

Visual Analysis of Women's Empowerment in Wizard Liz's Instagram Reels

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Abstract

Social media is becoming an important place for creating and sharing ideas about women's empowerment, especially through short videos made by influencers. This study looks at how women's empowerment is shown in three of Wizard Liz's most-viewed Instagram Reels. The study uses Visual Grammar by Kress & van Leeuwen (2006) and Women's Empowerment Theory by Kabeer (1999) to understand what the images in the Reels mean. The data consists of key frames captured from the selected reels and is analyzed through three main metafunctions: representational, interactive, and compositional. The findings show that each Reel builds empowerment through a different visual path, including reflection, recovery and emotional steadiness. Across the three Reels, it is shown that becoming empowered is a personal journey. Resources are shown through appearance and surrounding material elements. Agency is shown through deliberate actions and the ability to express personal ideas, while achievements are shown through achieving confidence, independence, and emotional stability. The study shows that Wizard Liz's Reels mainly focus on women's personal growth and self-development. These findings show how visual choices in short videos by influencers can influence how people understand women's empowerment today.

Keywords: *Visual grammar; women's empowerment; Instagram Reels; multimodal discourse analysis; Wizard Liz*

Abstrak

Media sosial telah menjadi media untuk menciptakan perspektif dan menyebarkan ide tentang pemberdayaan perempuan, terutama melalui video pendek yang dibuat oleh influencer. Penelitian ini bertujuan untuk mengkaji bagaimana pemberdayaan perempuan direpresentasikan dalam tiga Reels Instagram karya Wizard Liz yang memiliki jumlah penayangan terbanyak. Penelitian ini menggunakan pendekatan kualitatif, dengan memanfaatkan Visual Grammar oleh Kress & van Leeuwen (2006) untuk memahami makna visual yang disajikan dalam Reels tersebut serta menerapkan teori Women's Empowerment oleh Kabeer (2012) untuk menginterpretasi hasil analisis visual dalam perspektif teori pemberdayaan perempuan. Data penelitian terdiri dari tangkapan layer yang merepresentasikan hasil analisis dari Reels yang dipilih. Reels dianalisis berdasarkan tiga metafungsi: makna representasional, interaktif, dan komposisional. Hasil penelitian menunjukkan bahwa setiap Reel membangun

pemberdayaan melalui jalur visual yang berbeda: refleksi, pemulihan diri, dan emosional yang stabil. Secara keseluruhan, ketiga Reels tersebut menggambarkan pemberdayaan sebagai perjalanan diri. Resources direpresentasikan melalui penampilan fisik subjek dan elemen material di sekitar. Agency direpresentasikan melalui tindakan yang disengaja dan kemampuan untuk mengekspresikan ide-ide pribadi, sedangkan Achievements direpresentasikan melalui kepercayaan diri, kemandirian, dan stabilitas emosional. Penelitian ini menemukan bahwa Reels Wizard Liz lebih menekankan pemberdayaan perempuan sebagai proses pertumbuhan pribadi dan pengembangan diri. Temuan ini menunjukkan bagaimana pilihan visual dalam video pendek yang dibuat oleh influencer dapat membentuk pemahaman kontemporer tentang pemberdayaan perempuan.

Kata kunci: *tata bahasa visual; pemberdayaan perempuan; Instagram Reels; analisis wacana multimodal; Wizard Liz*

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1. Introduction

These days, young women see lots of online videos that influence how they think, behave, communicate, and see themselves. These messages are conveyed not only through words but also through carefully designed visuals that shape meaning and emotion. Among today's social media platforms, Instagram Reels has become one of the most popular ways of communicating. Reels is one of the most popular short-video features, combining visuals, text, sound, and music to deliver messages quickly and effectively (Molem et al., 2024). It uses a variety of different formats and algorithms, which means it can reach a large number of people. This makes Instagram Reels an important platform for cultural conversations, including discussions about women's empowerment (Elgreatly et al., 2024).

As conversations about women's empowerment continue to grow on social media, creators are encouraging women to value themselves, become independent, and pursue personal growth. Kabeer (1999) defines empowerment as the ability to make important life choices that were not possible before. These choices involve accessing resources, taking action, and achieving goals. Social media has a significant influence on how young women see themselves and understand their

opportunities. Therefore, it is important to look at how the idea of empowerment is represented through visual elements.

One creator who has attracted a lot of attention in this context is Wizard Liz, an Instagram influencer with over five million followers. She is well known for her motivational content on confidence, independence, and self-control. She was chosen for this study because she is one of the most well-known female empowerment influencers on Instagram. She uses images and messages to motivate her followers and encourage them to be strong. Her large number of followers shows that she has a wide audience and that her videos have the potential to influence contemporary cultural understandings of women's empowerment. Wizard Liz uses more than just words to communicate empowerment. She also uses certain visual elements that help her convey these messages.

