Femvertising Discourse: Empowering Women through Multimodal Analysis in Du Anyam's Instagram Marketing Campaign

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Abstract

Advertising and marketing are powerful tools for influencing consumer behavior and shaping societal norms and perceptions. Historically, advertisements have perpetuated gender stereotypes, portraying men as dominant and rational while reducing women to passive, decorative roles. However, the emergence of femvertising—a blend of feminism and advertising—has shifted this narrative by promoting gender equality and women's empowerment. This study examines how Du Anyam's Instagram marketing campaign employs multimodal discourse to challenge traditional gender roles and advocate for women's empowerment in Indonesia. Utilizing a qualitative approach grounded in Multimodal Discourse Analysis (MDA), the research explores the interplay of visual, linguistic, and semiotic elements across selected Instagram content from May to June 2024. The findings reveal that Du Anyam strategically integrates cultural symbols, authentic storytelling, and pro-women messages to construct narratives celebrating female agency, resilience, and economic independence. Visual elements such as gestures, facial expressions, and traditional crafts are combined with empowering language to reinforce the brand's commitment to social change. Furthermore, the study highlights how femvertising can simultaneously serve commercial interests and contribute to broader discourses on gender equality. By fostering authentic representation and cultural relevance, Du Anyam's campaign demonstrates the potential of femvertising as a tool for brand differentiation and social impact.

Keywords: Femvertising, Women's Empowerment, Multimodal Discourse Analysis, Gender Representation

A. INTRODUCTION

Advertising and marketing are pivotal in promoting products and services and shaping cultural norms, societal values, and individual perceptions. Beyond their primary function of driving consumer behavior, advertisements have long been powerful tools for constructing and reinforcing ideologies related to identity, gender roles, and social status (Kotler et al., 2014; Belch & Belch, 2020). Historically, advertising has perpetuated traditional gender stereotypes, portraying men as assertive, dominant, and rational figures associated with leadership and success while depicting women as passive, emotional, and confined to domestic spheres (Lima & Casais, 2021; Tsichla, 2020). Such representations have contributed to the normalization of gender-based inequalities, influencing how society perceives the roles and capabilities of men and women.

In recent years, there has been a transformative shift in advertising narratives with the emergence of femvertising, a marketing approach that blends feminist principles with branding strategies. Femvertising challenges conventional gender stereotypes by promoting messages of women's empowerment, diversity, and inclusion. It focuses on authentic representations of women as strong, independent, and capable individuals, often highlighting themes of resilience, leadership, and social impact (Ahmadli, 2023; Wirtz & Kowalkowski, 2023). This shift reflects a broader societal demand for equality and representation in media, driven by the rise of feminist movements and increased consumer awareness.

This study examines the role of femvertising in Du Anyam's Instagram marketing campaign, a social enterprise in Indonesia that empowers women through traditional weaving crafts. By employing Multimodal Discourse Analysis (MDA), this research explores how visual, linguistic, and semiotic elements are strategically combined to construct narratives of female agency and challenge patriarchal norms. This study aims to contribute to the growing discourse on gender representation in advertising,

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particularly within Southeast Asia, where cultural and social dynamics offer unique perspectives on women's empowerment.

Feminism and its Implementation on Advertisements

Feminism, as both an academic discourse and a social movement, has undergone significant transformations over time. At its core, feminism seeks to address gender-based inequalities, advocate for women's rights, and challenge patriarchal systems that perpetuate oppression and discrimination (Butler, 1990; Hooks, 2000). The first wave of feminism focused on legal issues, particularly women's suffrage, while the second wave expanded to address workplace inequalities, reproductive rights, and cultural norms (Freedman, 2002). The third wave emphasized diversity, intersectionality, and the deconstruction of gender norms, highlighting that gender oppression is not experienced uniformly across race, class, or sexual orientation (Crenshaw, 1989; Gill, 2007). Contemporary feminism—often called the fourth wave—leverages digital platforms to amplify voices advocating for gender justice, inclusivity, and intersectional awareness (Munro, 2013).

In the realm of advertising, feminism's influence has been both critical and transformative. Historically, advertisements reinforced traditional gender roles, often portraying women as passive, dependent, or objectified, primarily associated with domesticity and beauty (Goffman, 1979; Kilbourne, 1999). This depiction perpetuated unrealistic standards and limited women's identities to narrow stereotypical roles. However, the integration of feminist ideals into advertising has challenged these narratives. Brands have increasingly embraced feminist-inspired marketing, known as femvertising, to shift the portrayal of women from objects of desire to subjects of empowerment (Abitbol & Sternadori, 2016; Lazar, 2006). Femvertising campaigns aim to disrupt traditional gender norms, presenting women as leaders, decision-makers, and agents of change, thus aligning marketing strategies with contemporary feminist values.

