A multimodal analysis of a brand ambassador post on social media

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Abstract

The selection of brand ambassadors for advertising campaigns, particularly in social media, is widely popular, especially when Korean celebrities are appointed as models. Addressing a research gap regarding the multimodal analysis of local brand ambassadors, this study diverges from prior research that predominantly concentrates on Korean brand ambassadors. Utilizing Instagram posts from the @aliciabeverlyw account, who happens to be a brand ambassador of Kalbis Institute and a social media influencer, the study examines a dataset comprising nine image-based posts. Employing multimodal analysis, the study seeks to explain the three metafunctions of the advertisements, drawing upon Kress and Leeuwen's social semiotics theory. The result indicated that the brand ambassador established trustworthiness with the audience at the ideational level. She fostered a sense of familiarity and similarity with the audience within the interpersonal metafunction. Lastly, she introduced product match-up and product transfer elements to the audience at the textual metafunction level. To sum up, the study concluded that the brand ambassador utilized multimodal metafunctions as a strategy to build rapport with the audience.

Introduction

Communication is an essential tool in human interaction and it relies significantly on language to convey messages. Language plays a crucial role in facilitating the establishment of social groups among individuals, fostering harmonious communal living. Additionally, it functions as a medium through which emotions, attitudes, thoughts, and various social practices can be expressed, as highlighted by Yanti and Yuniari (2021).

In advertising, language and communication play pivotal roles, encompassing both verbal and nonverbal elements. Effective advertisements leverage linguistic strategies, employing spoken and written language to convey messages while also incorporating nonverbal cues such as visual elements, sounds, and colours (Salsabila & Suparto, 2023). Recognizing the interconnectedness of these linguistic and communicative dimensions in advertising is essential for creating compelling and impactful campaigns that resonate with diverse audiences (Apriliyanti, 2017). Radio, television, and newspapers emerge as prevalent media for advertising.

Due to technological advancement, advertising platforms have now transitioned to social media. Hidarto (2021) believes that the advertising industry has found social media platforms, including Instagram, X (previously Twitter), and TikTok, to be indispensable. These social media platforms employ not only texts but also images and audio-visual. The appearance of images on Instagram for promotional purposes signifies the credibility of communication channels adopted by producers (Putri, 2023). Within advertisements, these images encapsulate multifaceted meanings, with complexity extending beyond mere textual content. In this regard, the interpretation of advertisements encompasses not only written text but also visual elements and nonverbal language.

The language employed in advertising should be both clear and persuasive, aiming to entice consumers to purchase and utilize the product effectively. Thus, creators of advertisements strategically manipulate various semiotic elements, including textual, visual, and auditory components such as images or videos, to differentiate their advertisements and captivate the attention of prospective customers (Singh et al., 2021). However, there is a subjective nature of what constitutes being different and attractive in an advertisement due to preference. Herman et al. (2023) state that marketers strive to create advertisements that stand out and attract broad audiences. In this case, the appearance of a brand ambassador (BA) in an advertisement becomes a significant element.

Looking at the advanced development of the internet, it becomes easier for the brand owner to endorse a BA to promote their products on social media (Budiono & Triyono, 2020). Therefore, starting from the late 1990s, business owners began to use a BA services to offer products on social media (Gauns et al, 2018). Previous studies related to BA endorsement and consumer purchasing behavior have found several factors affecting consumers' purchase interest, namely credibility, attractiveness, product suitability, and transfer of meaning to products (Freeman & Chen, 2015; Gupta et al, 2015; Kumar, 2011; Lou & Yuan, 2019; Roy & Jain, 2016). Hovlan, Janis and Kelley (1953) put forward two determining credibility factors, namely expertise and trust. The third factor determining credibility is attractiveness (McGuire, 1985). These results are supported by several recent studies that also believe trust, expertise, similarity, and attractiveness are important factors in building the credibility of a BA (e.g. Kumar, 2011; Munnukka, Uusitalo & Toivonen, 2016).

