

A Multimodal Discourse Analysis of Sexual Violence Representation by the Social Media in Indonesia

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Abstract

This research aims to analyze how the Instagram account @drg.mirza, as a form of citizen journalism, constructs the representation of sexual violence through a multimodal approach. This study provides an in-depth understanding of digital communication strategies in advocating for social issues. Employing a qualitative method with a multimodal analysis approach, data was collected through screen captures and screen recordings of Instagram Story posts. The data analysis was based on the framework of Systemic Functional Linguistics (SFL) by Halliday & Matthiessen for the verbal aspects, and multimodality theory by Kress & Van Leeuwen for the visual aspects, reinforced by Danesi's emoji theory. The results indicate that the sexual violence narrative is built through the strategic integration of verbal and visual elements. The account combines an informative

declarative mood with an action-mobilizing imperative mood and uses a dynamic gaze and other visual elements to create emotional proximity and encourage audience participation. Theoretically, this study contributes to the understanding of the adaptation of linguistic and multimodality theories in digital communication.

Keywords: Citizen Journalism, Multimodal, Sexual Violence, Representation, Instagram.

1. Introduction

The digital era has triggered fundamental changes in mass communication practices. One of these is that social media is not only an information channel, but also a place for public participation in the news production process (Servaes, 2020). There has been a significant increase in internet penetration in Indonesia. The Association of Internet Service Providers in Indonesia (AIPJII) reported that the number of users reached 212 million in 2023 and increased to more than 221 million, or 79.5% of the total population, in 2024. This represents a major transformation in information consumption and distribution patterns. Furthermore, 64.3% of internet users actively use social media, with Instagram as one of the most popular platforms (29.6%), following Facebook, YouTube, and TikTok (APJII, 2024). In line with this, citizen journalism has emerged as a form of digital participation that challenges the dominance of mainstream media (Carr et al., 2014; Servaes, 2020).

The emergence of citizen journalism marks a shift from a centralized, one-way communication model to one that is more open, collaborative, and participatory (Peifer et al., 2025; Wang, 2020). This implies that ordinary citizens now have the capacity to become the main actors in conveying important issues that often escape the attention of major media outlets (Carr et al., 2014; De Bruijn et al., 2025). One of the strengths of citizen journalism lies in its ability to highlight alternative narratives that are closer to the social experiences of the community (Santoso et al., 2019). This model enriches the diversity of perspectives in news reporting, particularly concerning sensitive issues that require empathetic and reflective approaches (Manap et al., 2021). Consequently, citizen journalism has the potential to play a significant role as a counterbalance and challenger to mainstream media narratives.

A crucial challenge that demands attention in Indonesian media practice is the representation of sexual violence. According to data from the National Commission on Violence Against Women, or *Komnas Perempuan* (2025), more than 330,000 cases were reported in 2024—an increase of 14.17% compared to the previous year. However, official reporting remains low due to stigma, fear of re-victimization, and limited trust in the legal system (Manafe & Benu, 2024). Mainstream media often reproduce biased, victim-blaming, or sensational narratives (Evayani & Rido, 2019; Sarjoko & Nuriyah, 2021). As a result, instead of providing representational justice, the media perpetuates stigma and gender inequality (Az-Zahra & Roselani, 2024). In this context, citizen journalism emerges as an alternative form of advocacy, providing a more empathetic and responsive space for victims to express themselves.

The emergence of citizen journalism as a form of knowledge production and social advocacy has created a new landscape in public communication practices. Through digital platforms, non-journalists can now directly and widely voice social issues, including sexual violence. One notable example is the Instagram account @drg.mirza, which is widely known for consistently, personally, and deeply addressing cases of sexual violence. The account not only conveys information but also presents an advocacy narrative that brings victims' experiences closer to the public.

This study offers a new perspective by examining the personal account @drg.mirza. The selection of this account has strong justification. First, @drg.mirza represents a unique form of citizen journalism carried out by a professional outside the field of journalism. Its credibility is built through its professional position in the medical field and strong personal empathy toward issues of violence in that environment. Second, this account has proven to have an influence in shaping public discourse. For example, the account quickly exposed allegations of sexual violence at Hasan Sadikin Hospital (RSHS) in Bandung, even before the official institution released a report. This practice demonstrates the capacity of citizen journalism to disseminate information quickly (Santoso et al., 2019; Waluyo, 2019). In addition, this account also triggered professional media to cover the issue of sexual violence (Shanaz & Irwansyah, 2021).

