

**Table 1. Table Analysis of Visual Texts**

No.	Image	Representational Metafunction	Interpersonal Metafunction	Compositional Metafunction	Interpretation
1.	November 8, 2019 (Image 1)	<p>The vector is absent in this picture making it included in Conceptual structure.</p> <p>Analytical process includes smiling facial expression which indicates happiness and brown colored outfits paired with gold that shows her fashionable character. The RP is constructed as someone who is optimist, content, and encouraging.</p> <p>Sun as Symbolic process signifies bright days when there are hopes and opportunity.</p> <p>The Circumstance or location is park which signifies fun since it is often used for activities that are light and brings fun.</p>	<p>The RP does not look directly to the viewer which indicates that there is no connection drawn by the RP to the viewer (Offer). It is minimized more with black glasses which makes the RP appears more mysterious.</p> <p>Far social distance presents to the viewer that the RP is more like a stranger than a friend.</p> <p>Frontal and medium angle is used to make the viewer feels welcomed to engage with the RP's matter with equal power relation.</p>	<p>The RP is positioned on the center of the frame, thus shows her as the most important information of the image.</p> <p>The viewer's attention is directed easily to the RP's image since it is given more contrast. Her size is also significant. In addition, the background is blurred, thus implying high salience.</p> <p>This picture has high framing because it has strong distinction between the foreground and the background. The RP is positioned as the foreground to support her figure as the most dominant element of the image.</p>	<p>The RP is presented as a person who is content with her life. It constructs that she is an optimistic, confident, and positive individual who then takes role in encouraging others through the post. The choice of her clothes shows her as a fashionable woman. This contrasts Western media coverages that shows Muslim women as demotivated, submissive, and passive people.</p>
2.	September 30, 2019 (Image 2)	<p>There is no vector drawn by the RP in this picture thereby it is considered as Conceptual structure.</p> <p>Analytical process includes the casual clothes that the RP wears which consists of jeans and shirt in light colors. They signify her casualty, mobility, and passion during the business trip. However, black glasses and her disdain facial expression creates unreachable impression to the viewer.</p> <p>Symbolic process: the scenery of Dubai skyscrapers symbolizes modernism, power, superiority, and sophistication.</p> <p>The circumstance is chosen at the</p>	<p>By looking directly at the viewer (Demand) the RP tries to build connection with the viewer but is restricted by the black glasses that she wears. Her disdain facial expression also implies that she feels superior towards the viewer.</p> <p>Far social distance further minimizes the relationship with the viewer, making it more impersonal. The viewer may feel the RP more as stranger with this choice of distance.</p> <p>With frontal angle, the viewer is involved in the RP's world and would feel that they are in the same world. Medium angle makes the</p>	<p>The RP is positioned on the center of the frame which means that she brings the most important message.</p> <p>This picture has low salience because even though the RP is figure is positioned at the front, her figure is not more dominant than the background. The tonal and color contrast is also the same with the background. The background is not blurred either. Instead it is emphasized.</p> <p>Even though presented as indifferent with the background, the RP is still separated from it, thereby the framing is high. This is</p>	<p>Through the choice of clothing and the written texts, the RP is portrayed as an active and passionate person, especially regarding her business. However, it is also implied that she desires to become as modern and powerful as the skyscraper scenery behind her. It is opposite with the oppressed stereotype about Muslim women.</p>

