood found in the caption (verbal) then be linked to the Instagram image (visual) to see how the meanings in the visual and verbal texts are related and support each other to make a full meaning that makes people react.

The technique used in data collection is close reading. Close reading is the "primary method" of literary studies (Jockers, 2013:6). First, the researchers paid close attention to posts that included captions and images. Reading the caption carefully, and looking at the details of the image to understand its meaning. The researchers only paid attention to posts that post images, not videos, because this research is focused on images and captions. The researchers also only saw posts from January 4, 2020, to November 4, 2022, screens hotted all of them, then filtered out the 5 most-liked posts and the 5 least-liked posts. From Selena's 1.848 posts on Instagram, 10 posts with the above criteria were collected. Then, the researchers took screenshots of the data she had gathered and put them in an album on her smartphone and laptop. So, screenshots of the chosen Instagram posts are the instrument used by the researchers

C. FINDINGS AND DISCUSSION

The research findings are shown below. They are grouped by posts with the highest likes and posts with the lowest likes. Using D. Royce's Framework for Multi-modal Discourse Analysis, the analysis will look at mood types, what visual grammar means, and how the verbal and visual modes complement each other. Therefore, the answers to the first and second Statement of the Problems are broken down so that explanations don't have to be given more than once. This part talks about the results of the first and second statements of the problem in this research.

Data 1 and data 2 are the posts with the highest likes While data 3 and data 4 are the posts with the

lowest likes.

Table 1. Data 1

Data 1	
Verbal meaning	In this caption, there are two sentences found. In the first sentence, the Mood element has a Subject which is "last night" and has a Finite as realized in "was". Meanwhile, the Residue element is embodied in "such" as an Adjunct and "a magical one" as a Complement. The other clause also has Mood and Residue elements in it. The Mood element is represented in "I" as Subject and "couldn't" as Finite. As Halliday states in An Introduction to Functional Grammar, the above captions show an act of giving information in a declarative mood.
Visual meaning	Data 1 shows RP's horizontal angle in a frontal position, while the vertical angle is low. RP does not show contact with the viewer by looking at another object (handphone). As stated by Kress and van Leeuwen (2006), the above pattern shows an offer to the viewer. A shot from the head to the wrist is called a Medium Shot. As stated by Kress and van Leeuwen (2006), a medium shot gives no space between IP and RP.
Intersemiotic Complementary	In the caption, the writer uses "I" to show power. It also shows in the visual text where the vertical angle is in a low position which means that the RP has the power over the IP. According to the mood created by the caption, the mood is declarative which means it shows giving information, so, it does not require IP to respond. Furthermore, there is no contact with the viewer in the visual text, which means it shows an offer. Therefore, as stated by Terry D. Royce (1998a, 1998b), the above pattern has reinforced one another intersemiotically.

Table 2. Data 2

Data 2	
Verbal meaning	The caption in data 3 has Wh- and Finite in it. Initially, the word "*Who*" which is classified as an Adjunct of WH- is part of the Residue element. Following it, Finite "*'s*" comes, which points out that these clauses are WH-interrogative mood and performing as demand questions in speech function. The words in yellow highlight are considered another Residue. As it is stated by Halliday in An Introduction to Functional Grammar, the above pattern is considered as interrogative mood.
Visual meaning	The RP is facing the viewer straight on in this picture and looking at the viewer, which, as Kress and van Leeuwen (2006) stated, is considered to demand the viewer's attention. Also, this picture is frontal, which, as Kress and van Leeuwen (2006) stated, means that it invites the viewer to get involved. The picture gets shot in the middle. As stated by Kress and van Leeuwen (2006), shot in the middle means "no space" between the RP and the IP.
Intersemiotic Complementary	The verbal text of this data shows an interrogative mood, which means showing demand, whereas the visual text also shows demand. Therefore, as stated by Terry D. Royce (1998a, 1998b), the pattern above is supporting each other intersemiotic.

