ABSTRACT

Zelda, Aurellia Ciptana. 2026. A Semiotic Analysis of Signs of Self-Motivation in the Instagram Posts by @toyoufromsteph. Thesis. Supervisor 1: Tri Wahyu Setiawan Prasetyoningsih, S.S., M.Hum. Supervisor 2: Moh. Imam Subuhi, S.S., M.Hum. External Examiner: Ika Maratus Sholikhah, S.S., M.A. Ministry of Higher Education, Science, and Technology. Universitas Jenderal Soedirman. Faculty of Humanities. English Department. English Literature Study Program. Purwokerto.

This research analyzes how self-motivation messages are constructed through visual and verbal signs in Instagram posts on the @toyoufromsteph account. It aims to identify the denotative, connotative, and mythical meanings of the elements in these posts and to explain how the account owner represents self-motivation messages. The analysis was conducted using Roland Barthes' semiotic approach with a qualitative descriptive method, with Self-Determination Theory as a framework for classifying types of self-motivation. The results showed that of the 37 self-motivation posts, there were posts on autonomy (37.8%), competence (32.4%), relatedness (5.4%), autonomy-competence (19%), and competence-relatedness (5.4%). Self-motivation is built through recurring visual elements such as active female figures, natural elements, and yellow colors, combined with verbal elements using sans serif fonts that contain boundary-setting words, affirmative statements, shared experience expressions, action verbs, and shared achievement expressions. These findings indicate that self-motivational posts on Instagram are not only constructed through language, but also through visual signs.

Keywords: Instagram, Self-Motivation, Semiotics

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Penelitian ini mengkaji bagaimana pesan motivasi diri dibangun dalam unggahan Instagram akun @toyoufromsteph. Tujuan penelitian ini adalah untuk mengidentifikasi makna tanda-tanda dan memahami cara pesan motivasi diri dikonstruksi melalui elemen visual dan verbal. Penelitian ini menggunakan pendekatan semiotika Roland Barthes dengan metode deskriptif kualitatif, dengan menggunakan Self-Determination Theory sebagai kerangka untuk mengelompokkan jenis motivasi yang muncul. Hasil analisis menunjukkan bahwa 37 unggahan mengandung motivasi diri. Terdapat unggahan autonomy (37.8%), competence (32.4%), relatedness (5.4%), autonomy-competence (19%), dan competence-relatedness (5.4%). Pesan motivasi diri dibangun melalui simbol visual seperti figur perempuan aktif, elemen alam, dan warna kuning, serta diperkuat oleh elemen verbal berupa pernyataan afirmatif, pilihan kata yang menekankan batas diri, dan penggunaan tipografi sans serif. Secara keseluruhan, penelitian ini menyimpulkan bahwa unggahan motivasi diri di Instagram dibentuk oleh elemen verbal yang didukung oleh elemen visual.

Kata Kunci*: Instagram, Motivasi Diri, Semiotika*