

## MANUFACTURED INCLUSIVITY: A MULTIMODAL DISCOURSE ANALYSIS OF *MAD FOR MAKEUP'S* INSTAGRAM CAMPAIGN

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### Abstract

This study examines how inclusivity is constructed through verbal and visual strategies in *Mad For Makeup's* #GetPearlFectSkin campaign within the context of Indonesian social media beauty marketing. Using a qualitative multimodal discourse analysis approach, three testimonial videos were purposively selected based on their representation of diverse skin tones. The data were analyzed using Genre Relations Theory, Appraisal Theory, and visual ambience frameworks. The findings reveal a systematic multimodal coordination across the campaign, including an identical three-stage genre structure consisting of context, description, and evaluation. Linguistically, positive attitude dominated the discourse (56%), while negative attitude appeared minimally (1%). In addition, linguistic upscaling frequently occurred (37.93%) to intensify positive evaluations. Visually, the campaign employed a standardized ambience characterized by warm tones (79%) and familiar settings (78%), creating a sense of intimacy and relatability. These patterns suggest that inclusivity in the campaign functions primarily as a manufactured branding strategy rather than an organically emerging practice. Although the campaign provides greater visibility for diverse beauty representations, such inclusivity remains constrained by commercial control. Overall, this study highlights the tension between surface-level diversity and genuine empowerment, contributing to broader discussions on manufactured authenticity in digital beauty marketing.

**Keywords:** *beauty marketing; inclusivity; instagram; mad for makeup; multimodal discourse analysis.*

### 1. Introduction

Social media has reshaped identity construction and marketing practices, particularly in the beauty industry where inclusivity narratives are increasingly foregrounded. Among the most widely used social media is Instagram, which allows users to share updates through photos, videos, and comments, fostering real-time interaction and visual storytelling. This benefit of Instagram has also influenced marketing practices, shifting from one-way promotion to a more dialogical strategy in which brands engage consumers through shared values such as authenticity, inclusivity, and empowerment.(Herrada-Lores et al., 2025). Researchers argue that social media is a digital social mirror in which people, particularly among Generation Z users, who actively negotiate identity through feedback, engagement

metrics, and self-expression (Nurrachmah, 2025; Pérez-Torres, 2024). As a result, social media has evolved from a simple platform for interactions to a strategic place for branding, customer engagement, and digital commerce.

This shift of strategy is particularly evident in the beauty industry, where promotional strategies increasingly respond to evolving body image discourses shaped online (Hidayat et al., 2023; Pramusita, 2021). In Indonesia, brands such as Mad For Makeup employ community-based campaigns to foster authentic interaction and inclusivity (Alianti & Tindaon (Alianti & Tindaon, 2024). Studies have shown that dialogical engagement, which aligns with Gen Z's emphasis on authenticity and relatable storytelling, increases purchase intention (Nurrachmah, 2025). This two-way communication allows brands and consumers to co-construct narratives that challenge narrow beauty stereotypes (Tanca, 2024). (Purwati & Ariyani, 2025) found that combining storytelling with influencer collaboration enhances engagement and brand awareness.

To address this gap, this study examines Mad For Makeup, a rapidly growing Indonesian cosmetic brand recognized for its digital presence and innovative marketing strategies. (Rahmasari & Zaim, 2024). Previous studies note that the brand positions itself as challenging rigid beauty standards and promoting awareness of beauty, freedom, and change (Hidayat et al., 2023; Yolinda, 2021), yet (Sances et al., 2022) suggest that its campaigns may reflect elements of performative feminism. Responding to these conflicting perspectives, this study investigates the brand's Instagram campaign #GetPearlfectSkin on Instagram, launched alongside the Pearl-Fect Cover Skintint marketed as an acne-safe complexion product offering a "pearl-like glow" and a wide shade range tailored to Indonesian undertones. By analyzing testimonial videos featuring influencers of diverse skin tones this study investigates (1) the beauty narratives constructed in the campaign and (2) how inclusivity is communicated through multimodal coordination. Drawing on Genre Relations Theory, Appraisal Theory, and visual ambience analysis. The study ultimately seeks to understand how local brands use digital storytelling to negotiate cultural beauty standards while positioning themselves competitively and whether they genuinely advocate these values or primarily deploy them for branding purposes.