In practice, social media-based citizen journalism as carried out by @drg.mirza relies not only on the power of narrative but also on

various strategies of visual and symbolic representation. Information delivery on Instagram takes place through the interaction of elements such as images, text, captions, emojis, color choices, and typography. The visual aspect of photos or videos in citizen journalism can instantly capture followers' attention without requiring deep understanding (Salsabila et al., 2024). This dynamic creates multimodal communication, where meaning is generated not only by what is said but also by how the message is presented (Kress & Van Leeuwen, 2020). Therefore, understanding such content requires an approach capable of interpreting the diversity of communicative modes in an integrated manner.

In contemporary communication studies, a multimodal approach offers analytical tools to map how various semiotic modes work together in the process of meaning-making. (Kress & Van Leeuwen, 2020) explain that visual, verbal, spatial, and symbolic modes can reinforce or even contradict each other in representation processes. In the context of Instagram, this approach enables a deeper reading of how accounts like @drg.mirza visualize issues of sexual violence in ways that evoke empathy, educate the public, and deconstruct stigmas attached to victims. Multimodal analysis becomes increasingly important considering Instagram is a visually centric platform, and meaning is often conveyed through esthetics and symbolic composition rather than narrative content alone.

Although citizen journalism has been extensively studied in the context of information democratization, research specifically exploring the representation of sexual violence through individual professional accounts such as @drg.mirza remains very limited. Previous studies have predominantly focused on mainstream media or organized communities, rather than empathetic narratives and advocacy visuals by individuals. For example, Lityaningrum (2022) examines sexual harassment in private spheres, while Fiardi et al. (2024) discuss the topic within films; however, no studies to date have combined multimodal approaches with an analysis of individual professional social media accounts.

On the other hand, it is essential to consider ethical aspects when discussing topics laden with social and psychological trauma. This research is conducted with a high level of awareness regarding the sensitivity of the topic and the experiences of victims. The analysis does not focus explicitly on victims' identities or personal stories but on the construction of public messages consciously produced and

shared by the account owner. This approach seeks to avoid narrative or visual exploitation and underscores the research's commitment to supporting representational justice and advocacy for victims.

Based on the above, this research question is how does the @drg.mirza account, as a form of citizen journalism, construct the representation of sexual violence through a multimodal approach? The findings are expected to contribute to discourse on digital communication, particularly social media-based advocacy, as well as to the development of adaptive media analysis methodologies suited to visual-symbolic contexts.

2. Method

2.1 Research Design

This study employs a descriptive qualitative approach with a multimodal analysis method. The descriptive qualitative approach was chosen because it provides an in-depth understanding of complex social phenomena through the interpretation of meaning and context (Creswell, 2009). Meanwhile, multimodal analysis was selected for its ability to analyze various semiotic modes, such as text, images, symbols, and emojis, that simultaneously work together to create meaning (Adami, 2015; Jewitt, 2015).