Trust refers to how the audience perceived the information that the BA shared as a valid sources of information. One of the reasons for this trust is none other than the fact that the audience personally likes the BA so that trust emerges which is one aspect of credibility (Freire, Quevedo-Silva & Scrivano, 2018). Thus, business owners use this trust in BA to market their products to the followers and social media users in general.

Expertise can be defined as the ability, experience, background, and skills of a BA to provide honest information related to products (Thomas & Johnson, 2017). Previous research studies have found that BA's expertise has a greater impact on attracting purchase interest in Eastern culture than Western culture (Moraes et al, 2019). According to Schouten, Janssen, and Verspaget (2020), a BA with an expertise or speciality in a particular field has a greater chance of convincing the audience in buying a product.

The similarity factor relates to how similar a BA is to the audience or potential consumers. Meanwhile, familiarity is how much the audience is exposed to information about the BA and the content they create. Furthermore, the attraction factor refers to the feeling of liking towards the BA which is based on their physical appearance and behavior. The three factors mentioned previously are part of the attractiveness aspect. BAs that have similarity, familiarity, and attractiveness are considered more persuasive (Morissan, 2020).

Kumar (2011) then added two other factors, namely the suitability of the product and the transfer of meaning to the product. The effectiveness of a marketing cannot be separated from the compatibility between the BA and the products offered. This means that the quality that exists in a BA must be in line with the products offered, for example, a beautiful and attractive BA is more suitable to advertise beauty products while a BA with a background in the culinary field is suitable for advertising food products, not the other way around (Gauns et al, 2018). Meanwhile, the transfer of meaning itself can be interpreted as the ability of a BA to effectively carry an image of their own quality to convey meaning in the process of offering products on social media. The meaning transfer model begins with the business owner identifying the meaning that a product wants to convey, then choosing the BA that matches the product so that the desired meaning can be conveyed by the BA (Kumar, 2011).

Prior research in online advertisement has been captivated by the ramifications of the substantial surge in popularity of South Korean pop culture, commonly known as Hallyu (Herman et al., 2023). A previous study on multimodality and advertising entitled "Multimodalitas dalam Gambar Iklan Luwak White Koffie versi Lee Min-Ho" resulted in the representation of drinking a cup of coffee in the advertising. The brand wants to create an international brand image by choosing South Korean celebrity, Lee Min-Ho, as the brand ambassador (Sari, 2017). Other recent studies on similar topic (i.e. Herman et al., 2023; Khoirunnisaa & Harti, 2023; Putri, 2023; Salsabila & Suparto, 2023) resulted in similar findings, demonstrating the utilization of Korean brand ambassadors by creators to allure customers through the depiction of Korean actors.

The motivation for this study stems from preliminary observations of recent studies regarding Korean brand ambassadors in online advertising. It explores how marketing strategies are adjusted to align with the Hallyu wave phenomenon and how these insights can be valuable for business stakeholders aiming to replicate effective advertising methods. Previous studies primarily found that advertising producers seek to enhance the reputation of domestic products or brands to align with global norms through the utilization of South Korean celebrities as brand ambassadors (i.e. Salsabila & Suparto, 2023; Sari, 2017). In addition to that, the recent study of Scarlett Whitening advertising, conducted by Putri (2023), concludes that Scarlett advertisers utilize the depiction of Song Joong Ki in their advertisements to engage active social media consumers, while concurrently presenting a fantasy narrative associated with a brightening and moisturizing body serum. The decision to select these brand ambassadors is thought to stem from widespread public fascination with South Korean culture, driving the choice of ambassadors to bolster product image both domestically and internationally. However, Herman et al. (2023) revealed an excessive emphasis on the South Korean actors/brand ambassadors alongside a conspicuous disregard for the product across linguistic, visual, and spatial semiotic systems.