The challenge in feminist-influenced advertising lies in navigating the fine line between genuine advocacy and commodification of feminist ideals. While many brands adopt feminist rhetoric to appeal to socially conscious consumers, scholars have critiqued this practice as potentially superficial or performative, lacking substantial commitment to gender equality beyond marketing purposes (Banet-Weiser, 2018; Gill & Orgad, 2018). Therefore, the authenticity of femvertising campaigns becomes a critical area of inquiry, particularly regarding their impact on brand perception and the broader feminist movement.

Gender Roles in Advertising

Gender representation in advertising has long reflected and reinforced dominant societal norms. Traditional advertisements often depicted men as powerful, assertive, and rational—associated with leadership, financial success, and authority—while women were portrayed as emotional, nurturing, and confined to domestic roles (Eisend, 2019; Tsichla, 2020). These portrayals contributed to the construction of rigid gender binaries, shaping societal expectations around what it means to be "masculine" or "feminine."

Theoretical frameworks such as Gender Schema Theory (Bem, 1981) and Social Constructionism (Berger & Luckmann, 1966) offer valuable insights into how individuals internalize these representations. Gender Schema Theory posits that individuals develop cognitive frameworks based on societal gender norms, which influence how they process information and behave. Meanwhile, Social Constructionism argues that gender is not an inherent biological trait but rather a social construct shaped by cultural, historical, and media influences. As a key cultural artifact, advertising plays a significant role in perpetuating these constructs.

In recent years, there has been a growing shift towards more inclusive and diverse gender representations. Advertisers have begun to challenge traditional stereotypes by showcasing women in roles traditionally reserved for men—such as leadership positions, STEM careers, and sports—while also representing men in nurturing, emotionally expressive contexts (Prieler & Kohlbacher, 2017; Middleton et al., 2019). Campaigns like Always' "Like a Girl," Axe's "Find Your Magic", and Nike's "Dream Crazier" exemplify this trend, emphasizing empowerment, authenticity, and diversity.

However, despite these advances, challenges remain. The persistence of subtle gender biases, often referred to as benevolent sexism, continues to influence advertising content. Benevolent sexism portrays women in stereotypically positive roles—such as caregivers or moral guardians—while subtly reinforcing their dependence on male protection or validation (Glick & Fiske, 1996). Furthermore, while gender inclusivity has expanded to incorporate LGBTQ+ identities in advertising, representation often remains limited to urban, Western-centric narratives, neglecting diverse cultural contexts (Driesener & Kornberger, 2020; Cole, 2021).

Femvertising

Femvertising, a term popularized in the 2010s, refers to advertising that promotes gender equality and women's empowerment while simultaneously serving marketing objectives (Lazar, 2014; Abitbol & Sternadori, 2016). Femvertising campaigns typically feature narratives celebrating women's strength, resilience, and independence, challenging traditional portrayals that objectify or diminish female identities. This shift reflects changing consumer expectations and broader societal movements advocating gender justice. Successful femvertising campaigns, such as Dove's "Real Beauty," Always's "#LikeAGirl," and Pantene's "Labels Against Women," demonstrate how brands can effectively engage audiences by promoting positive representations of women. These campaigns resonate because they align with consumers' values, fostering emotional connections and brand loyalty (Moorman, 2020; Lima & Casais, 2021). Research suggests that femvertising enhances brand perception and influences consumer behavior, particularly among younger, socially aware demographics (Cooper & Peterson, 2021).

However, femvertising is not without criticism. Scholars argue that some campaigns risk commodifying feminism, reducing complex social issues to marketing slogans devoid of substantive activism (Banet-Weiser, 2018; Negm, 2023). This phenomenon, often labeled as "performative feminism" or "faux-empowerment," occurs when brands superficially adopt feminist messages to capitalize on social movements without committing to structural change (Michaelidou et al., 2022; Gill & Orgad, 2018). The tension between genuine advocacy and commercial exploitation raises critical questions about the ethical implications of femvertising, particularly in contexts where gender inequality remains deeply entrenched. Additionally, the cultural specificity of femvertising remains underexplored. While most studies focus on Western markets, less attention has been given to how femvertising operates in non-Western contexts, where gender roles and feminist discourses may differ significantly due to cultural, religious, and socio-political factors (Davis, 2021). This gap underscores the need for localized analyses of femvertising, as explored in this study through the case of Du Anyam in Indonesia.