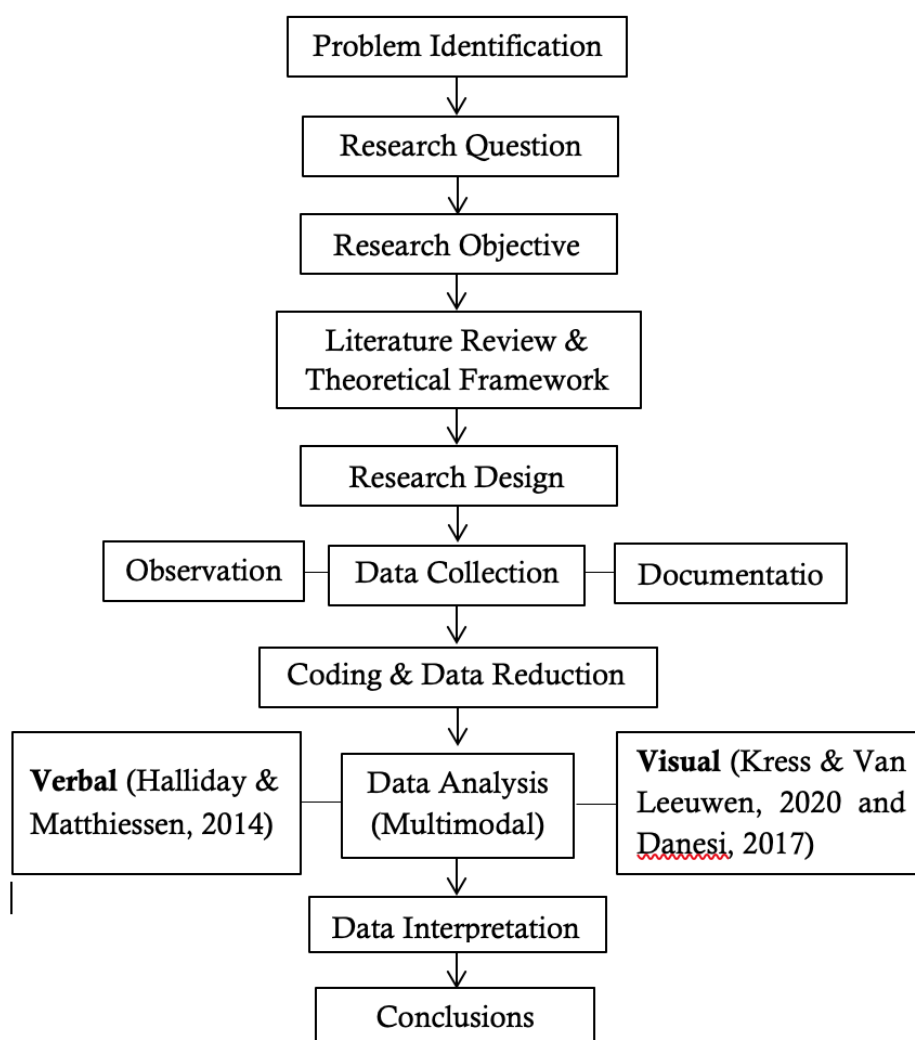


Figure 1. Research Design Chart

The data source for this study comes from the Instagram Story account @drg.mirza, which specifically shares information related to sexual violence in the medical field. This account has 536 thousand followers and was selected after conducting initial observations of several similar accounts actively advocating for issues related to sexual violence. Generally, research on citizen journalism on Instagram tends to focus more specifically on analyzing accounts managed collectively or community-based. For example, a study on the @galeri.sumba account focuses on the dynamics of information

production by a team or community providing local news (Tabik et al., 2024).

Similarly, accounts such as @rahasiagadis and @perempuanberkisah function as virtual communities that provide a safe space for sharing anonymous stories and conducting social campaigns (Girsang & Roseline, 2024; Octaviani & Rahman, 2025). There are also anonymous accounts such as @uksw.salaposting, which serve as a platform for students to voice complaints and sensitive issues that are not reported to official authorities (Sadmoko et al., 2024). Conversely, the @drg.mirza account operates as a professional personal account. This position provides a unique perspective and personal credibility that differs from community accounts. This account was specifically selected because it represents individual citizen journalism that stands out and has a significant influence in raising specific issues in the medical field.

Given the highly sensitive nature of sexual violence in institutional settings, the use of Instagram Stories, which only last for 24 hours, is a preventive measure to ensure the issue does not become a personal problem. This strategy also serves as a means of audience targeting, as the majority of followers who view the posts are those who can understand the issue as a professional concern for a doctor. Instagram Stories allow influencers to convey messages in a more personal way, making them more effective in building a connection with followers (Maharani & Febriana, 2024).

Data was collected using a purposive sampling technique with two main criteria: (1) content that discusses sexual violence in the media, both explicitly and implicitly; and (2) content that is exclusively audiovisual. Data collection was done through observation of digital story posts from April to May 2025, which was when the account @drg.mirza revealed a case of sexual violence in the medical field that was attracting public attention. The data was documented using screenshot and screen recording techniques. Subsequently, the data was coded and reduced to identify the research objects. Of the 318 stories, only 105 posts were analyzed, as they met the established criteria.

Furthermore, data in the form of visual and verbal were analyzed multimodally. This framework integrates several key theories, such as Systemic Functional Linguistics (SFL) by Halliday & Matthiessen (2014) to analyze the verbal or language aspects. Additionally, the theory of multimodality by Kress & Van Leeuwen (2020) was used

to describe visual meaning, which was reinforced by emoji theory from Danesi (2017) Danesi (2017) to support the function and meaning of emojis in digital communication. Data interpretation was then performed to uncover the representation of sexual violence constructed through @drg.mirza's Instagram Stories. This process concluded with drawing a final conclusion.