Despite the prevalence of academic research into the Hallyu Wave, few studies, particularly on English language databases, delve into examining Indonesian local brand ambassadors (not to mention the online advertisement) utilizing multimodality. Arlini (2020) has analysed multimodality in Smartfren printing advertisements, with Atta Halilintar as the brand ambassador. It was found that the advertisement posted showed a representation of a young generation who were always connected to social media, and the quality of Smartfren's network also influenced Atta's position as the number one YouTuber in South East Asia. In an effort to fill these research gaps, this study conducts a multimodal analysis focusing on a local brand ambassador affiliated with Kalbis Institute. This study provides a fresh perspective on using brand ambassadors in advertising, offering valuable insights for brands and advertising producers regarding selecting appropriate brand ambassadors to enhance brand image.

Method

This study adopts a qualitative approach utilizing multimodality analysis within a constructivist or interpretive paradigm. According to Alyatalatthaf and Putri (2022), the interpretive paradigm aids researchers in understanding meaning based on ontological perspectives, and viewing behaviour as imbued with social significance.

The analytical method employed in this research follows the social semiotic multimodality analysis technique proposed by Kress & Van Leeuwen (2021), which examines three key metafunctions: representational, interactive, and compositional. These metafunctions are essential for comprehensively analysing the meaning conveyed by sets of visual signs. The multimodality metafunction framework developed by Gunther Kress and Theo Van Leeuwen is illustrated as follows:
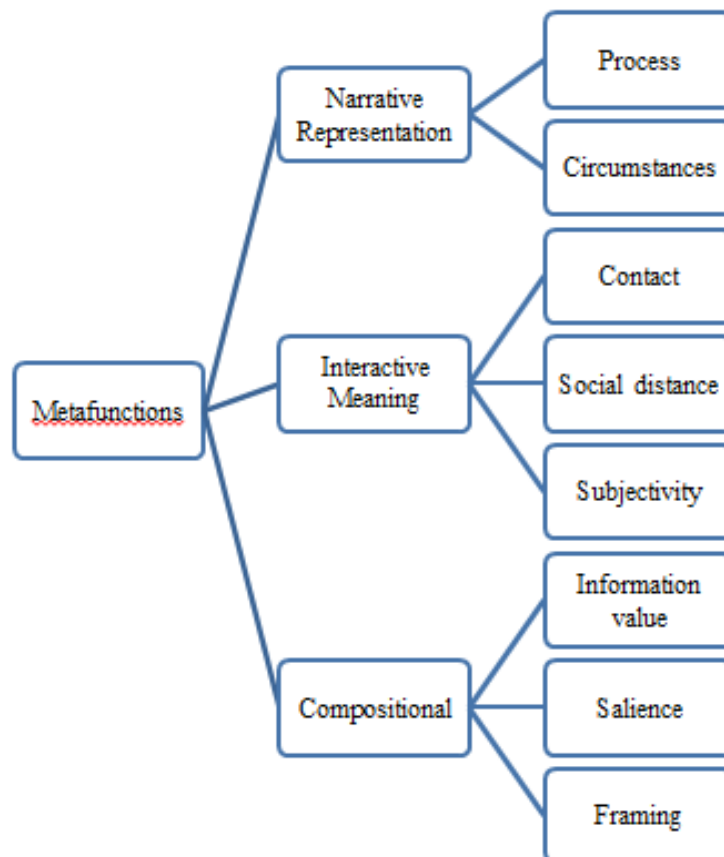

Figure 1. Metafunctions by Kress and Van Leeuwen

(source: Kress & Van Leeuwen, 2021)

In this investigation, the research dataset comprised nine image-based posts sourced from the Instagram account of @aliciabeverlyw. These nine posts were specifically chosen for their relevance to Kalbis Institute. Data collection spanned from August 2020 (the initial posting related to Kalbis Institute by the BA) to June 2022, the date of the last post featuring Kalbis Institute uploaded by the BA. Each datum was manually selected to ensure its association with Kalbis Institute. The researchers employed the screenshot function to capture each image-based post, subsequently subjecting them to analysis using metafunction framework by Kress and Van Leeuwen.