## 2. Literature Review

One of the most important aspects of advertising is language. Through language, brands construct narratives that communicate their ideas via genre. According to (Martin & Rose, 2008), Genres are goal-oriented social processes, making them essential to analyze in advertising discourse. *Structured brand storytelling directly represents this idea*. In beauty advertising, evaluative texts structure consumer judgments and attitudes toward products. Previous research by (Devira & Westin, 2021; Fadhillah & Rahmadina, 2021) using Systemic Functional Linguistic (SFL) genre studies has shown that evaluative texts, such as online reviews and critical analyses, follow certain structures and necessary steps. These studies show that the main social function of these genres is to express attitude and make judgments through the evaluation system. This demonstrates that digital communication is carefully structured to negotiate meaning between communicator and audience.

Since advertisement contain more than just language, it should be analyzed holistically, as meaning emerges from the interplay of verbal, visual, gestural, and audio modes. Previous studies highlight the importance of looking at all parts together, showing that modern marketing, especially in beauty product ads, creates meaning through a mix of different methods, not just words. (Yanti et al., 2022), demonstrated, using multimodal

semiotics, that cosmetic advertisements employ various multimodal semiotics (verbal, visual, gestural, and audio). Their work argued that the construction of women's beauty shows a "complexity of meaning" and that the meanings conveyed refer to specific ideals of physical beauty.

Furthermore, (Pricilia & Suyudi, 2023) state that linguistic and non-linguistic features must be mutually sustainable and closely connected to produce advertising meaning, resulting in a message that is comprehensive and easily understood by the audience. This multimodal approach is confirmed as essential for brand communication, as the combined semiotic resources, like those found in Instagram advertisements featuring celebrities, actively collaborate to portray aesthetic qualities, as shown by (Khoirunnisaa & Harti, 2023) who found that multimodal resources collaborate to portray aesthetic qualities.

Following the understanding that advertisements are complex multimodal texts created with specific intentions, the focus must shift to the dynamics of the creator-viewer relationship, which is the basis for meaning negotiation. This relationship is theoretically framed by the interpersonal metafunction within Kress and Van Leeuwen's Visual Social Semiotics, which concerns how the visual message engages the viewer. In beauty advertising, gaze, angle, and distance establish intimacy and authority, shaping how viewers relate to models and products. Research by (Martínez Lirola, 2022), analyzing the interpersonal dimension of picture books, details how elements of visual design establish mood, contact, and power relations, thereby structuring how the viewer is meant to relate to the subject matter. (Wang & Yin, 2024) confirm the necessity of this perspective, arguing that the analysis of interpersonal meaning, including elements like gaze, angle, and distance, is crucial for discerning the relationship between the visual text and its audience. Therefore, by extending this theoretical lens to social media beauty advertising, a deeper understanding can be gained regarding the visual and textual strategies brands employ to forge a direct, personal, and influential connection with their target consumers, thus moving the research beyond merely analyzing what is presented to how the viewer is addressed.

Another study of Instagram beauty advertisements utilizes a critical discourse analysis (CDA) approach to investigate the deeper ideological meaning encoded in the visuals and language. These studies highlight how beauty advertisements reflect and often reproduce societal norms. Critical discourse analysis reveals how beauty ads reproduce societal norms, often influenced by the Korean Wave and hierarchical standards. For instance, (Khoirunnisaa & Harti, 2023) and (Pramusita, 2021), using multimodal and critical discourse frameworks on Indonesian beauty products, demonstrate the substantial influence of the Korean Wave in shaping local beauty standards, with advertisements often favoring models aligned with those ideals. The concept of femvertising, as discussed by (Hidayat et al., 2023) found that while some brands attempted to promote diversity, others ultimately reinforced shifting yet hierarchical beauty standards in Indonesia. (Listiani et al., 2023) warned that empowerment messages are often profit-driven, misinterpreting feminist principles.