2.2 Research Ethics

Given the sensitive nature of sexual violence, this study applied strict ethical protocols. These principles align with the research conducted by Campbell et al. (2019), which applies a trauma-informed approach emphasizing respect for autonomy and safety. Data confidentiality is protected by maintaining anonymity, not disclosing irrelevant personal information, and using only Instagram Story data that has been published by the account owner @drg.mirza. Additionally, although the risk of retraumatization is difficult to measure in content analysis-based research, the study still exercises caution in presenting sensitive data to avoid negative impacts on those involved. Data collection was conducted with informed consent, which was voluntarily obtained from the account owner after a clear explanation of the purpose, benefits, and potential risks of the research.

3. Results

The results of the study show the stages beginning with the submission of victim reports to the @drg.mirza account. The narrative is then constructed through a combination of verbal and visual elements, which are subsequently received by the audience, eliciting empathy, engagement, and active participation. The representation that is formed produces a social effect in the form of public advocacy and expanded mainstream media coverage. This flow is visualized in Figure 2.

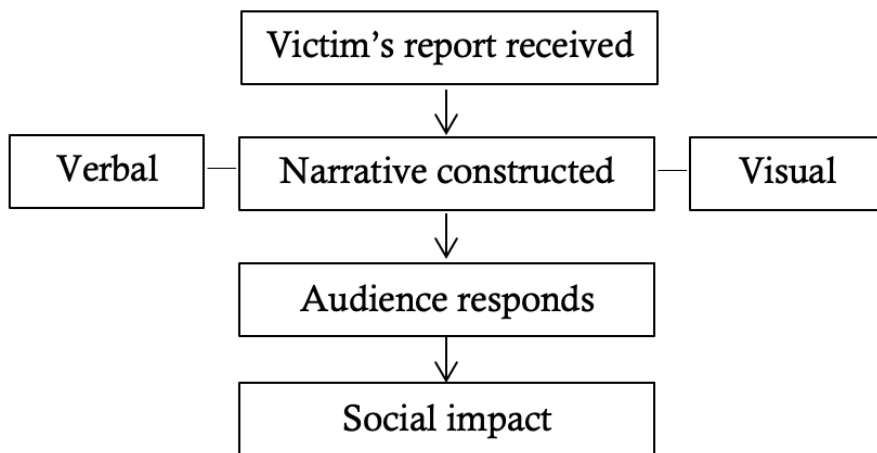


Figure 2. Findings Flow Chart

3.1 Verbal Element Findings

The verbal analysis in this study adopts the functional linguistics framework of Halliday & Matthiessen (2014), which views language as carrying two simultaneous meanings: ideational and interpersonal. To better understand how this framework functions, please refer to Figure 3.