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		Dubai hotel's rooftop in order to showcase the scenery of Dubai's skyscrapers.	viewer feels equal power relation regardless the RP's cold facial expression.	to make the RP as the carrier of the most important message.	
3.	September 4, 2019 (Image 3)	<p>There is no vector presented by the RP, therefore this picture has a Conceptual structure.</p> <p>Possessive attributes include the pants suit, floral shirt, high heels, hijab, glasses, and handbag. Shocking pink pants suit and floral shirt symbolizes gender equality. High heels accentuate her femininity. All of the fashion item combinations show the RP as a fashionable and confident woman who supports gender equality.</p> <p>The circumstance is Spring Studio which is the host venue of NYFW, thus indicating the RP's involvement in that event. The picture is shot on a sidewalk which means that the RP is a confident person who likes when other people state at her.</p>	<p>The RP looks away from the viewer, indicating that there is no relationship built by her to the viewer. Therefore, the viewer can observe the RP's figure more deeply.</p> <p>Far social distance is used to capture the RP's outfit clearly altogether. Although, it makes the relationship becomes more impersonal and unfriendly.</p> <p>Frontal angle makes the viewer feel related with the RP's involvement in NYFW. Medium angle is used to draw equal power relation with the viewer.</p>	<p>The RP is positioned on the center of the picture. This indicates that the most significant message is on her figure.</p> <p>The salience of this picture is high because the RP's figure is more dominant than the background. It is because the background is blurred, the RP's size is dominant, and the RP's clothes' colors contrast her from the background.</p> <p>The framing is strong because the RP is strongly separated from the background. Strong framing is needed to strengthen the RP's focus and dominance rather than the background.</p>	<p>The RP is presented as a confident and fashionable woman who supports gender equality with her choice of clothing. Moreover, she herself is a woman who is emancipated by actively participates in public matter, both in Haute Hijab and in this post's case, NYFW. This contrasts the stereotypes that say that Muslim women comply with traditional gender roles and domesticated.</p>
4.	October 17, 2019 (Image 4)	<p>The vector that might be created by the RP is not presented in this picture therefore it is included in Conceptual structure.</p> <p>Regarding Analytical process, the RP wears pants suit with color and model that resemble of men's suggesting that the RP is a woman who dares taking step in traditionally assumed as men's field.</p> <p>In the terms of Symbolic process, by performing 'arms akimbo' the RP</p>	<p>The direct gaze (Demand) drawn by the RP shows connection that wanted to be made with the viewer, though it is not a friendly connection since her chin is up a bit, as if she is looking down to the viewer.</p> <p>Far personal distance creates personal distance as if the viewer is friend with RP. Her image is shot from waist up to draw more focus and dominance to her image rather</p>	<p>The RP carries the main the main information of the picture because she is positioned on the center of the frame.</p> <p>The salience of this picture is high because the RP's figure is more dominant than the background. It is because the background is blurred and the RP's size occupies most of the frame.</p> <p>The framing is strong since the contrast between RP as the</p>	<p>The construction tells that the RP is an independent modern woman that is also respected in business, a field that is often traditionally assumed as men's field. This contrasts with the assumption that Muslim women are domesticated, dependent, and given unequal positions with men.</p>

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		<p>constructs her identity as someone who has power and ready to take action. Though, her pose and facial expressions suggest dominance and superiority towards the viewer. The circumstance of the picture is outdoor which symbolizes Melanie's success in the field previously limited for men only.</p>	<p>than other surroundings. Frontal and medium angle are used to strengthen the connection with the viewer and makes the viewer feels related with Melanie's proudness. Even though Melanie may be more superior than them, they still have equal power relation.</p>	<p>foreground with the background is also strong. Strong framing is needed to strengthen the RP's focus and dominance rather than the background.</p>	
6.	<p>June 13, 2019 (Image 6)</p>	<p>This visual composition belongs to Conceptual structure since the RP in this picture does not create vector at all. Regarding Analytical process, purple color in the RP's outfit symbolizes individualism. The RP wears unconventional outfits consist of heart-shaped glasses, big furry mantle, glittered sweatshirt, and shiny tartan skirt. This shows her fun and creative side, and her freedom to choose anything she likes, to wear. The Circumstance or location of this picture is unknown, but is assumed as in front of an amusement park that also supports the fun concept presented by the outfits.</p>	<p>The RP is looking directly at the viewer (Demand) which means that she tries to make a connection with viewer, but restricted with the glasses that she wears. Far social distance implies that the relationship build with the viewer is more impersonal formal. With the use of oblique angle, the viewer is not involved in the RP's world of fashion. Moreover, with the use of low angle, she is depicted as higher and more superior than the viewer in terms of fashion sense.</p>	<p>Being positioned on the center implies that the RP carries the most significant meaning. This picture has medium salience because of the combinations of the aspects. Melanie's size is big on the frame yet her figure is not focused or contrasted from the background, therefore creates medium salience. Due to the same reason, the separation between background and foreground makes medium framing as well.</p>	<p>Melanie shows the creative, fun, and passionate in fashion through this post. She also depicts herself as a Muslim woman who is proud with hijab, and wears it consciously. She still has freedom to choose other fun fashion elements to pair with her hijab in order to articulate her means.</p>
7.	<p>June 11, 2019 (Image 7)</p>	<p>This fashion shot does not have vector which makes it categorized as Conceptual structure. Regarding Analytical process, the RP wears full white outfit as a 'power suit' during a tough presentation. White itself is a symbol of purity, calmness, innocence.</p>	<p>The RP is looking directly to the viewer (Demand) which signifies that there is a connection that is intended to be drawn to the viewer, even though the RP's facial expression shows flatness. This picture is taken at far social distance. It implies that the viewer</p>	<p>The RP is placed in the center of the frame which means that she becomes the 'orbit' of the discussion and gives the most significant meaning. Regarding Salience, the RP's solid white outfits helps her stand out from the background, even though</p>	<p>Melanie's identity is constructed mainly via the 'power suit' that she wears. It is a metaphor to women that may look soft and calm outside but powerful inside. Modern women tend to internalize both qualities,</p>