Conversely, some brands resist stereotypes, as shown by (Yolinda, 2021) and Tanca (2024) who analyzed campaigns challenging conventional beauty ideals analyzed the #ImPerfectBeauty campaign, finding that the brand sought to spread awareness about the misconception of beauty in Indonesia by featuring unconventional models, while (Tanca, 2024) used semiotic analysis on a BLP Beauty advertisement to show how it offers products

for women who want to enhance their beauty without conforming to existing beauty stereotypes.

Moreover, existing studies focus on representation and ideology, with limited attention to how local brands challenge dominant discourses and construct inclusivity through digital storytelling and multimodal strategies in Indonesia digital campaigns. Research shows that ads often reproduce ideals of femininity, modernity, and fair skin, influenced by the Korean Wave (Khoirunnisaa & Harti, 2023; Pramusita, 2021)ions about the authenticity of empowerment messages, as noted by Listiani et al., (Listiani et al., 2023), who argue that women empowerment is frequently used as a profit-driven strategy that reinforces the male gaze. Such findings echo broader critiques of faux-feminism, where promotional content urging women to conceal flaws contradicts empowerment narratives (Sances et al., 2022). Despite extensive discussion, this research integrates genre, appraisal, and visual ambience to examine how inclusivity is systematically constructed in Indonesian beauty campaigns and aims to fill this gap (Yolinda, 2021) and (Tanca, 2024).

### 3. Research Method

This study employs qualitative methods alongside multimodal discourse analysis as its primary analytical approach. *Multimodal Discourse Analysis is grounded in rigorous qualitative research principles and* acknowledges that digital data is actively constructed rather than passively collected (Flick, 2018a). This approach allows for a nuanced examination of both verbal and visual elements to uncover how meaning is systematically produced across media texts, aligning with the qualitative goal of exploring and interpreting social narratives (Biber, 2018).

The primary data comprises three testimonial videos sourced from the Mad For Makeup Instagram campaign #GetPearlFectSkin. Three videos were purposively selected as representative cases to capture diverse skin tone representation. (Schreier, 2018) This technique was intentionally applied to select cases rich in information. Three videos were selected to enable in-depth multimodal analysis rather than broad generalization. Specifically, three influencers representing light, medium, and tan skin tones were selected. The selected content was downloaded, screenshotted, and transcribed. The analysis aims to address two main research questions: (1) what beauty narratives are constructed through the campaign's storytelling? (2) How is inclusivity communicated through multimodal coordination of verbal and visual elements?

The data analysis procedure is designed based on the concept of methodological triangulation (Flick, 2018b), which systematically combines different analytical methods (verbal and visual) to achieve a fuller, more complex understanding of the phenomenon. The data analysis procedure involves several steps. First, all verbal content from the videos was transcribed verbatim. The transcripts were then translated where necessary to ensure accurate coding. Next, each transcript was segmented based on (Martin & Rose, 2008) genre model to identify genre structures. After analyzing the genre, each clause was coded using Appraisal Theory categories: Attitude (Affect, Judgment, and Appreciation) and Graduation (Force, Focus). (Martin & White, 2005) framework. For visual analysis, representative frames from each video were systematically coded using ambience parameters (Painter et al., 2012) were applied to classify frames as ambient-infused or non-infused. The resulting codes from the verbal and visual modes are systematically grouped. Patterns were synthesized at the

meso-level to identify recurring strategies across the dataset. Lastly, these findings, which arise from the systematic comparison of the two analytical modes, were critically interpreted to reveal underlying branding strategies and inclusivity narratives.

## 4. Results and Discussion

This section provides the findings and discussion of the testimonial videos by three influencers representing light, medium, and tan skin tones were analyzed under the hashtag #GetPearlfectSkin. The analysis covered the identification of the structure of the text, including its genre and linguistic features, from the lens of interpersonal meaning. The schematic structure of the text will first be analyzed, then the detailed analysis of the interpersonal metafunction, including appraisal systems and ambience.

### 4.1 Beauty Narratives Construction through Story Telling

#### 4.1.1 Genre Structure

Building on the theoretical framework for analyzing the testimonial videos from the #GetPearlfectSkin campaign reveals a clear and organized genre structure. As posited, genres are staged, goal-oriented social processes in which a text is organized into a predictable structure to achieve a specific purpose.