Figure 2. Instagram Posts of Kalbis Brand Ambassador (from left to right in order)

(source: https://www.instagram.com/aliciabeverlyw)

Results and Discussion

The first photo shows Circumstances because the actor/participant does not show a specific activity (no activities are carried out to achieve a specific goal). So Circumstances is more emphasized here. The vector in the photo points forward, where the vector is not a goal but a situation. The emphasize here is more on the Setting, where the background looks quite dominating. So the Ideational analysis of this image shows that the actor is at the Kalbis Institute, in harmony with the location given in the photo caption on Instagram.

Whereas in Interpersonal metafunction, the actor shows an eye contact with the audience which means asking the audience to pay attention to the actor, not the stairs or bags around the actor. The photo was also taken from afar (long shot) where the image shows an impersonal relationship with the audience. The shooting angle in this photo was taken from the front using an eye level shot. Thus, in Data 1 the actor has an equivalent position to the audience and the events that occur in the photo involve the audience because they are taken from the front angle.

Table 1. Analysis of the Data 1 (upper left corner)

(source: researcher analysis)

Data 1		
	Ideational Metafunction	Circumstances – Settings
	Interpersonal Metafunction	Contact – Demand Social Distance – Impersonal Attitude – Involvement & Equality
	Textual Metafunction	Information Value – Mediator-Polarized Element Salience – Maximum Salience Framing – Maximum Connection

In the textual metafunction point of view, the photo in Data 1 consists of only one element so that there is no center element here. In addition, the actor occupies the maximum salience in this photo because in addition to being the only element in the form of represented participants, the actor also dominates the foreground of the photo. The compositions in the photo also support each other, so this photo has the maximum connection.

Table 2. Analysis of the Data 2 (upper middle position)

(source: researcher analysis)

Data 2		
	Ideational Metafunction	Circumstances – Accompaniment
	Interpersonal Metafunction	Contact – Demand Social Distance – Social Attitude – Involvement & Equality
	Textual Metafunction	Information Value – Polarized – Given-New Salience – Maximum Salience Framing – Maximum Connection

The second photo shows Circumstances which focuses on the Accompaniment as there are four actors in the photo. The vector of an eye gaze is seen towards the front so that there is no connection between the vectors. The analysis of Ideational Data 2 shows the happy atmosphere of the four actors judging by the smiles displayed. If we take a look at the caption, the three actors in the picture are welcoming the main actor (in this case Alicia) to join the Kalbis Institute with joy.

On the interpersonal analysis, the photo shows Demand where the actor asks the audience to focus on the four actors on the photo who seem to be talking to the audience. Shooting with a medium shot shows the social relationship between actors and audiences.

Just like the previous data, the photo was taken from eye level shot with the position of the audience equivalent to the actor. This shows that the actor wants to involve the audience in this photo and considers the audience to be on an equal position with the actor.

Meanwhile, according to textual metafunction, the photo in Data 2 shows the presence of polarized elements from left to right. When divided vertically, this photo is separated into two parts where Alicia and another actor on her left are included in Given (things that are already known or already familiar to the audience), while the other two actors on the right side of the frame as New. Here, the main actor is considered to be Given or already known by the audience so it is positioned on the left, while the other actors on the right are positioned as New or not yet known by the audience. Therefore, the actor tries to introduce people who have contributed to helping her. The four actors are prominent elements in the photo. Although there are four actors in the photo, it can be seen that there is a maximum connection where the elements in the photo form a whole. The color of the clothes used by the actors and the background also have a more or less similar tone.

Table 3. Analysis of the Data 3 (upper right corner)

(source: researcher analysis)

Data 3		
	Ideational Metafunction	Circumstances – Means
	Interpersonal Metafunction	Contact – Demand Social Distance – Impersonal Attitude – Involvement & Equality
	Textual Metafunction	Information Value – Polarized – Ideal-Real Salience – Minimum Salience Framing – Maximum Connection

In Data 3, Circumstances is also highlighted. In this case, Circumstances in the form of Means is more prominent than Setting. The reason is because the vector is in the form of a look in the actor's eyes pointing forward. Meanwhile, the actor holds a book and wears an alma mater jacket in the same color. Therefore, from the results of the Ideational analysis, Data 3 shows that the actor is grateful to be a student at the Kalbis Institute. This is supported by the caption on the photo and the actor's smiling facial expressions.