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		<p>In terms of Symbolic process, women are often labelled soft, pure, and calm but not necessarily means weak. Just like the suit, something or someone that looks calm outside can also have power inside.</p> <p>The Circumstance of this post is the random spot at the building where Melanie’s meeting was held, thereby does not contain visual element that contributes to the meaning.</p>	<p>is positioned as a stranger to the RP and the relationship built with the viewer is as though between two strangers.</p> <p>Frontal angle is used to make the viewer feels more related with the feeling that she expresses through this post. Medium angle is used to make the viewer feels that they have the same level of power status with the RP.</p>	<p>the sharpness and tonal contrast between her figure and the background is indifferent.</p> <p>This picture has high framing because the RP is highly separated from the background. Strong framing is needed to strengthen the RP’s focus and dominance rather than the background.</p>	<p>including Muslims like Melanie.</p>
8.	<p>April 9, 2019 (Image 8)</p>	<p>The RP in this picture creates vector from walking which makes this composition as a part of Narrative structure and Action type. The RP becomes the Actor. The Goal is not presented, which makes it a non-transactional process.</p> <p>In the Analytical process, watch signifies that the RP places time as her priority and she is a busy person. Red color that dominates her outfits and the models of the outfits themselves shows the RP’s bravery and confidence. The designer handbag that the RP carries symbolizes wealth, and high-class status.</p> <p>Regarding Symbolic process, by captured walking steadily, the RP constructs her identity as a woman who is mobile and always engages with her business. Wearing red means the RP is a courageous person.</p> <p>The circumstance is crosswalk, also conveys the same mobile person</p>	<p>There is no connection made from the RP to the viewer.</p> <p>The RP looks away from the viewer (Offer). By performing this gaze, the viewer is allowed to look at the RP as an object of scrutiny.</p> <p>Far social distance is used in order that the viewer can look at the RP as a whole figure. The feel of intimacy or friendliness is cut off.</p> <p>Oblique angle is used to detach the viewer from the RP’s world, in this case, her accomplishment in fashion field. They are not involved in it.</p> <p>Although, the medium angle shows that RP is still equal with the viewer.</p>	<p>With the RP being positioned at the center, she is made as the essence of information and gives the most important meaning.</p> <p>The salience of this picture is great because the RP is effectively made to catch the viewer’s attention.</p> <p>This is because the background is blurred, the RP’s color and tonal contrast is striking, and her size is also big.</p> <p>The framing of this picture is high because between the foreground and the background are highly separated. Strong framing is important because it can emphasize the RP’s focus and dominance rather than the background.</p>	<p>The picture constructs that RP is a respected figure in fashion field, proven by institution like Vogue Arabia. Not only she likes and works in the field but also become respected on it. She shows depiction on how modern Muslim women can have a successful career in the field she is passionate with, and not always have to be domesticated, let alone oppressed.</p>

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		concept.			
9.	January 21, 2019 (Image 9)	<p>The vector in this picture is drawn by the RP (Action) from the process of writing on a book (Goal). Therefore, this picture has a Narrative structure. Since the vector is drawn by her hand to the goal that is shown in the picture, it is categorized as Action and transaction type.</p> <p>The RP's activity is writing about research phase for Haute Hijab in 2019.</p> <p>Books and reading activity are symbolic attribute that symbolize education.</p> <p>The Circumstance is Melanie's bedroom which conveys that learning activity is done even in her spare time.</p>	<p>The RP looks at the book and look away from the viewer (Offer). The RP offers her figure as well as other elements in the images to be observed by the viewer.</p> <p>Public distance makes the RP as if they are strangers to the viewer.</p> <p>Oblique angle makes viewer detached from RP's world and activity, and given limited roles as an observer only. Low angle makes the viewer positioned as if they are more superior then the RP because the RP is still learning and to show off New York's buildings in the background.</p>	<p>The RP is positioned in the center indicating that she carries the most important message.</p> <p>This picture has low Saliency because the RP is blended with the circumstance, all of the sharpness, tonal, and color are the same.</p> <p>This picture has low framing because the foreground and the background does not make strong separation, rather blended.</p>	<p>The RP is Melanie as successful business woman who is still wants to improve herself, thus responsible for her business. This contrast the stereotypes about Muslim women which say that they are passive and uneducated.</p>