**Table 1.**

*Genre structure of @evelyn.ramli videos script*

| Category    | Full Verbal Excerpt                                                                                                                                                                             |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Context     | Imagine looking like a pearl. Not really, but like imagine being so glowy and smooth and perfect because you can get this flawless look too                                                     |
| Description | I'm actually so shocked at the result of the skin tint. It's medium to full coverage, has 8-hour oil control, UV protection, and the most luminous pearl finish. It's also super comfy to wear. |
| Evaluation  | I'm having a deal right now, so run and get your perfect skin tint. The pun is so cute.                                                                                                         |

**Table 2.**

*Genre structure of @raniazzhr videos script*

| Category    | Full Verbal Excerpt                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Context     | So, I just tried this new skin you guys.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Description | Please look at this, it's super runny, but once you apply it on your face, boom! It gives medium to full coverage. And trust me, it's very lightweight. I'm using shade N2, and it matches my skin tone perfectly. Okay, let me finish my makeup first. Oh, wait! I also got their eyelash curler, and it's super cute. And here's my final makeup, the pearl finish makes it look like my skin but better, perfect for daily use. And one more thing, they also have a mini size that you can easily carry everywhere. |
| Evaluation  | So, go try it and get perfect skin!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

**Table 3.**

*Genre structure of @papisels video script*

| Stages      | Full Verbal Excerpt                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Context     | Can you imagine? Stepping out into the crisp winter air, and your skin still looks flawless even in this weather. Let's see, if this skin tint can handle that magic today. Honestly, this is my go-to winter complexion this time                                                                                                                                                                                                                                           |
| Description | It is specifically designed for oily skin. It has this 8-hour oil control formula. Here's a quick close-up of my bare skin for reference. The coverage is said to be medium to full. It's perfect if you like something buildable. I don't even use concealer here, if you notice. This is super lightweight. It's not heavy or cakey at all, which I think is really great for everyday wear. It has a pearl finish, so it gives a natural glow with a next-level radiance. |
| Evaluation  | I'm ready for the day, grabbing my bag, which by the way has a small version of charm pearlfect skin tint. Like, how are they so innovative? That day, the weather was really unpredictable, and all my activities were outdoors. Anyway, I've been wearing this for 10 hours, and it still looks flawless. What do you think? Totally worth checking out                                                                                                                    |

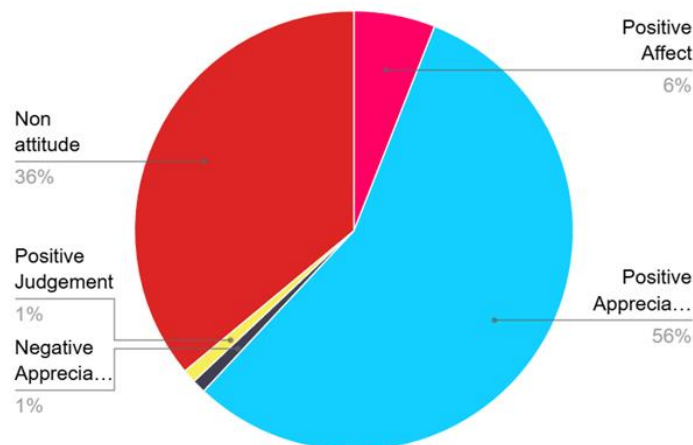
From the three tables, it shows that the testimonial videos use the same three-part structure (Context, Description, Evaluation) to deliver messages in a structured manner that promotes inclusivity for Instance “Can you imagine stepping out into crisp winter air...,” to make it easy for people imagine the situation and giving the audience the context that the product still works even in extreme weather. The Description stage mixes technical information with personal stories like “8-hour oil control” and “I don't even use concealer” to make the product seem more credible and to show that different types of users can get the similar results. The evaluation stage closes with persuasive calls to action emphasizing everyday accessibility e.g., “perfect for daily use,” “totally worth checking out”.

This pattern aligns with Genre Theory, which views communication as a staged, goal-oriented process. Specifically resembling the Review subgenre, the structure shifts from simple endorsement to a demonstration of universal efficacy. As (Derewianka & Jones, 2016) state the purpose of such genres is to analyze and assess specific subjects. Ultimately, this framework challenges traditional beauty hierarchies by positioning everyday users as authoritative evaluators rather than relying on exclusive models, effectively constructing a narrative of commercial inclusivity.