Table 3. Data 3

Data 3	
Verbal meaning	The mood element in this data is represented in "It" as Subject and "is" as Finite. The last element is Residue, which complements "just lol". As Halliday states it in An Introduction to Functional Grammar, this caption is declarative by the way the The subject comes before Finite.
Visual meaning	In this picture, the RP is gazing at the viewer. As it is stated by Kress and van Leeuwen (2006), this pattern is considered a demand for attention from the audience. Head-to-waist shooting of RP or what is called a medium shot, according to Kress and van Leeuwen, gives the impression of "no space" between RP and IP. Also, the horizontal angle of the image is frontal and the vertical angle is at eye level.

Intersemiotic Complementary	The functions of the verbal-visual text of the data above are contradictory. The text in the verbal mode is offering a statement, whereas the image in the visual text demands the viewer's attention. The other aspect is the level of involvement of both texts. The verbal text reveals that there is no direct address to the readers, implying that there is no intention of reader involvement in the text. Another way to put it is that the clause only requires the readers to receive the information or statement and not to respond further. In the visual mode, the opposite interpretation of the level of involvement occurs; the RP is shot at a frontal angle, demonstrating such involvement between reader and writer in the text. As a result, as stated by Terry D. Royce (1998a, 1998b), the above pattern is considered as doesn't complement each other intersemiotically.

Table 4. Data 4

Data 4	
Verbal meaning	The mood element in this data represented in "My spirit animal" as Subject and "may" as Finite. The last element is Residue, which has Predicator and Complement in it, each is portrayed in "be"

	and "@paudachar". As Halliday states it in An Introduction to Functional Grammar, this caption is declarative by the way the The subject comes before Finite.
Visual meaning	In this picture, RP and one of his female friends, who is known to be Paulina Char, are gazing at the viewer. As it is stated by Kress and van Leeuwen (2006), the above pattern is considered to demand the viewer's attention. The photo was taken from up high with a medium-to-long-range shot, which according to Kress and Van Leeuwen (2006) shows that IP has power over RP.
Intersemiotic Complementary	As was already pointed out, the verbal text is in a declarative mood, which means that it makes a statement and doesn't need the readers to react. On the other hand, the visual text shows the opposite. Since all of the RP make eye contact with the viewer, Kress and van Leeuwen (1996) stated that it means the RPs demand attention from the viewer. Nevertheless, based on how the tone of the verbal text is read, the account of "@paudachar" is mentioned directly. The mention means the writer of the text wants to address a girl who, based on the visual text, is the girl she is talking about. This makes it clear what kind of relationship she wants to create in the text. This backs up the visual meaning of the close shot, which shows an intimate or close personal distance to show how the RPs in the picture are related to each other. The level of involvement in the visual text is also shown by the way it is shot from the front. This shows who the RP is and showing involvement of the IP in the image. As stated by Terry D. Royce (1998a, 1998b), the above pattern is considered as intersemioticly incomplement.

D. CONCLUSION

Based on the theory of SFL proposed by M.A.K Halliday that aimed to find the type of mood used in 10 captions from @selenagomez or Selena's Instagram account, the researchers found that there are three types of mood used in Selena Gomez's caption, namely declarative mood, Interrogative, and imperative. Most of Selena's captions are declarative moods. In this case, Selena thinks that Instagram is a social media site that is better for sharing information than for asking questions or giving orders.

Based on the theory of Visual Grammar proposed by Kress and van Leeuwen (1996) aiming at finding the interpersonal meaning of 10 images from @selenagomez or Selena's Instagram account, the researchers found that most of Selena's image is gazing at the viewer. In this case, Selena uses the images she posts on Instagram to attract viewers' attention and evoke their interest in providing interaction, whether in the form of likes or comments.

Based on the theory of Intersemiotic Complementary proposed by Royce (1998) that aimed to find the meaning constructed when Selena's caption is put together with the image, the researchers found that posts with the most likes, are Intersemiotically complement, and posts with the lowest likes, are Intersemiotically incomplement. It means texts that Intersemioticly complement get more likes than those that do not. In this case, the condition of verbal and visual 63

reinforcement of the address affects the people who read or watch the text. This is a very important thing for Instagram influencers like @selenagomez whose accounts depend on how much their followers interact with them.

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