**Table 2. Table Analysis of Written Texts**

No.	Caption	Clause	Process						Explanation	Interpretation
			Material	Mental	Verbal	Relational	Existential	Behavioral		
1.	November 8, 2019 (Image 1)	There <b>is</b> nothing enlightened about shrinking					V		Existential process is used to imply that enlightenment does not exist in someone who hide their potentials.	Melanie present herself as someone who is positive, determined, and encouraging towards the viewer.
		so that other people <b>will not feel</b> insecure around you		V					Mental process is used to imply that Melanie is against those who hide their potentials and those who feel negative about other's achievements.	
		Let your light <b>shine</b>	V						Material process is used to encourage the viewer to take some action to grow their potentials that will benefit everyone.	
2.	September 30, 2019 (Image 2)	<b>Got</b> so much accomplished this trip	V						Material process is used to describe that in the Dubai business trip, Melanie has done many activities.	The written text shows that Melanie is actively involved in her own business, has an enthusiasm about it and her business is successful.
		<b>picked</b> amazing prints,	V						Material process is used to state that one of the activities is picking amazing	

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									prints for her hijab product.
		<b>had</b> some productive meetings				V			Relational attributive process is used to imply that Melanie also conduct productive meeting in the business trip.
		and <b>toured</b> our new production facility	V						Material process is used to describe that touring Haute Hijab's new production facility is included in the business trip's activities.
		(it <b>is</b> ) hard to believe				V			Relational process is used to relate Melanie's positive feeling with the growth of her business.
		we already <b>outgrew</b> our existing space!	V						Material process is used to explain that Haute Hijab's production has outgrown its old facility.
		You're <b>gonna love</b> the new prints coming your way		V					Mental process is used to convince the viewers that they will have the same positive

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									feeling as Melanie does towards her new products.	
3.	September 4, 2019 (Image 3)	NYFW <b>starts</b> tomorrow	V						Material process is used to imply that Melanie is involved in NYFW.	Melanie implies that she actively participates in public matters such as NYFW. Moreover, it also denotes her as a brand owner that belongs to high fashion community. This gives the viewer impression that she is an emancipated woman and successfully respected as a fashion figure.
		<b>Keep</b> your eyes on my feed for all the looks and my story for all the fun						V	Behavioral process is used to persuade the viewer to keep looking at her account since it posts live reports of NYFW event.	
4.	October 17, 2019 (Image 4)	I still <b>remember</b> when I got the e-mail		V					Mental process is used to remember when she got the e-mail.	Melanie constructs her image as a successful business woman since she is recognized by business magazine and community, Inc Magazine.
		I <b>was</b> like “Me?!”				V			Relational identifying process is used to relate the unbelievable feeling that she had when receiving the e-mail.	



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		Your girl <b>is</b> in month's @incmagazine issue!				V			Relational attributive process is used to announce to the viewer that Melanie's figure is feature in Inc Magazine.	
		<b>Swipe</b> to see the feature	V						Material process is used by Melanie to persuade the viewer to check out the article about her.	
		and <b>grab</b> your copy on the newsstands,	V						Material process is used by Melanie to persuade the viewer to purchase the magazine.	
		we ( <b>are</b> ) in this piece baby!!!!				V			Melanie restates that she is featured in the magazine which again shows her happiness about it as her achievement in business field.	
5.	June 13, 2019 (Image 5)	I <b>use</b> fashion and the way I dress to tell people who I am.	V						Material process is used to state that for Melanie, fashion is the medium to deliver her means and identity.	Melanie implies that she is a person who choose what she wants to wear with full consent,

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		Sometimes it's to <b>convey</b> I mean business,			V				Verbal process is used to elaborate the things that she has been signifying through her fashion preferences.	including hijab. Fashion is worn to articulate her identity and she is proud with hijab that articulates her faith.
		or that I'm from Detroit				V			Relational process is used to explain that Melanie is proud of Detroit since she articulates this identity through her fashion.	
		or simply that I <b>love</b> fashion.		V					Mental process is used to explicitly say that Melanie's feeling about fashion is exceptionally positive.	
		But one thing I <b>convey</b> every single day through my hijab is that I'm Muslim.			V				Verbal process is used to explain that hijab articulates her Muslimah identity every single day.	
		What an honor and privilege it <b>is</b> to represent our beautiful faith in this way!				V			Relational process is used to relate representing her faith with hijab is something honorable and	