#### 4.1.2 Attitude

Appraisal theory focuses on how speakers evaluate people, things, and experiences to shape audience perception (Tanca, 2024). The videos utilize attitude, expressing feelings, judgments, and evaluations to convey approval, disapproval, appreciation, or emotion, thereby influencing audience perceptions and fostering emotional resonance.

**Figure 1.**  
*Attitude Distribution of the testimonials videos*



The analysis of attitude distribution across all three testimonial videos revealed 87 instances with significant dominance of positive attitudes. Positive appreciation was most frequent at 49 instances (56%), followed by non-attitude at 31 instances (36%). Less frequent were positive affect (5 instances, 6%) and positive judgment (1 instance; 1%). Negative attitudes were minimal or absent, negative appreciation appeared in only 1 instance (1%), while negative affect and negative judgment recorded zero instances.

**Table 4.**  
*Attitude Strategies*

| Attitude Category | Verbal Excerpt                                           | Sub Category       | Appraising item   | Appraiser | Appraised        |
|-------------------|----------------------------------------------------------|--------------------|-------------------|-----------|------------------|
| Appreciation      | The coverage is said to be medium to full.               | Positive Valuation | Medium to full    | Speaker   | The coverage     |
| Affect            | This is super lightweight.                               | Positive Reaction  | Super lightweight | Speaker   | Skin tint        |
|                   | I'm actually so shocked at the result of the skin tint.  | Satisfaction       | So shocked        | Speaker   | Skin tint result |
|                   | Finally, I found the Pearl-fect Skin Tint for daily use. | Satisfaction       | Pearlfect         | Speaker   | Skin Tint        |
| Judgement         | like, how are they so innovative?                        | Positive Capacity  | Innovative        | Speaker   | The Company      |

Table 4 shows that evaluative language in the testimonials is dominated by positive appreciation, revealing a strong focus on product performance and functionality. This domination highlighting a strong focus on product performance and functionality. Appreciation assesses the worth of objects or processes rather than individuals' conduct or emotions (Martin & White, 2005). This category's dominance (56%) indicates discourse centering on product effectiveness “medium to full coverage”, comfort “super lightweight”, and practicality “perfect for daily use”. This pattern supports claims that review genres systematically evaluate products (Devira & Westin, 2021), but the #GetPearlFectSkin

campaign adapts this function to promote inclusivity by emphasizing universal product benefits rather than exclusive beauty ideals, marking a shift from traditional Indonesian beauty advertisements prioritizing whitening or conforming to specific beauty standards (Khoirunnisaa & Harti, 2023; Pramusita, 2021)

Positive Affect (6%) enhances emotional authenticity through expressions like “I’m actually so shocked at the result” and “Finally, I found the Pearl-fect Skin Tint.” These reactions, termed “authorial affect” (Martin & White, 2005), make testimonials appear genuine and relatable, echoing research on digital authenticity (Nurrachmah, 2025; Pérez-Torres, 2024). Judgment appears minimally (1%), limited to brief praise of brand innovation rather than evaluation of people. The overall absence of negative affect and judgment, with only one instance of negative appreciation, creates a consistently positive discourse that frames inclusivity as harmonious and desirable. However, this careful positivity might show that the authenticity is being managed (Listiani et al., 2023), meaning that while the campaign successfully promotes inclusivity through positive feedback, it is still influenced by business goals.

#### 4.1.3 Graduation

Graduation addresses how attitudes are amplified or softened through two sub-systems: Force and Focus (Martin & White, 2005). Force increases or decreases evaluation intensity, while Focus sharpens or blurs categorical boundaries, signaling whether something is prototypical or marginal.