Multimodal Discourse Analysis

Multimodal Discourse Analysis (MDA) is a methodological approach that examines how meaning is constructed through the interplay of various semiotic modes, including language, images, sound, gestures, and spatial arrangements (Kress & van Leeuwen, 2006; O'Halloran, 2011). In advertising, MDA provides a comprehensive framework for analyzing how different elements work together to create persuasive messages that influence consumer perceptions and behaviors (Machin, 2013). Drawing from Systemic Functional Linguistics (SFL), MDA identifies three core metafunctions: 1) Ideational Metafunction – Represents experiences and constructs reality through linguistic and visual elements; 2) Interpersonal

Metafunction – Establishes relationships between the sender (brand) and receiver (audience), shaping emotional engagement and persuasion; and 3) Textual Metafunction – Organizes information coherently, guiding the audience's interpretation of the message (Halliday & Matthiessen, 2014).

In advertising, MDA enables the analysis of verbal texts (e.g., slogans, captions) and visual elements (e.g., color schemes, body language, composition). For example, using bold typography, empowering language, and images of confident women can reinforce messages of strength and independence (Belgrimet & Rabab'ah, 2021; Huang et al., 2020). Additionally, non-verbal cues such as facial expressions, gestures, and spatial positioning play a critical role in shaping the audience's emotional response and engagement (Rizvi et al., 2020). This study uses MDA to analyze Du Anyam's Instagram content, focusing on how multimodal elements are strategically integrated to construct narratives of women's empowerment. This approach allows for a nuanced understanding of how advertising reflects and actively shapes gender discourses within Indonesian society.

Research Gap and Contribution

While existing literature provides valuable insights into femvertising and gender representation, several gaps remain. First, most studies focus on Western contexts, with limited exploration of advertising's impact in Southeast Asia, where cultural, religious, and social dynamics influence gender roles differently. Second, there is a scarcity of research examining how multimodal strategies—particularly on social media platforms like Instagram—promote women's empowerment in non-Western settings. This study addresses these gaps by analyzing Du Anyam's Instagram campaign through multimodal discourse analysis. By focusing on an Indonesian social enterprise, this research contributes to a more diverse and culturally grounded understanding of femvertising, offering insights into how local narratives of gender, culture, and empowerment intersect with global marketing trends.

B. RESEARCH METHOD

Unit of Analysis

The unit of analysis in this study is Du Anyam, an Indonesian social enterprise dedicated to empowering women through traditional craftwork, particularly weaving. Du Anyam operates to improve women's livelihoods in rural areas by providing them with economic opportunities, promoting cultural heritage, and fostering community development. The brand's Instagram content is a strategic platform for product promotion, advocacy, storytelling, and community engagement. The analysis focuses on Du Anyam's Instagram posts, which highlight key themes related to women's empowerment, including: 1) Artisan Stories: Du Anyam frequently features narratives of women artisans, showcasing their journeys, cultural backgrounds, craftsmanship, and the transformative impact of economic empowerment on their lives and communities. These stories often emphasize resilience, agency, and the social significance of their work; 2) Craftsmanship and Products: The brand highlights handmade crafts, woven products, and traditional items created by women artisans. This content not only promotes the aesthetic and economic value of these crafts but also preserves and celebrates Indonesia's rich cultural heritage; 3) Women's Empowerment Messages: Inspirational quotes, success stories, and pro-women messages are strategically used to advocate for gender equality, challenge traditional gender roles, and inspire broader societal change; and 4) Impact Stories: Du Anyam shares both qualitative and quantitative data to illustrate the tangible outcomes of their initiatives, such as increased household income, educational opportunities for artisans' children, and broader community development.

Through its Instagram content, Du Anyam markets products and constructs a narrative that resonates with social justice, gender equality, and cultural preservation. This dual function of commerce

and advocacy makes it an ideal case for examining the role of femvertising in contemporary marketing strategies.