From an interpersonal point of view, this photo also shows Demand. Audiences are asked to focus on the actor, not on the goals the actor is aiming for. Long shot shooting shows an impersonal relationship between the audience and the actor, not a close and familiar relationship. In this photo, the shot was shot from a front angle that showed that the actor wanted to invite the audience to be part of the event. Meanwhile, shooting with an eye-level shot position shows that the audience has a position equivalent to the actor.

Based on the composition, this photo can be divided into two parts horizontally. The top is the statue of ITBK which is called Ideal, while the actor occupies the position of Real. This means that the ideal thing is to get a higher education until graduation at ITBK (Kalbis Institute). While in reality, the actor is still undergoing her education at Kalbis Institute. In

addition, the alma mater jacket worn by the actor has a fairly striking color when compared to the color of the whole photo. Of all the elements shown, the alma mater jacket worn by the actor looks the most striking. However, this jacket has a harmony of meaning with the background in the form of a statue with the inscription ITBK on the back. The salience in this photo emphasizes that Kalbis Institute is the cebtral focus.

Table 4. Analysis of the Data 4 (middle left position)
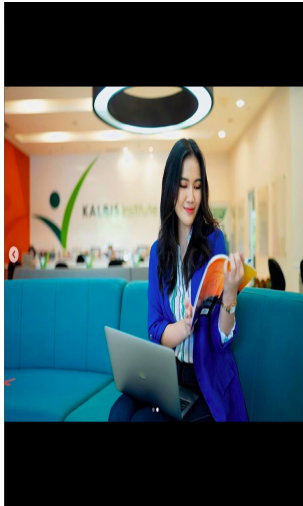
(source: researcher analysis)

Data 4		
	Ideational Metafunction	Process – Agentive – Non-projective – Action – Non-Transactional
	Interpersonal Metafunction	Contact – Demand Social Distance – Intimate Attitude – Detachment & Representation Power
	Textual Metafunction	Information Value – Polarized – Given-New Salience – Maximum Salience Framing – Maximum Connection

Different from the previous data, Data 4 shows Process. In this case the actor occupies a certain position so that this photo can be classified as Agentive (non-projective) because the process is not narrated/written in the image, but can only be observed in the image. Furthermore, the actor shows a non-transactional action that is visible from a vector in the form of an eye gaze that does not point to the book being held nor the laptop that is nearby. Thus, Ideational analysis in Data 4 can be interpreted as the actor is currently studying.

From the interpersonal metafunction point of view, Data 4 shows Demand for audiences to pay attention to actors who is studying, not the book or laptop in photos. Close-up shooting shows that the actor is trying to show a close relationship between the audience and the actor. However, taking a corner shot shows a Detachment which means the creator wants to show that the audience is not involved in the activities or events that occurs. Whereas the angle shot from below shows that the audience has a lower position than the actor. Specifically, the position of the audience which is lower in the photo means that this photo is intended for audiences who have a lower educational background than actor who are interested in pursuing further study at Kalbis Institute.

In terms of composition, this photo can be divided into two parts vertically (left and right). The left part is called Given, while the right part is called New. The actor occupies a position as Given where the audience is considered familiar with the actor, while the New section is depicted as empty (containing only the background). This can be interpreted that the audience is left to imagine themselves in a New position, where the caption in the photo invites the audience to register as students at the Kalbis Institute. The most prominent element of this photo is the actor on the left side of the frame, this photo also has a maximum connection between the colors, background, and properties present in the photo.

Table 5. Analysis of the Data 5 (middle position)

(source: researcher analysis)

Data 5		
	Ideational Metafunction	Process – Agentive – Non-projective – Action – Transactional – Unidirectional
	Interpersonal Metafunction	Contact – Offer Social Distance – Social Attitude – Detachment & Representation Power
	Textual Metafunction	Information Value – Polarized – Given-New Salience – Maximum Salience Framing – Maximum Connection

In Data 5, the actor is seen taking action on a goal. In this case, the goal is a book, where a vector in the form of an eye gaze leads to the book. The ideational analysis of Data 5 shows that the actor is reading a book at Kalbis Institute.