**Table 5.**  
*Graduation Distribution on the testimonials video*

| Type           |                 |         | Number | Frequency |
|----------------|-----------------|---------|--------|-----------|
| Focus          | Sharpen         |         | 8      | 9%        |
|                | Soften          |         | 0      | 0%        |
| Force          | Intensification | Quality | 20     | 23%       |
|                |                 | Process | 2      | 2%        |
|                | Quatification   | Number  | 0      | 0%        |
|                |                 | Mass    | 3      | 3%        |
|                |                 | Extent  | 0      | 0%        |
| Scaling        | Upscale         |         | 33     | 38%       |
|                | Downscale       |         | 0      | 0%        |
| Isolating      | Isolated        |         | 27     | 31%       |
|                | Infused         |         | 6      | 7%        |
| Non graduation |                 |         | 54     | 62%       |
| Total Clause   |                 |         | 87     | 100%      |

The data above reveal the distribution of graduation across the three total testimonial videos. Out of 87 measured clauses, the most frequent finding is non-graduation, 54 instances (62%), indicating that most statements are presented without explicit linguistic upscaling or downscaling. However, when present, Graduation is overwhelmingly for upscaling. Upscale categories collectively represent the highest frequency of graduation types at 33 instances (38%). This is primarily driven by quality intensification in 20 instances (23%). In contrast, forms of attenuation are minimal or absent. Soften is not used at all, and

other downscaling forms are similarly rare. Furthermore, the data shows that isolated graduation with 27 instances (31%) is significantly more frequent than infused graduation with 6 instances (7%), meaning that the intensification of meaning is more often achieved through explicit intensifiers rather than implicit grammatical choices.

**Table 6.**  
*Linguistics graduation strategies*

| Graduation Category | Except                                                                              | Sub Category                    | Isolated/infused         | Scaling |
|---------------------|-------------------------------------------------------------------------------------|---------------------------------|--------------------------|---------|
| Focus               | that you can easily carry everywhere.                                               | Intensification: Process        | Isolation-non figurative | Upscale |
|                     | This is super lightweight                                                           | Intensification: Quality        | Isolation-non figurative | Upscale |
|                     | It gives medium to full coverage.                                                   | Quantification : Mass/ Presence | Isolation-non figurative | Upscale |
| Force               | It's so convenient to use, and it literally takes less than 5 min to finish my base | Focus : Sharpen                 | Infused-non figurative   | Upscale |
|                     | and it matches my skin tone perfectly.                                              | Focus : Sharpen                 | Isolation-non figurative | Upscale |

The strategies for using graduation in the testimonial videos employ linguistic intensification to demonstrate inclusivity while reflecting commercial control. Quality intensification is achieved through isolated intensifiers meaning words added specifically for emphasis in phrases for instance “super lightweight,” “most luminous pearl finish,” and “really great for everyday wear,” amplifying product qualities and inviting audience alignment (Martin & White, 2005). Additionally, the “Sharpen” category of Focus uses both infused and isolated terms to make claims appear precise and indisputable. Unlike isolated terms, infused intensification occurs when the scaling or “strength” is built directly into the meaning of a single word. For example, while the word “perfectly” (isolated) uses a separate adverb to sharpen the focus on a match, the word “literally” (infused) functions to sharpen the claim by being semantically fused with the sense of exactness. These explicit upscaling and sharpening patterns construct inclusivity as definitive, though uniformity across influencers suggests commercial orchestration (Herrada-Lores et al., 2025; Sances et al., 2022).

The linguistic integration of genre structure, attitude, and graduation construction in the #GetPearlFectSkin campaign builds its inclusivity narrative. The similar three-stage genre structure (context, description, evaluation) frames relatable peer reviews, while positive attitude, especially appreciation, emphasizes practical product benefits such as coverage, lightness, and comfort (Devira & Westin, 2021; Martin & Rose, 2008; Martin & White, 2005). Graduation enhances these judgments with intensifiers, converting functional assessments into compelling assertions of universal applicability. Collectively, these combination storytelling strategies create inclusivity especially accessibility, democratic aesthetics for a varied user base, mirroring current participatory marketing tendencies (Herrada-Lores et al., 2025). Systematic structural repetition, predominantly favourable assessments, and

consistent intensification indicate that “commercial inclusivity” influences the representation of diversity and combines authentic inclusivity with brand-centric messaging (Khoirunnisaa & Harti, 2023; Listiani et al., 2023; Pramusita, 2021; Sances et al., 2022).