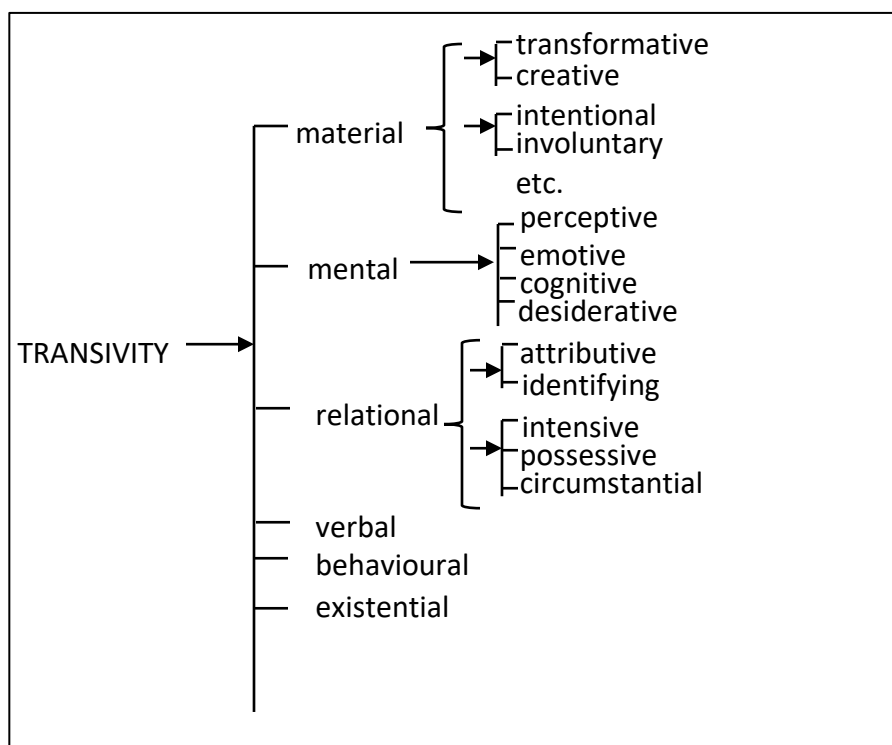


Figure 3. Transitivity According to (Halliday & Matthiessen, 2014)

The verbal analysis in this study adopts the functional linguistics framework of Halliday & Matthiessen (2014) which views language as carrying two simultaneous meanings: ideational and interpersonal. Ideational meaning, which is analyzed through the transitivity system, represents experiences through various types of processes. These processes consist of material, mental, relational, verbal, behavioural, and existential. Meanwhile, interpersonal meaning, identified through the mood system, realizes communicative roles as a means to give information (declarative), demand information (interrogative), or demand action (imperative). The verbal findings can be seen in Table 1.

Table 1. Verbal Mode Analysis

Data	Interpersonal Meaning	Ideational Meaning
<i>"penendangan di area kemaluan", "ngerekam (maaf) p*ntat wanita"</i>	Declarative	Material
<i>"merekam video wanita di kamar mandi kosan nya kan?", "ngapain di sensor sih?"</i>	Interrogative	
<i>"korban lapor ke aku", "korban meminta tolong aku"</i>	Declarative	Verbal
<i>"banyak dokter yg ikut speak up"</i>	Imperative	
<i>"Waduh sampe siang ini udah ada"</i>	Declarative	Existential
<i>"membaca semua DM"</i>	Declarative	Behavioural
<i>"Mari kita tunggu hasilnya"</i>	Imperative	
<i>"Saya merasa sedih, marah, dan kecewa", "psikis dan fisik terasa lebih capek banget"</i>	Declarative	Mental
<i>"jangan takut utk bersuara dan melaporkan"</i>	Imperative	
<i>"kejahatan tetaplah kejahatan"</i>	Declarative	Relasional
<i>"Udahlah jangan coba main2 sama kejahatan dan menyimpang begitu."</i>	Imperative	

Functional linguistic analysis shows that the construction of sexual violence narratives in the @drg.mirza account is realized through the interaction between interpersonal and ideational meanings. At the interpersonal level, mood analysis identifies a dominance of the declarative mood, which positions the account as providing information to the audience. Although dominant, this informative function is reinforced by two secondary functions. First, an imperative mood, such as *"jangan takut utk bersuara dan melaporkan"* (don't be afraid to speak up and report), is used to mobilize the audience to take action. Second, an interrogative mood, such as *"ngapain di sensor sih?"* (why censor it?), serves to provoke engagement and open up a space for discussion. Therefore, the interpersonal meaning of this account not only functions as an information provider but also directs action and prompts audience involvement.

At the ideational meaning level, transitivity analysis reveals that the representation of sexual violence is supported by the co-domination of both material and verbal processes. The material process, as in the phrase *"penendangan di area kemaluan"* (kicking in the groin area), represents violence as a physical act. This process is juxtaposed with the verbal process, such as the sentence *"korban lapor"*

ke aku" (the victim reported to me), which highlights the aspects of reporting and advocacy. This core narrative is further enriched by other processes that add depth of meaning.

The relational process, for example, *"kejahatan tetaplah kejahatan"* (crime is still a crime), functions to give a definitive status to the event. The psychological dimension of the victim and the author is explored through the mental process in the phrase *"Saya merasa sedih, marah, dan kecewa"* (I feel sad, angry, and disappointed), which clearly represents violence as a profound trauma. This process is strengthened by the behavioral process, such as *"membaca semua DM"* (reading all DMs), which describes a physiological action as a manifestation of the mental process taking place. Finally, the use of the existential process in the phrase *"Waduh sampe siang ini udah ada"* (Wow, until this afternoon there have been) serves to affirm the existence and scale of the phenomenon being discussed, in this case, the increasing number of incoming reports. Overall, this variation of processes builds a multifaceted narrative about sexual violence, from its physical and verbal aspects to its psychological impacts.