From the interpersonal side, the actor's gaze is fixed on the goal. So the audience is offered to focus on the reading activities that are being carried out by the actor. The medium shot indicates that the actor shows a fairly close relationship. However, the actor does not involve the audience in the activities by taking a picture from a side angle. The audience is also considered to have a lower position than the actor from the low angle shot. This is similar to the previous data, where this photo is intended for an audience that is not yet a student of Kalbis Institute and has lower educational background than the actor. The goal is that the audience can see the activities of the actor as a student at Kalbis Institute and become interested in joining.

The photo in Data 5 can also be vertically divided into two where the background of the Kalbis Institute's logo occupies the Given position, and the actor occupies the New position and is the main focus in the frame. The audience is also invited to see that Kalbis Institute is something that is familiar to them, but the position or identity that the actor brings as a student is a new thing (something that the audience can feel if they become a Kalbis Institute student) as other elements in the photo are displayed out of focus or blurry. Meanwhile, in terms of framing, the maximum connection is shown by the compatibility between the colors displayed in the photo, the activities carried out by the actors, the properties used in the photo, and the background.

Table 6. Analysis of the Data 6 (middle right position)
(source: researcher analysis)

Data 6		
	Ideational Metafunction	Circumstances – Means
	Interpersonal Metafunction	Contact – Demand Social Distance – Social Attitude – Involvement & Equality
	Textual Metafunction	Information Value – Centred – Center-Margin Salience – Maximum Salience Framing – Maximum Connection

Unlike Data 5 which shows Process, Data 6 shows Circumstances of Means. Although both data show the actor holding a book with a laptop located on the desk, Data 6 does not show any activity that the actor is doing towards the goal and the vector appears in the form of an eye gaze towards the front. So, it can be interpreted that actors feel happy to be able to study as students at Kalbis Institute.

This forward-looking gaze can also be interpreted from the side of interpersonal metafunction in which the audience seems to be asked to focus on the actor, rather than on what the actor is doing. A medium shot in this photo can be interpreted that the relationship between the actor and the audience is fairly close. The angle of shooting from the front with an eye level shot means that the audience is involved in the events that occur and has an equal position with the actor.

This photo has an element centered in the middle which is the actor. While the other supporting elements are around the main element. In the photo, we can see curtains, walls, angklung, desk calendars, books, and plants. The prominent element in this photo is the actor occupying a position in the center of the frame. The connection between the compositions in the photo has a maximum connection. This means that the actor is happy to study at Kalbis Institute and want to engage the audience (with equal position to her) to see and be involved in this event. It is the identity of the actor as a Kalbis Institute student that is emphasized in this photo.

Table 7. Analysis of the Data 7 (lower left position)
(source: researcher analysis)

Data 7		
	Ideational Metafunction	Circumstances – Setting
	Interpersonal Metafunction	Contact – Demand Social Distance – Social Attitude – Involvement & Representation Power
	Textual Metafunction	Information Value – Centred – Mediator-Polarized Elements Salience – Maximum Salience Framing – Maximum Connection

Data 7 shows the Circumstances in the form of a Setting. This can be seen from the background of the photo. So, Ideational analysis shows that the actor is at the Kalbis Institute as seen from the location added to this upload.

Meanwhile, interpersonally, Data 7 shows Demand to the audience to pay attention to actors. The look in the actor's eyes towards the audience seemed to invite the audience to pay attention. This photo was taken with a medium shot which means that the relationship between the actor and the audience is quite close. The angle of shooting from the front with the low angle shot technique means that the audience is involved in the ongoing event, but is considered to have a lower position. The audience is invited to experience being at Kalbis Institute, but the audience referred to here is only the audience who have a lower educational background than actors (undergraduate graduates).

