

## **ABSTRACT**

*This study discusses the role of photo uploads that represent the ideal father figure present on social media, especially Instagram. At present, the presence of Instagram gives its colour for people's lives, especially for fathers who are also public figures, because the life of a public figure who is also a father figure can be observed and witnessed at any time through Instagram. To understand the intent and purpose of the father's public figure upload photos on Instagram, the researcher used the multimodal analysis or social semiotics from Kress and Van Leeuwen in visual mode. After that, the researcher analyzes the ideal father figure based on Nicholas Townsend to understand how the ideal father figure is depicted on social media. The results of this study indicate that Ridwan Kamil and Sandiaga Uno through their Instagram account shows a different ideal father figure, Ridwan Kamil is Endowment while Sandiaga Uno is Intimacy. The purpose of this study is to find out what representations are displayed through Instagram accounts @ridwankamil and @sandiuono. The author hopes that this research can be a reference and comparison material for further researchers who will discuss the phenomena that exist on social media using multimodality analysis.*

*Keywords: Ideal Father, Social Media, Representation, Multimodal, Visual Metafunction*