3.2 Visual Element Findings

The analysis of the visual mode in this study was conducted by examining the interpersonal and ideational meaning levels based on the work of (Kress & Van Leeuwen, 2020). This is analyzed through three elements of interaction. First, gaze is used to determine whether the image is demand or offer. Second, social distance is realized through the size of the frame, which consists of close shot, medium shot, and long shot. Third, angle is used to represent the power relationship between participants. Furthermore, ideational meaning is conceptually represented through classificational, analytical, and symbolic processes. To analyze visual data in the form of emojis, supporting theory from Danesi (2017) is used. According to him, the word "emoji" originates from the Japanese words "e" (picture) and "moji" (letter or character). Therefore, emojis essentially imply a word in picture form. Then, the visual findings can be seen in the following table.

Table 2. Visual Mode Analysis

[illegible]

Konten	Elemen Visual	Interpersonal Meaning			Ideational Meaning
		Gaze	Size of Frame	Angle	
	Cream background & emoji 🙏	Offer	Close shot	Eye level	Classificatio-nal
	Photo of perpetrator	Demand	Close shot	Eye level	Analytical

The uploads on the @drg.mirza account show a structured strategy for building interaction and conveying meaning to the audience through various visual elements. The analysis at the interpersonal meaning level shows the dynamic use of gaze, divided into demand and offer. Gaze as demand is seen in the phrase "BUANYAAAK BUWANGEEEEETT" (SOOOO MAAANY), which uses red capital text, the emoji (🤩), and a censored photo of the perpetrator, directly demanding an emotional response from the audience. Conversely, gaze as an offer is used with news images and photos of perpetrators with the emoji (🙏). This means the audience is positioned as a passive observer who only receives the information or attitude presented. In addition, the consistent use of a close shot for the size of frame creates an intimate social distance. The eye level

angle balances the power relationship between the content creator and the audience.

At the ideational meaning level, the uploads vary the storytelling method through three main processes. First, symbolic processes are seen in the use of red text and emojis (😱, 🙏), which function as symbols to convey meaning or emotion. Second, analytical processes are identified through the use of perpetrator photos, which place an individual as the main focus of the story. Lastly, classificational processes are shown with the use of a cream-colored background to categorize the type of content.

Furthermore, based on Danesi's (2017) the semiotics of emojis theory, the use of emojis in these uploads functions as a measured and contextual communication marker. The surprised face emoji (😱) pragmatically expresses strong emotions such as shock and disbelief, which, according to Danesi, describe the author's state of mind. This emoji synergizes with the exaggerated text, strengthening the emotional intensity and acting as a demand that requires a response. On the other hand, the folded hands emoji (🙏) has a more diverse meaning and phatic functions. This emoji is used to convey an apology, gratitude, or hope, which can create a humble authority that makes the author seem more approachable. The selective use of this emoji demonstrates the thesaurus effect, where one emoji can evoke various connotations.

Thus, these emojis not only add a visual element but also strategically shape interpersonal and ideational meaning. This is in line with Danesi's (2017) the argument that emojis are meaning-enhancing devices that interact with text to create richer, more nuanced communication. Therefore, the @drg.mirza account varies the ideational meaning processes, namely, symbolic, analytical, and classificational processes. On the other hand, interpersonal meaning is built through the use of gaze as both demand and offer to create a dynamic interaction. Visual elements such as the size of the frame and the angle create an intimate distance and a balanced power relationship between the content creator and the audience.

4. Discussions

4.1 Construction of Sexual Violence through a Multimodal Approach

This study reveals that the @drg.mirza account constructs a representation of sexual violence through a multimodal strategy that systematically integrates verbal and visual elements. The main

findings show the co-domination of material and verbal processes at the ideational meaning level, as well as the dominance of the declarative mood reinforced by imperative and interrogative functions at the interpersonal meaning level. Visual construction through the use of a close shot, eye-level angle, and the variation of gaze as demand and offer creates an emotional closeness that encourages audience participation. The integration of emojis as meaning-enhancing devices strengthens the emotional dimension and creates a humble authority that facilitates social mobilization.