## 4.2 Inclusivity through a Multimodal Elements

### 4.2.1 Ambience

In multimodal analysis, the visual environment affects how people feel about the emotional tone and interpersonal stance of visual texts. (Painter et al., 2012) characterize ambience as established through three parameters: vibrancy (color saturation), ranging from muted tones that suggest restraint to vibrant coloration that conveys excitement; warmth (color temperature), where warm colors evoke comfort and cool tones promote distance; and familiarity (color variety), where extensive palettes indicate everyday realism and limited palettes signify detachment. These factors create interpersonal meaning by directing viewers' emotional alignment with visuals (Martínez Lirola, 2022; Wang & Yin, 2024). In beauty advertising, ambient design assumes an ideological significance, framing beauty as either accessible or exclusive, hence influencing inclusivity or exclusion in brand portrayal.

**Table 7.**

*Ambience distribution on the testimonial videos*

| Ambience Category    |             |            | Number | Frequency |
|----------------------|-------------|------------|--------|-----------|
| Activated            | Vibrancy    | Light      | 73     | 68%       |
|                      |             | Dark       | 10     | 9%        |
|                      |             | Vibrant    | 1      | 1%        |
|                      | Warmth      | Warm       | 84     | 79%       |
|                      |             | Cool       | 0      | 0%        |
|                      | Familiarity | Familiar   | 83     | 78%       |
|                      |             | Remove     | 0      | 0%        |
| Ambience non infused | Denied      |            | 0      | 0%        |
|                      | Defused     | Dramatised | 0      | 0%        |
|                      |             | Flat       | 23     | 21%       |
|                      | Non ambient |            | 0      | 0%        |

Ambience analysis indicates that visuals are primarily warm (79%), familiar (78%), and light (68%), with minimal representation of dark (9%) and vibrant (1%) *settings*. The only notable non-infused feature, flat ambience (21%), suggests that while visuals occasionally simplify, ambience remains constant. An examination of 107 frames from three testimonial videos reveals a consistently identical ambience, enabling the videos to be both accessible and authentic.

Following (Painter et al., 2012), warm, familiar, and light ambience dominance creates intimacy, comfort, and approachability, positioning beauty as part of everyday life rather than exclusivity. This validates studies that visual design fosters interpersonal meaning through affective connection (Martínez Lirola, 2022; Wang & Yin, 2024). The similarity of these ambient selections signifies systematic manufacturing control, implying that diversity and authenticity are visibly enacted yet meticulously crafted to ensure brand continuity.

**Figure 2.**

*Visual ambience across diverse testimonial videos via a. @evelyn.ramli, (light skin), b. @raniazzhr (medium skin), and c. @papisels (medium to tan skin)*



Figure 2 provides visual evidence of systematic ambience patterns, as shows in Table 7. Three screenshots were captured during moments of product application across testimonials provided by @evelyn.ramli (light skin), @raniazzhr (medium skin), and @papisels (medium to tan skin) reveal remarkable production consistency despite ostensibly independent user creation. Although testimonials feature different skin tones, all employ consistent warm lighting and familiar domestic settings. Even when using different product shades, this standardization sometimes prevents videos from accurately portraying true skin colour.

By showing different influencers in similar settings, this visual similarity supports the campaign's message of acceptance. The identical atmosphere across various skin tones creates an equivalent ambience, visually portraying each influencer's story as equally authentic and relevant. Intentional multimodal synchronization meticulously designs aesthetically pleasing advertising images (Yanti et al., 2022). The significant uniformity of ambience patterns (79% warm, 78% familiar, and 0% cool or remote categories) suggests intentional creation rather than spontaneous user generation, corroborating assertions that linguistic and visual components jointly communicate producers' intentions (Suryani et al., 2021). Standardized lighting may obscure actual skin tone differences, potentially undermining claims of visual inclusivity. A thorough multimodal study shows that the #GetPearlFectSkin campaign's stories of inclusion are made by carefully coordinating verbal and visual resources across three integrated dimensions. This creates both fake authenticity and meaningful representation.

First, the alignment of verbal casual intimacy (stages of conversational context, practical description, and comfortable appreciation) and visually familiar warmth (78% familiar settings and 79% warm ambience) positions diversity. This approach highlights beauty within accessible domestic settings rather than idealized salons, which challenges the typical detachment observed in Indonesian beauty promotion (Khoirunnisaa & Harti, 2023). However, flawless consistency among testimonials suggests a manufactured rather than genuine accessibility.