In terms of Information value, this photo only has one element so there is no centred element. The element highlighted in this photo is the actor who is the only element. Meanwhile, the connection between the compositions in the photo has a maximum connection.

Table 8. Analysis of the Data 8 (lower middle position)

(source: researcher analysis)

Data 8		
	Ideational Metafunction	Circumstances – Setting
	Interpersonal Metafunction	Contact – Demand Social Distance – Impersonal Attitude – Involvement & Equality
	Textual Metafunction	Information Value – Polarized – Given-New Salience – Minimum Salience Framing – Maximum Connection

Data 8 also shows Circumstances in the form of Settings where the background of the photo shows that Kalbis Institute is a Covid-19 vaccination center. Thus, it can be concluded that the Ideational analysis shows that the actor is at Kalbis Institute and feels happy to be able to get the Covid-19 vaccination at the Kalbis Institute.

Demand is also shown in the photo. The actor asks the audience to pay attention to the actor, as if she is talking to the audience by forming a vector of an eye-gaze. The photo is taken using the long shot method which means that the relationship between the actor and the audience is an impersonal relationship. The photo in Data 8 was taken with a front angle and using an eye level shot. That means, the audience is invited to be involved in the events that occur and is considered equivalent to the actor.

When vertically divided into two, the actor occupies the Given position, while the New position contains the background only. The protrusion of elements in Data 8 is on the actor and the background reads "Kalbis Institute Covid-19 Vaccination Center. I Got My Covid-19 Vaccine". The actor occupies the position of Given and is not the only element highlighted in the photo. This can be interpreted that the actor is trying to invite all audiences regardless of their background to attend and get the Covid-19 vaccination at the Kalbis

Institute. The actor's position as Given means that the actor has been vaccinated, and the New is "I Got My Covid-19 vaccination" for audiences who have not received vaccination. So that the public can come to Kalbis Institute to get vaccinated. The maximum connection is visible in the composition of the photo. Actors hold vaccine proof papers against the background of vaccination centers.

Table 9. Analysis of the Data 9 (middle right position)

(source: researcher analysis)

Data 9		
	Ideational Metafunction	Process – Agentive – Non-projective – Action – Non-transactional
	Interpersonal Metafunction	Contact – Offer Social Distance – Intimate Attitude – Detachment & Equality
	Textual Metafunction	Information Value – Centred – Centre-Margin Salience – Maximum Salience Framing – Maximum Connection

Vectors in the form of eye gaze is visible in Data 9 which goes in the direction of the goal. However, the goal intended by the vector is not visible. This suggests that the photo shows an action against an invisible goal. Thus, the resulting Ideational analysis is that the actor is thinking. In line with this analysis, the caption written contains the reasons why Kalbis Institute is the right choice to continue your studies. So that it can be concluded that the actor is thinking about what makes Kalbis Institute worth choosing.

In this photo, the actor's gaze is not on the audience but on an invisible goal. So what is shown is an offer to the audience to focus on what the actors are doing. The audience is asked to see the goals that the actor is looking at. Close-up shots show a very close relationship between actors and audiences. The photo was taken from a side angle with an eye level shot position that shows that the audience was not involved in the event but had a position equivalent to that of the actor.

The actor is positioned at the center of the photo, while the Kalbis Institute's logo is at the margin. The protrusion of the element is in the actor who is in the center of the photo. As someone who has experienced what it feels to be studying at Kalbis Institute, the actor becomes the center of attention as a brand ambassador in the picture. This means that actors want to show some of the reasons why Kalbis Institute is suitable a place of learning. The connection between the compositions is maximal.

Multimodality and Brand Ambassador

Through the multimodal analysis of the nine Instagram posts by the brand ambassador, each image conveys a coherent message. At the ideational metafunction level, the actor accentuates both the setting, situated at Kalbis Institute, and her activities as a post-graduate student there. By doing so, the actor endeavors to convey her firsthand experiences as a post-graduate student at Kalbis Institute to the audience. This approach serves as one of the primary strategies employed to establish a perception of trustworthiness

among the audience. Specifically, the actor shares her experiences and engagements as a master's degree student to foster trust among the audience regarding the rewarding nature of pursuing such a degree at Kalbis Institute. Consequently, the audience perceives these accounts as genuine testimonials from someone who has encountered or experienced the product. Therefore, in an effort to cultivate this sense of trustworthiness, the brand ambassador utilizes the ideational metafunction by sharing her activities and the setting (Kalbis Institute) in her Instagram posts.