The co-domination of material and verbal processes found in this study shows the characteristics of the @drg.mirza account in representing sexual violence. Material processes such as "*penendangan di area kemaluan*" (kicking in the groin area) describe the physical act of violence and validate the victim's narrative. Verbal processes such as "*korban lapor ke aku*" (the victim reported to me) show the role of the @drg.mirza account as a mediator for victims to the public. The communication between these two processes creates a narrative that balances factual and advocacy aspects.

In contrast to Bou-Franch (2013) the study, which found that some citizen journalists actually perpetuate abuse-sustaining discourses, this research identifies a consistent construction of a victim-supportive discourse. This difference can be explained by several contextual and methodological factors. First, Bou-Franch (2013) the study analyzed netizen comments, whereas this study focuses on content produced directly by a citizen journalist. Second, the different platforms—Instagram as a visual platform versus comments on news articles—influence communication strategies. Third, the professional background of the @drg.mirza account as a medical professional provides additional authority and credibility, which affects the construction of a more pro-victim discourse.

In addition, a connection was found with Lityaningrum (2022) research on sexual harassment on social media, showing similarities in the use of a multimodal approach and findings of a dominant declarative mood. However, a fundamental difference lies in the focus of the analysis and the communication context. Lityaningrum (2022) Research focused on interpersonal communication in a private space (direct messages) between perpetrator and victim, while this study analyzes mass communication in the public sphere. This difference is also reflected in the findings on the representation of sexual violence. Lityaningrum (2022) The study identified a

dominance of mental processes, which focused on the psychological aspects of the perpetrator, while this study reveals a co-domination of material and verbal processes that emphasize the physical actions and reporting aspects relevant for public advocacy purposes. This confirms that platforms and communication contexts can influence sexual violence representation strategies.

A connection was also found with the research of Fiardi et al. (2024), which showed similarities in the use of a multimodal approach to analyzing the representation of sexual violence in the film "Photocopier." Nevertheless, the difference lies in the communicative function of the media. Fiardi et al. (2024) The Study analyzed a fictional representation in a narrative film, which aims for entertainment and education through implicit symbolism. In contrast, this study analyzes factual representation in citizen journalism, which aims for advocacy and social mobilization. This difference in function influences representation strategies: factual narratives use a combination of explicit and implicit methods to mobilize a public response, unlike films, which use metaphors to build narrative tension. Overall, a comparison with previous research shows that although similar theories are used, sexual violence representation strategies vary significantly depending on the communication context, platform, and purpose of the discourse.

4.2 Citizen Journalism Analysis

The Instagram account @drg.mirza represents the evolution of citizen journalism in the digital era, combining professional authority with participatory mass communication practices. Referring to Wall (2015) the concept of citizen journalism, this account demonstrates key characteristics: content production by non-professional journalists, distribution through digital platforms, a focus on local issues relevant to the community, and an advocacy orientation rather than neutrality. A temporal analysis shows that the @drg.mirza account successfully uploaded information on the RSHS Bandung case on April 8, 2025, one day before the formal institution gave an official statement. This speed reflects the structural advantage of social media in bypassing traditional gatekeeping (Hermida, 2010).

This phenomenon is in line with McCombs & Shaw (1972) agenda-setting theory in a digital context, where the @drg.mirza account not only disseminates information but also sets the public agenda by focusing attention on the issue of sexual violence in the

medical environment. Mainstream media such as TV One, RRI, and Metro TV then followed the agenda that had been set, showing a reversed agenda-setting from citizen to mainstream media.

Although it shows an effort to apply the 5W+1H principles, the verification practices on the @drg.mirza account face structural limitations. Unlike professional media that have multi-layered editorial systems, this personal account relies on individual verification, which is susceptible to subjective bias. Most of the information comes from direct testimonies from victims via direct message, which, while providing direct access, is difficult to independently verify. This creates a dilemma between providing a platform for marginalized victims and ensuring the accuracy of information (Christians et al., 2009).

The practice of citizen journalism on the @drg.mirza account faces a tension between the public's right to know and the protection of victims' privacy. Although the account shows caution by not explicitly mentioning the victims' names, the use of specific details can make identification easier. This account also faces the ethical dilemma of advocacy for justice and the potential for trial by the media. A critical analysis of the content shows potential bias in the framing and selection of information, where all published cases involve male doctors as perpetrators without representing cases involving female medical personnel.