Second, functional authenticity is constructed through "verbal evidential evaluation" (56% performance appreciation, 38% upscaling, and positive affect) combined with "visual transparent documentation," such as light vibrancy and clear application evidence. This integration provides visible proof to back verbal claims, making the evaluation more trustworthy. Nevertheless, standardized lighting may alter true color tones, indicating that

the documentation was strategically planned rather than spontaneity diversity. This spontaneous, which could lead to questions about the authenticity of the visual evidence presented. Third, inclusive diversity is achieved through "structural equivalence," where identical genre staging and equal evaluative intensity are applied across diverse skin tones. This strategy promotes equality by ensuring parallel treatment at both levels, thereby challenging exclusionary beauty standards (Pramusita, 2021). This uniformity, however, constrains genuine individual variation, highlighting the tension between representational equality and authentic diversity.

These coordination patterns confirm that linguistic and non-linguistic features are most effective when they are mutually sustainable and closely connected (Pricilia & Suyudi, 2023). This verbal-visual integration constitutes the fabric of messages that convey producers' intentions (Suryani et al., 2021), where visual modalities work in concert to influence consumer perception (Khoirunnisaa & Harti, 2023). In the #GetPearlFectSkin campaign, such coordination constructs inclusivity through what Wang & Yin (2024) describe as "multimodal emotional coherence."

However, the campaign's inclusivity is ultimately commercially constructed. It provides progressive representation (equal production quality across skin tones, a functional rather than transformative beauty focus, and accessible everyday positioning), but it also shows systematic control to keep the brand consistent. This tension embodies commercial inclusivity empowerment narratives framed within profit-driven structures (Listiani et al., 2023). The campaign occupies a liminal space between resistance-oriented campaigns promoting diverse representation (Tanca, 2024) and the orchestrated authenticity of profit-centered femvertising. The campaign embodies both genuine and manufactured inclusivity, reflecting tensions between representation and commercial control. Although the campaign promotes progressive representation, the market's needs limit its multimodal design.

This study has several limitations, and it would be beneficial for future research to focus on these limitations. First, limitations include the small sample size (three videos), exclusion of audience reception, focus solely on Instagram, and reliance on a single coder for ambience analysis. Second, it didn't take into account how the audience reacted and only looked at what the producers said, leaving out opinions on authenticity. Third, the study only examined Instagram, not other sites that could affect inclusivity. Fourth, visual ambience coding was conducted by a single researcher, suggesting the need for multiple coders to enhance reliability.

## 5. Conclusion

This multimodal analysis demonstrates that the #GetPearlFectSkin campaign constructs narratives of inclusivity through the strategic integration of verbal and visual resources. Across testimonials featuring individuals with diverse skin tones, the campaign consistently employs a three-stage generic structure—*context*, *description*, and *valuation*—alongside predominantly positive evaluative patterns, including positive affective feedback (56%) and linguistic upscaling (38%), while notably excluding negative attitudinal expressions. Visually, the campaign reinforces these narratives through the recurrent use of warm (79%) and familiar (78%) settings, thereby creating a cohesive representation of inclusivity and relatability.

However, the findings also suggest that such representations reflect a form of controlled authenticity, whereby individual experiences are carefully curated within a standardized branding framework. While the campaign promotes diversity through the

inclusion of varied skin tones and personal testimonials, these representations remain aligned with commercial objectives and brand identity. Consequently, the campaign exemplifies a model of commercial inclusivity in which empowerment is encouraged but simultaneously constrained by market-driven considerations. This tension reveals a broader discrepancy between the performance of diversity and the realization of genuine empowerment in digital beauty marketing.

The study contributes to the growing body of research on manufactured authenticity and inclusive branding by demonstrating how inclusivity is strategically constructed and communicated through multimodal discourse. Furthermore, it advances the field of multimodal discourse analysis by illustrating how linguistic and visual semiotic resources operate in tandem to shape contemporary narratives of inclusion, authenticity, and consumer engagement within social media advertising.

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