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									blissful for her.	
		Sometimes I actually <b>feel</b> bad for our male counterparts		V					Mental process is used to express her regret towards Muslim men.	
		that they <b>don't</b> really <b>have</b> an equivalent marker				V			Relational attributive is used to explain her regret for Muslim men because they cannot visibly represent their faith.	
		because the hijab <b>strengthens</b> both my identity and my faith.	V						Material process is used to state that the hijab makes her identity and faith becomes obvious.	
6.	June 11, 2019 (Image 6)	(It <b>is</b> ) my power suit for today's presentation at our lead investor's annual meeting in Boston!				V			Relational process is used to explain that the outfits that she wears on the picture is her 'power suit' for an important meeting with her business' investors.	Melanie admits even though she often appears confident, she also feels nervous when giving important presentation. Although, she can find a way to overcome that feeling. Thus, Melanie implies herself as someone with
		It <b>was</b> a room full of LP's (limited partners) or the people who fund our investors fund				V			Relational process is used to state that the meeting has many important partners of her business.	

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		so we <b>were</b> a little nervous				V			Relational process is used to relate Melanie's team with nervous feeling during the presentation.	positivity and good emotional management. Since she gives the tip to the viewer, she is also encouraging towards them.
		but it <b>went</b> awesome hamdulillah!	V						Material process is used to describe that the meeting was successful.	
		One tip I learned before a big talk or presentation <b>is</b> to tell yourself you're "excited" rather than "nervous"				V			Relational process is used to explain Melanie's tip to the viewer that before delivering big talk, it is suggested to tell themselves that they are excited rather than nervous.	
		and your whole demeanor and performance can <b>change</b> for the better.	V						Material process is used to state that after applying the tip, the viewer's demeanor and performance will become better than before.	
7.	April 9, 2019 (Image 7)	Seeing my name on the cover of @voguesarabia was a trip.				V			Relational identifying process is employed to relate Melanie's excite feeling	Melanie announces to the viewer that she is featured in Vogue Arabia

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									when she found her name on the cover of Vogue Arabia.	which indicates that her and her business' status are respected in fashion field.
		Swipe right to see the full feature inside	V						Material process is used to persuade the viewer to check the article.	
		and let me know what it says		V					Mental process is used to ask the viewer to inform her about the article's content.	
		if you read Araby	V						Material process is used to ask the viewer which understand Arabic to inform about the article's content, indicating that Melanie does not understand that language.	
8.	January 21, 2019 (Image 8)	Research phase for a 2019 project that will probably take me all year	V						Material process is used to state that the research and business project is going to make her busy with many activities.	Melanie is presented as someone who is passionate and enthusiastic about her business, as well as actively involved and responsible about it.
		It (is) something I've always wanted to do.				V			Relational identifying process describes the	

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								research and business project as something Melanie always wants to conduct.	



## **RIWAYAT HIDUP**

Penulis dilahirkan di Probolinggo, 6 Juni 1998 sebagai anak pertama dari empat bersaudara dari pasangan Sawalludin Mulyadi dan Risma Rahmayani. Saat ini penulis bertempat tinggal di Komplek Khoiru Ummah, Blok A No. 10, RT 5 RW 4, Tanah Baru, Bogor Utara. Pendidikan sekolah dasar ditempuh di SDIT Insantama Bogor, lulus tahun 2004, sekolah menengah pertama di HSG SMP Khoiru Ummah Bogor, lulus tahun 2013, sedangkan pendidikan menengah atas ditempuh di HSG SMA Khoiru Ummah Bogor, lulus tahun 2016. Pada tahun 2016, penulis diterima sebagai mahasiswa S1 prodi Sastra Inggris di Universitas Negeri Jakarta dan lulus pada tahun 2020.

Semasa kuliah, penulis aktif menjadi pengajar di Rumah Quran Amanah Bunda Pisangan Timur, Jaktim. Organisasi yang penulis tekuni pada tahun 2017 adalah LDF Bahasa dan Seni Khidmatul Ummah. Pada tahun 2018, penulis aktif dalam organisasi relawan Beasiswa 10000 cabang Jakarta.