The presence of the @drg.mirza account fills a gap not covered by the mainstream media, especially on sensitive issues involving prestigious institutions. This is in line with Atton (2008) the argument that alternative media provide perspectives not available in commercial media. However, this contribution also presents the risk of an echo chamber and polarization because the audience who follows this account tends to have a worldview that aligns with DrG. Mirza's perspective can reinforce confirmation bias rather than encourage constructive dialogue. The risk of misinformation and bias in the selection of cases must also be acknowledged as a limitation in objective reporting, as there is no strict verification mechanism for citizen journalism reporting (Goyanes & Gil De Zúñiga, 2021; Salvat, 2021).

4.3 Implications for Citizen Journalism Practice

The findings of this study have important implications for the development of ethical and effective citizen journalism practice in the issue of sexual violence. The use of multimodal strategies found in this study can be a model for other citizen journalists in constructing representations that support victims without causing re-traumatization. The balance between information transparency and sensitivity to trauma is key in citizen journalism practice for sensitive issues. The integration of emojis as meaning-enhancing devices shows the potential of digital technology in enriching communication about sexual violence issues. However, the use of emojis also requires caution to avoid trivialization or misinterpretation.

This study shows that the strategic use of emojis can create an emotional resonance that encourages empathy and mobilization, but requires a deep contextual understanding. The use of mood variations that include declarative, imperative, and interrogative in this study shows the importance of diversifying communication strategies in citizen journalism. This indicates that the effectiveness of citizen journalism on sensitive issues depends not only on the ability to convey information but also on mobilizing action and creating a constructive space for discussion.

4.4 Limitations and Future Research Directions

This study has limitations in terms of scope and generalizability. Focusing on one Instagram account limits the ability to generalize the findings to citizen journalism practices as a whole. In addition, the analysis, which is limited to content produced by the citizen journalist, does not include audience interactions and responses, which are important components in social media communication. Future research needs to involve a comparative analysis across platforms and accounts to identify common patterns in the representation of sexual violence through citizen journalism. A longitudinal analysis is also needed to understand the evolution of representation strategies over a longer period, especially in response to changes in social and policy contexts.

In addition, future research needs to integrate an analysis of audience reception to understand the effectiveness of the multimodal strategies identified in this study. Sentiment analysis and engagement metrics can provide insights into how audiences respond to various representation strategies and the extent to which the construction of

representation achieves its advocacy goals. The development of an ethical framework for the representation of sexual violence in citizen journalism is also an important agenda for future research. This includes exploring consent, privacy, and potential re-traumatization, as well as the development of practical guidelines for citizen journalists in constructing responsible representations.

5. Conclusion

This research aims to analyze how the @drg.mirza account, as an example of citizen journalism, constructs the representation of sexual violence through a multimodal approach. The main findings indicate that the sexual violence narrative is built through the strategic integration of verbal and visual elements. In the verbal mode, the account combines a dominant informative declarative mood with the secondary functions of an imperative mood that mobilizes action and an interrogative mood that prompts engagement. Meanwhile, in the visual mode, the strategic use of gaze as a demand and offer, close shots, and an eye-level angle creates an intimate emotional distance and encourages audience participation. The integration of emojis as meaning-enhancing devices strengthens the emotional dimension and builds a humble authority.

Theoretically, this paper contributes to the understanding of how functional linguistics and multimodality theories can be adaptively applied within the dynamic context of digital communication. This study's findings show that the effective representation of social issues on social media depends not only on the delivery of facts but also on the ability to vary communication strategies to mobilize the audience. This paper has several practical implications; it can serve as a guide for other citizen journalists or digital activists in designing communication strategies that are both sensitive and effective in advocating for sexual violence issues.

Nevertheless, this study has a key limitation, which is its focus on a single Instagram account, thereby limiting the generalizability of the findings. This approach was chosen to obtain an in-depth and contextual analysis of a specific case study. Therefore, future research should attempt a comparative analysis across various platforms or other accounts to identify common patterns in the representation of sexual violence. Additionally, the integration of audience reception analysis through sentiment analysis and engagement metrics is

needed to measure the effectiveness of the identified multimodal strategies.

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