At the interpersonal metafunction level, the BA endeavors to establish various forms of relationships with the audience, spanning from impersonal and social connections to intimate rapport. However, only two instances of data (Data 4 and 9) depict an intimate connection between the actor and the audience. The majority of the images portray either impersonal or social relationships between the BA and the audience. Additionally, the framing of the pictures holds significance at the interpersonal level. The predominant use of front-facing and eye-level angles suggests the actor's desire to engage the audience directly in the depicted activities. Conversely, images 4, 5, and 7 are captured from a lower angle, indicating a position of authority or dominance assumed by the actor. Considering the broader context, the target audience comprises individuals who have already completed a bachelor's degree and are contemplating further education. Given this context, it can be inferred that the higher power dynamics portrayed in some images signify the actor's attempt to engage with an audience possessing a lower educational background, such as bachelor's degree graduates or final year students.

Based on the summarized analysis in the preceding paragraph, the BA endeavors to establish a connection with the audience, aiming to foster familiarity with both the BA and the promoted product. Through the cultivation of such relationships, it is anticipated that the audience will develop a heightened interest in the products, ultimately leading to purchasing decisions (Gauns et al., 2018; Hartini, Putro, & Setiawan, 2020). Consequently, the BA employs the interpersonal metafunction to engender familiarity, foster a sense of similarity, and create a feeling of closeness with the audience, utilizing techniques such as eye contact, camera framing, and angles.

The textual metafunction concentrates on the compositional elements within the images, examining the significance of element placement and the coherence of elements. Through the analysis of the nine images in the preceding section, the actor is depicted in various capacities. Some images portray the actor as the central focus (Data 1, 6, 7, and 9), while in others, she is presented as a Given, or something familiar to the audience (Data 2, 4, 8), and as New, representing elements unfamiliar to the audience (Data 5). Furthermore, she embodies a real-life scenario as a post-graduate student pursuing a master's degree (Data 3).

From the textual metafunction analysis, wherein the BA is positioned as the central focus of the image, it is evident that the BA endeavors to convey messages based on the product match-up and product transfer elements. It is imperative to ensure that a product aligns with the image of the brand ambassador, and the brand ambassador effectively projects their self-image to endorse the product. In the case of Kalbis, the BA seeks to portray Kalbis Institute as a hub for a young, professional generation to pursue higher education, refining their intellect and character for the betterment of society. The BA's self-image as a beauty pageant winner also aligns with this image. This narrative resonates with Kalbis Institute's slogan "Transforming Hearts and Minds," which not only emphasizes intellectual development but also aims to cultivate students' critical thinking and behavior (Kalbis Institute, n.d.). Additionally, the BA positions herself as a Given, or something familiar to the customer, to foster a sense of familiarity. Once customers feel acquainted

with the BA and the promoted product, they are more susceptible to persuasion towards making a purchase (Morissan, 2020).

Conclusion

From the multimodal analysis on the nine pictures posted by Kalbis Institute brand ambassador, it can be concluded that the BA use a strategy to attract the audience by utilizing the multimodal elements. On ideational level, the BA built trustworthiness of the audience by sharing her experience and activities. On interpersonal level, she used eye contact, camera shot, and angle to build familiarity and similarity to the audience. While on textual level, the BA built product match-up and product transfer element to the audience. In sum, the BA built trustworthiness, familiarity, similarity, product match-up, and product transfer aspects in order to influence the audience. The outcome of this research is anticipated to provide insights for business owners or companies in selecting brand ambassadors who align with the company's image. As for future research endeavours, the critical paradigm should be applied in multimodal analysis to attain more profound insights.

Acknowledgements

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