Research Design

This study employs a qualitative research design to explore how Du Anyam's Instagram content embodies themes of women's empowerment through multimodal discourse. Qualitative research is particularly suited for analyzing rich, descriptive data and providing in-depth insights into human experiences, cultural practices, and social phenomena (Pricilia & Suyudi, 2023). This approach allows a nuanced understanding of how language, visuals, and other semiotic resources construct meaning in advertising. Specifically, the study adopts a content analysis framework, focusing on textual and visual data derived from Du Anyam's Instagram posts. Content analysis in qualitative research is defined as a systematic technique for interpreting and coding material features in media, such as advertisements, social media content, and publications (Herman et al., 2022). This method facilitates the identification of patterns, themes, and discursive strategies that contribute to the representation of gender roles and empowerment narratives.

Research Stages

Following the framework proposed by (Sari & Noverino, 2021), the research process is divided into three key stages:

1. Data Collection: The data for this study were collected from Du Anyam's official Instagram account, focusing on content published between May 2024 and June 2024. The analysis specifically targets Instagram Reels, as this format is highly engaging, visually dynamic, and commonly used by brands to convey storytelling narratives. Reels often encapsulate Du Anyam's core business messages, including themes of struggle, resilience, and the achievements of women artisans in contributing to their families and communities. The selection of this time frame ensures the relevance and contemporaneity of the data, reflecting current marketing trends and social issues.

2. Data Analysis: The collected content was analyzed using Multimodal Discourse Analysis (MDA) to examine how different semiotic modes—such as text, images, gestures, colors, and spatial arrangements—interact to create empowering narratives. The analysis identified elements reflecting women's empowerment, including portraying female agency, leadership, and cultural identity. MDA enables a holistic examination of verbal and non-verbal cues, providing insights into how meaning is constructed through integrating multiple communicative resources.

3. Drawing Conclusions and Formulating Recommendations: Based on the findings from the multimodal analysis, conclusions were drawn regarding the effectiveness of Du Anyam's femvertising strategies in promoting women's empowerment. The study also provides actionable recommendations for brands adopting similar strategies in diverse cultural contexts. These recommendations are grounded in the data analysis and aim to enhance the social and commercial impact of femvertising campaigns.

Data Analysis

The data were analyzed using Multimodal Discourse Analysis (MDA), focusing on the linguistic and visual dimensions of Du Anyam's Instagram content. MDA is an interdisciplinary approach that examines how meaning is constructed by combining multiple semiotic resources, such as language, imagery, sound, gestures, and spatial design (Kress & van Leeuwen, 2006; Lennon & Kilby, 2020). This study informs MDA by Systemic Functional Linguistics (SFL) principles, which conceptualize language as a resource for making meaning in social contexts (Halliday & Matthiessen, 2014). SFL identifies three metafunctions that guide the analysis: 1) Ideational Metafunction: Examines how language and visuals

represent experiences, events, and social actors. This includes the depiction of women's roles, identities, and contributions in Du Anyam's content; 2) Interpersonal Metafunction: Analyzes how relationships are constructed between the brand and its audience, focusing on persuasive strategies, emotional appeals, and the establishment of credibility; and 3) Textual Metafunction: Explores how information is organized and structured within the content to guide the audience's interpretation and engagement.

The analysis process involved two main components: 1) Verbal Analysis: Examined captions, hashtags, and on-screen text to identify recurring themes, empowerment messages, and rhetorical devices to promote gender equality. Clauses and key phrases were analyzed to uncover underlying discourses related to female agency, cultural identity, and economic empowerment; and 2) Visual Analysis: Focused on non-verbal elements, including imagery, color schemes, facial expressions, gestures, and spatial arrangements. This analysis aimed to understand how visual cues reinforce or challenge traditional gender roles and contribute to constructing empowering narratives.

By integrating linguistic and visual analyses, this study provides a comprehensive understanding of how Du Anyam's Instagram content functions as a multimodal meaning-making site, contributing to brand identity and social advocacy.

C. RESULTS AND ANALYSIS

This section analyzes the linguistic features present in Du Anyam's Instagram content. Since multimodal texts incorporate various types of textual elements, this analysis draws from two primary sources: the narrative and the text displayed within the content. However, Du Anyam's Instagram content lacks narrative elements. Consequently, Table 1 presents only the text in the content, while Table 2 provides screenshots for reference.

