

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Instagram serves as a space for users to express themselves by conveying messages through visual and verbal cues. The @toyoufromsteph account consistently uploads self-motivation posts that combine verbal and visual elements, with a predominance of natural elements. During the period from January to August 2025, there were 37 posts containing self-motivation messages with a predominance of natural elements. Based on the results of analysis using Self-Determination Theory, these posts were classified into five categories, namely autonomy (37.8%), competence (32.4%), relatedness (5.4%), autonomy-competence (19%), and competence-relatedness (5.4%).

Based on the results of a semiotic analysis using Roland Barthes' theory of the Instagram account @toyoufromsteph, this research concludes that the meaning of self-motivation messages is formed through a system of signs that involves integrated verbal and visual elements. At the denotative level, these signs display a choice of language, visual figures, colors, simple and consistent typography. At the connotative level, these elements construct meanings about self-control, emotional awareness, the process of growth, individual personal abilities, and messages of togetherness. This meaning is then naturalized into a myth that positions self-motivation as an internal process that is undertaken independently through self-reflection and self-confidence, while individuals still need positive connections with others to maintain their mental health.

Furthermore, the owner of the @toyoufromsteph account represents the message of self-motivation through a communication strategy that places language as the main means of meaning formation. The choice of words that emphasize self-reflection, emotional control, and individual potential is used consistently to position individuals as the main subjects of motivation. This strategy is reinforced by the use of visual signs such as moving female figures, natural symbols representing journey and growth, the use of yellow to convey optimism, and simple typography elements that convey trustworthiness. The combination of language, visual signs, and an empowering, encouraging, and reflective emotional tone forms a representation of self-motivation as a persuasive, reflective, and non-coercive personal process.

## 5.2 Suggestion

The researcher suggests that future research examine the representation of self-motivation on social media platforms or other accounts based on the results of this research. Further research could also compare the representation of motivational messages between accounts or platforms to see the differences in the formation of meaning and myths in different contexts. In addition, the use of other semiotic theories could be employed to enrich the analytical perspective.

This research is expected to contribute to semiotics studies, particularly in understanding how denotative, connotative, and mythical meanings are constructed through a combination of various sign elements on social media. The results of this research can also be used by content creators and illustrators

as material for reflection in designing self-motivation messages that are not only linguistically powerful but also visually and emotionally harmonious, thus ensuring that the audience persuasively accepts the messages conveyed.

