

**SOCIAL INEQUALITY REPRESENTATION IN “*INEQUALITY
YOU CAN’T IGNORE*” CAMPAIGN (2023): A MULTIMODAL
DISCOURSE ANALYSIS**

THESIS

Presented to

State Islamic University of Syekh Wasil Kediri

In Partial Fulfilment of the Requirement

For the Degree of *Sarjana* in English Language Education



BY:

INKA DEWI LESTARI

NIM. 22202050

**ENGLISH EDUCATION DEPARTEMENT
FACULTY OF TARBIYAH & TEACHER TRAINING
STATE ISLAMIC UNIVERSITY OF SYEKH WASIL KEDIRI**

2026

TITTLE PAGE

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2026

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I hereby declare that this thesis and the work presented in it are my own and have been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person, except where appropriate acknowledgment is made. This thesis has not been submitted for any other degree or qualification at this or any other university or institution of higher education. I am fully responsible for the content of this thesis in case of any objections or claims from others. This thesis is submitted to fulfil the requirements for the degree of Bachelor in the English Study Program at State Islamic University of Syekh Wasil Kediri.

Kediri, June 5th 2026
The Researchers

A handwritten signature in black ink is written over a yellow and red 10,000 Rupiah stamp. The stamp features the Garuda Pancasila emblem and the text '10000', 'METERAI TEMPAN', and '444DSANX417551818'.

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APPROVAL PAGE

This is certified that the Sarjana's Thesis of Inka Dewi Lestari has been approved by thesis advisors for the further approval by the board of examiners

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Demikian harap maklum atas perhatian dan kesediaanya, kami mengucapkan terima kasih

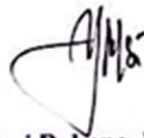
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Demikian surat ini kami sampaikan. Atas perhatian dan kesediaannya, kami mengucapkan terima kasih

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MOTTO

وَمَا بِكُمْ مِنْ نِعْمَةٍ فَمِنَ اللَّهِ ثُمَّ إِذَا مَسَّكُمُ الضُّرُّ فَإِلَيْهِ تَجْتَرُونَ

“And whatever blessing you have is from Allah.”
(QS. An-Nahl [16]: 53)

“And, when you want something, all the universe conspires in helping you to achieve it.”

Paulo Coelho, The Alchemist

And when they ask you, how you made it? You tell em, I believed in myself when nobody else did. Keep pushing, keep winning, and remember it's always the underdogs who ended up running the game.

Snoop Dogg

DEDICATION

Alhamdulillah, all praise and gratitude are extended to Allah SWT., the One who guides all paths. The writer extends endless gratitude for His mercy, guidance, and protection. Thank You for being the only place to return when the world feels unclear and overwhelming. Thank You for safeguarding every path the writer has taken, even in the most difficult times.

Among the pages of this thesis, the dedication page holds the deepest meaning, for it is here that the writer entrusts gratitude that words can never fully express. Bismillahirrahmanirrahim, this thesis is dedicated to:

1. To my beloved parents, *Almahrum. Bapak Marjianto* and my dearest mother, *Ibu Rasmi* and my stepfather *Bapak Nasir Amrullah*. I would like to express my deepest gratitude to **my mother**, who has been an extraordinary parent, serving as both a mother and a father to me for the past seven years. She is my source of strength, my comfort, and my greatest blessing in life. Thank you for your endless love, sacrifices, and unwavering support in accompanying me throughout my academic journey until I reached this point. Thank you for being the best mother, for your strength, and for all the efforts you have made for me and my sibling. I am deeply grateful for every struggle and sincere sacrifice you have given to support my life and achievements. I also sincerely thank you for all the prayers you have devoted for me, guiding me through every challenge in life and in my studies until I could complete this thesis. To my beloved **Mamak**, may you always be granted a long life, health, and happiness (*Aamiin*). I hope that one day I can hold your hand and bring you to a more joyful and peaceful life.
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knowing where it would lead. This thesis is more than an academic accomplishment, it reflects your perseverance, growth, and dedication throughout the journey. What once existed only in prayers has now become a reality. You have come this far, and I am so proud of you. *Alhamdulillah*, we made it. May the completion of this thesis become the beginning of greater opportunities and meaningful journeys ahead. May Allah always protect, guide, and bless every step of my journey. *Aamiin*.

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This thesis is submitted to the State Islamic University of Syekh Wasil Kediri as partial fulfilment of the requirements for obtaining a Sarjana degree in the Department of English Language Education.

In conducting this research, the researcher encountered many difficulties and challenges. But she’s had a lot of good support and recommendations and direction from a lot of individuals. This thesis could not have been properly finished without their help. Therefore, the researcher would like to express her profound gratitude to:

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Kediri, 22 June 2026

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ABSTRACT

Lestari, Inka Dewi (2026). *Social Inequality Representation in “Inequality You Can’t Ignore” Campaign (2023): A Multimodal Discourse Analysis*. Thesis. Department of English Language Education. Faculty of Tarbiyah and Teacher Training. State Islamic University (UIN) Syekh Wasil Kediri. Advisor: (I) Dr. Dewi Nur Suci, S.S., M.Pd. and (II) Yogi Rohana, M.Hum.

Keywords: *social inequality, multimodal discourse analysis, campaign posters*

Campaign posters are multimodal texts that employ visual, verbal, symbolic, and statistical resources to construct meaning and shape public perceptions of social issues. Such representations may reflect broader social inequalities and reveal unequal relationships in healthcare contexts. This research aims to identify the visual elements employed and examine how these elements interact to construct the representation of social inequality in *The Chrysalis Initiative's* campaign, *Inequality You Can’t Ignore* (2023). The campaign highlights racial and healthcare disparities experienced by Black women in breast cancer care, including unequal access to screening, diagnosis, treatment, and medical research.

This research employed a qualitative descriptive design by applying Multimodal Discourse Analysis (MDA) proposed by Kress and van Leeuwen (2006). The data consisted of eight campaign posters obtained from the official website of *The Chrysalis Initiative*. The analysis focused on composition, framing, salience, and spatial arrangement to investigate how meanings related to healthcare inequality are visually constructed.

The findings reveal that the campaign employs various visual, symbolic, linguistic, and statistical elements to represent social inequality. Posters 1–3 portray inequality as an embodied experience, Poster 5 represents inequality as enacted discrimination, Posters 4, 7, and 8 provide measurable evidence of healthcare disparities, and Poster 6 highlights inequality as a systemic issue embedded within healthcare structures. The interaction of composition, framing, salience, and spatial arrangement enables inequality to be represented as an embodied, enacted, measurable, and systemic condition. These findings suggest that healthcare inequality affecting Black women is not merely an individual experience but a multidimensional phenomenon operating across personal, interpersonal, empirical, and institutional levels. Furthermore, this research demonstrates that multimodal resources in advocacy campaigns can effectively communicate complex social issues and contribute to public awareness regarding racial disparities in healthcare.

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