Table 1. Text Displayed in the Content

Transcribed Narrated Text	English Translation
"Bukan sekedar souvenir, namun ceritakan dedikasi perempuan berdaya" - Content on 31 May 2024	"Not just a souvenir, but it tells the story of the dedication from empowered women."
"Yuk bangkit bersama dalam #menganyamkebaikan, mendorong perempuan memperjuangkan #IndonesiaBerdaya & kemajuan negara. Selamat hari Kebangkitan Nasional" - Content on 21 May 2024	"Let us rise together in #weavinggoodness, encouraging women to fight for #EmpoweredIndonesia and the country's progress. Happy National Awakening Day!"
"Kontribusimu dalam #menganyamkebaikan bagi 1600+ Kartini di pelosok Indonesia" - Content on 20 April 2024	"Your contribution in #weavinggoodness for 1600+ Kartini in remote places of Indonesia"
"Bercerita tentang pemberdayaan perempuan Indonesia" - Content on 04 June 2024	"Telling about the empowerment of Indonesian women."
"Bagi perempuan di desa, menganyam adalah tradisi biasa yang kian lama gaungnya hampir sirna. Karya biasa yang sering dipakai di rumah atau di ladang. Namun anyaman yang dianggap biasa dikembangkan kembali bersama Du'anyam. Lewat Du'anyam para mama penganyam menyadari budaya leluhur ini sesungguhnya sangat bernilai, bahkan dapat membantu menaikkan ekonomi keluarga. Dihargai di panggung global. Didukung para tokoh ternama. Para mama kini lebih bangga akan warisan karya tangan sendiri yang jauh dari kata biasa. Karena lewat anyaman, hidup mereka berubah, seiring jadikan mereka perempuan-perempuan berdaya"	"For women in the village, weaving is a common tradition that has almost disappeared. It is an ordinary job often used at home or in the field. However, the weaving that is considered ordinary is redeveloped with Du Anyam. Through Du Anyam, the weaving mothers realize this ancestral culture is valuable and can help improve the family economy. Appreciated on the global stage. Supported by famous figures. The mothers are now prouder of their handiwork heritage, which is far from ordinary. Because through weaving, their lives change, as they become empowered women."

Source: Research data, 2024

Table 2. Contents Screenshot

Screenshot	Date of Content
	May 31, 2024
	May 21, 2024
	April 20, 2024

Screenshot	Date of Content
	June 04, 2024
	June 16, 2024

Source: Research data, 2024

Femvertising strategies are founded on three principal pillars: the representation of female talent, the promotion of pro-women messages, and the authentic depiction of women (Hernández-Willoughby & Lázaro, 2023). The narrated text highlights women's contribution to souvenir production. The Oxford Dictionary defines dedication as committing to a task or purpose. It shows that in souvenir-making, women are fully committed, not being done carelessly. Another meaning from the Cambridge dictionary is "the willingness to give a lot of time and energy to something because it is important." This also shows that women put all the effort, energy, and time into compiling the souvenir, from the raw materials into beautiful handcraft. Again, the brand uses the word "not just" to emphasize the process, not just the outcome, so the

customers hope to value the products more. The phrase "encouraging women to fight for EmpoweredIndonesia" focuses on the role of women in supporting the country in being empowered. The persuasive expression "Let us rise together" points to all customers. The brand wants to collaborate with customers and all the women involved in Du Anyam to improve Indonesia.

The narrated text gives Du Anyam's core message. The brand wants to inform the customers that in Du Anyam, weaving is not just an ordinary process without any meaning. It talks about the role of women in supporting their family economy, which, from weaving, also changes their lives. It also underlines that weaving is also one of meaningful heritages, not just a product. Through Du Anyam, the process of weaving is conveyed more deeply. The representation of female talent is central to femvertising, manifested through the frequent and deliberate use of the term "women" in the content. This focus on female talent is not merely nominal but is imbued with additional layers of meaning through descriptors such as "Kartini" and "empowered." Kartini, a distinguished Indonesian activist who championed women's rights and gender equality in the early 20th century, is a powerful symbol in femvertising. Her legacy represents a beacon of empowerment and progress for Indonesian women, positioning her as an aspirational figure (Hapsari et al., 2020; Izzah & Alfaqi, 2024). The invocation of Kartini in femvertising content connects contemporary messages of female empowerment with historical narratives of resistance and advocacy, thereby reinforcing the legitimacy and depth of the empowerment discourse.

The promotion of pro-women messages is a crucial element of femvertising. These messages aim to challenge traditional gender norms and highlight the capabilities and contributions of women in various spheres. By integrating pro-women narratives, femvertising content seeks to shift societal perceptions, demonstrating that women's roles and contributions are valuable and deserving of recognition and support. Women generally see pro-women messages supporting other women (Soler, 2019). Du Anyam might also represent tokenism, the process of evaluating minorities, which is the role of women, against local standards that men are mostly working (Ghosh & Barber, 2021). The portrayal of women in all contents creates the illusion of diversity and inclusion without directly addressing the inequality (Rona, 2023). Lastly, authentic representation of women in femvertising is essential for fostering genuine engagement and impact. This authenticity involves depicting women in a manner that reflects their real-life experiences, aspirations, and achievements. Authentic representation counters stereotypical portrayals and provides a more nuanced view of women's roles, thus enhancing the credibility and relatability of the content. By ensuring that the portrayal of women is aspirational, femvertising strategies aim to create a more inclusive and empowering representation that resonates with diverse audiences. Positive portrayal of women might affect other women to recall and even purchase because they appreciate the women's representation (Drake, 2017).

Femvertising fosters positive brand attitudes and enhances purchase intentions (Buckley et al., 2024). Brand attitude, a crucial aspect of marketing, encompasses consumer evaluations of non-product-related attributes and emotional responses toward a brand (Liu et al., 2020). The content from June 16, 2024, plays a significant role in evoking emotional responses through storytelling and reflecting pro-women messages. It highlights how weaving, represented by terms such as "mothers" and "Du Anyam," can gain recognition and appreciation, thus contributing to the economic well-being of families. The authentic representation of women is a pivotal strategy in femvertising. It depicts how women are portrayed and categorized by Kordrostami & Laczniak (2022) into two dimensions: power-over and power-to. Empowerment aligns with the 'power-to' dimension, which concerns women's self-perception and capabilities. Empowered women gain greater control over resources (Suresh & Rexy, 2024). Empowering women involves (1) providing goods and services, (2) strengthening organizations, (3) building knowledge and skills, and (4) influencing gender norms, all of which portray women as skilled in crafting and producing goods (Quisumbing et al., 2023). Terms such as "souvenir" denote the products created, while "contribution" and "progress of the country" reflect the impact of their skills and knowledge on Indonesia. This is further emphasized by

hashtags such as "weaving goodness" and "empowered Indonesia," which signify the integration of skills and knowledge in producing goods and contributing to Indonesia's economic development. Non-linguistic aspects are examined through various elements, including visual components such as facial expressions and gestures. Visual elements can convey multiple messages, introduce something, and often become the focal point of attention and engagement, as they are more impactful than verbal communication (Rizvi et al., 2020; AYDINLIOĞLU, 2019). Audio is not considered due to the presence of background music rather than monologue or dialogue. The visual analysis was captured from content on May 31, 2024, and May 22, 2024, and presented in Table 3.

Table 3. Contents Screenshot

Screenshot 1. Du Anyam Instagram Content, 2024

Screenshot 2. Du Anyam Instagram Content, 2024

Screenshot 3. Du Anyam Instagram Content, 2024

Screenshot 4. Du Anyam Instagram Content, 2024

Screenshot 5. Du Anyam Instagram Content, 2024

Screenshot 6. Du Anyam Instagram Content, 2024

Screenshot 7. Du Anyam Instagram Content, 2024

Source: Research data, 2024

The scene is initiated by Figure 1, which features a woman holding a sign that reads, "I made your woven goods." This figure depicts a smiling woman, conveying pride and satisfaction. Traditionally, females have been linked with stereotypical roles in advertising as homemakers and buyers of domestic items, yet in Figure 1, a woman is portrayed as an artisan (Hsu, 2018). This shows that women can do beyond what they were described as inferior. The narrative progresses to Figure 2, where two women are shown engaged in the weaving process, emphasizing that women undertake the production of the goods. It shows how the brand encourages women to develop their potential. With women empowerment, the brand persuades consumers to act positively toward their products (Abitbol & Sternadori, 2020). Figure 3 presents the completed items—such as bags, wallets, and name tags—displayed attractively against a colorful background with additional decorations. It depicts the results of women's creativity in crafting products. Not only is one product displayed, but women can also do many things they want. The scene concludes with Figure 4, which shows the women holding the finished products. Femvertising refers to advertisements highlighting female talent and participation (Um, 2021). The representation of women throughout the entire process underscores their complete involvement from start to finish.

Figure 5 depicts three women holding raw materials, representing two different generations. This suggests that women of all ages can empower others, contribute to product creation, and preserve Indonesian culture. Figure 6 shows a woman smiling while seated with a tray in her hands, set against a modest background. This scene creates a humble atmosphere, suggesting that the woman's efforts are directed towards meeting daily needs. It challenges traditional gender roles by demonstrating that women can work and fulfill their potential (Buckley et al., 2024). Figure 7 features women from different generations, with one in a school uniform, indicating their dedication to their children's education. The scenes encourage women to embrace their capabilities and overcome life's challenges (Ronda & Azanza, 2021). The portrayal of women in these figures counters stereotypes of weakness and inferiority, reflecting their struggle for societal advancement (Hernández-Willoughby & Lázaro, 2023).

Femvertising lets certain products bring their awareness to society by promoting pro-female images through more visuals representing women (Amir, 2024). It is designed to confront and transform conventional patriarchal perspectives by advancing feminist ideas and promoting equality. Women represent all the content and become ways to empower women through more progressive and accurate portrayals, moving away from outdated stereotypes such as women shall not work. This change impacts societal perceptions of women and their self-perception (Hernández & Sepúlveda, 2022). Femvertising also effectively drives product sales by leveraging positive reactions to ads with pro-female messages. Research indicates that more than half of women responded positively to these advertisements and went on to purchase the products (Marcias, 2021).

D. CONCLUSION

Based on the analysis conducted through Multimodal Discourse Analysis (MDA), this study concludes that femvertising is an effective marketing strategy for capturing consumer attention while simultaneously promoting messages of women's empowerment. The case of Du Anyam illustrates how multimodal semiotic systems—comprising visual, linguistic, and spatial elements—are strategically employed to construct narratives that challenge traditional gender roles and celebrate female agency. The integration of verbal elements, such as captions and on-screen text, is pivotal in conveying empowerment messages. These linguistic features articulate the idea that women possess capabilities beyond the constraints of traditional stereotypes, highlighting their potential to create, lead, and contribute meaningfully to society. In parallel, visual elements, including facial expressions, gestures, and depictions of artisanal craftsmanship, reinforce these messages by showcasing women's pride, resilience, and sense of achievement. This combination of verbal and non-verbal cues fosters an emotional connection with the audience, portraying empowered women not as passive figures but as active agents of change. Furthermore, using MDA is an effective analytical tool for uncovering the complex interplay between various semiotic resources in advertising, allowing for a comprehensive understanding of how brands like Du Anyam craft narratives that resonate with both cultural values and contemporary gender discourses.

Several recommendations are proposed to enhance the effectiveness of femvertising strategies and ensure meaningful social impact. First, brands should leverage cultural sensitivity in their messaging by adapting femvertising content to reflect local cultural values, traditions, and social contexts, while showcasing the unique contributions of local women to foster stronger emotional connections with the audience. Second, authentic storytelling is crucial; brands should share genuine stories of women artisans, highlighting their personal journeys and real-life achievements to avoid tokenism and ensure narratives are rooted in lived experiences. Third, expanding inclusive representation is essential by incorporating diverse groups of women across ethnicity, age, physical ability, and socio-economic backgrounds and representing women in non-traditional roles such as leadership, technology, and sports. Additionally, brands should integrate multimodal strategies across various platforms, ensuring consistency in visual and verbal elements while customizing content to suit audience preferences on different media channels.

Moreover, focusing on visual empowerment elements, such as expressive gestures and authentic depictions of craftsmanship, can effectively convey pride and resilience. Collaborations with local communities and influencers can amplify the reach and authenticity of empowerment messages, while ongoing impact measurement through feedback mechanisms like surveys and analytics can help refine strategies for greater effectiveness. Beyond advertising, brands are encouraged to promote women-centric initiatives, such as educational programs, microfinance opportunities, and community development projects, to demonstrate a genuine commitment to social change. Recognizing and celebrating intersectionality in campaigns ensures that empowerment narratives are inclusive of diverse identities, acknowledging the interconnectedness of gender with race, class, and disability. Lastly, developing regional and global campaigns allows brands to address local socio-economic challenges while maintaining universal themes of empowerment, thus balancing cultural specificity with global relevance.

By implementing these strategies, Du Anyam and similar brands can ensure that their femvertising campaigns go beyond superficial marketing efforts. Instead, they can foster authentic engagement, promote social transformation, and contribute to the ongoing discourse on gender equality and women's empowerment in local and global contexts.

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