Instagram Reels communicate meaning mainly through visual design, so a suitable framework is needed to examine how these visual elements work together. Visual Grammar, a system developed by Kress and van Leeuwen (2006), helps explain how images create meaning. The framework has three metafunctions: representational meaning, which explains what is depicted; interactive meaning, which examines the relationship between the represented participant and the viewer; and compositional meaning, which explores how visual elements are arranged into a coherent message. Visual choices such as gaze, camera angle, framing, and composition influence how viewers understand identity, power, and empowerment.

Although there has been more research on women's representation in digital media in recent years, there are still some important gaps. Robaeti and Hamdani (2023) examined how women are represented in Indonesian news stories, but their study focused on written language rather than visual communication. Likewise, Nursagi et al. (2023) examined the use of "empowerment language" in Nike's Instagram captions. Their study showed that empowerment is mostly used as a branding strategy, without examining the visual elements that accompany it. Singh and Lunyal (2025) examined a variety of social media platforms, but their focus was on sexism and objectification rather than how empowerment itself is visually constructed. In a similar way, Elgreatly et al. (2024) used multimodal

discourse analysis to study company campaigns. However, their data consisted of static advertising images rather than moving short videos.

All these studies show that research has mostly looked at how women are empowered through written language, static images, or company messages. However, there has been little research into how empowerment is represented in short videos made by influencers, such as Instagram Reels. This is important because Reels depend on quickly changing visual elements, such as where the viewer looks, how elements are arranged, the actor's posture, how they move, and how the scene is presented. These elements cannot be fully explained by looking only at the text or at still images.

To address this gap, the present study looks at how women's empowerment is represented visually in three of Wizard Liz's most-viewed Instagram Reels. Using Visual Grammar (Kress & van Leeuwen, 2006) to analyze the visual meanings of each Reel and Kabeer's (1999) Women's Empowerment Theory to interpret them, this study examines how images communicate empowerment in terms of resources, agency, and achievement. Specifically, this study aims to (1) identify the visual meanings representing women's empowerment in Wizard Liz's Instagram Reels and (2) examine how these visual meanings construct women's empowerment when interpreted through Kabeer's (1999) framework of resources, agency, and achievement.

2. Literature Review

This study is based on three different theories, each of which has a different role. Multimodality provides the conceptual foundation for understanding visual content as a meaningful form of communication. Visual Grammar is used as a tool to examine how images create meaning in Instagram Reels. Finally, Kabeer's Women's Empowerment Theory helps explain how these visual meanings represent women's empowerment.

2.1 Multimodality

Multimodality, a term coined by Kress and van Leeuwen (2001), suggests that meaning is created through the interaction of different semiotic resources rather than through language alone. Images, colour, gestures, movement, layout, and written language all contribute to communication, and each has a different but important role in creating meaning. On social media platforms such as Instagram Reels, these visual resources can be as important as spoken or written language. This perspective provides a foundation for examining visual communication as a meaningful form of communication that can be systematically analyzed.

2.2 Visual Grammar

Visual Grammar, developed by Kress and van Leeuwen (2006), builds on Halliday's Systemic Functional Linguistics to explain how images communicate meaning through three metafunctions: representational, interactive, and compositional.

The representational metafunction focuses on what is depicted in an image. Narrative processes represent actions through vectors, which are directional lines created by gaze, gestures, or movement. These vectors can connect an Actor to a Goal. Non-transactional processes, however, do not have a Goal. Conceptual processes, on the other hand, represent participants through their attributes and symbolic meanings rather than through actions. An important concept in this process is the Carrier of Symbolic Attributes, in which identity is constructed through elements such as clothing, setting, appearance, and styling.

The interactive metafunction examines the relationship between the represented participant and the viewer. This relationship is created through gaze, social distance, and camera angle. Gaze can be categorized as either demand or offer, while social distance can be represented through a close-up, medium shot, or long shot. Camera angles can be frontal or oblique and can be positioned at eye level, from a high angle, or from a low angle. These visual choices influence how viewers understand intimacy, involvement, and power.

The compositional metafunction explains how visual elements are organized into a coherent whole through information value, salience, and framing. Information value concerns the placement

of elements, such as given and new or ideal and real. Salience refers to the degree to which an element is made prominent, while framing examines how elements are visually connected or separated. Together, these resources help viewers understand the relative importance and relationships between visual elements.

In this study, Visual Grammar is the main framework used to understand the meaning of each selected Reel. However, there are two important considerations. First, Visual Grammar was originally developed from Western print media and advertising images, meaning that its application to non-Western and digital contexts requires careful consideration. Therefore, in this study, the framework is used as an analytical tool for understanding how visual meanings are constructed rather than as a fixed set of rules for visual composition. Second, the framework was originally designed for static images, while Instagram Reels are dynamic and moving forms of media. To address this difference, each key frame is analyzed individually while remaining connected to the overall sequence and context of the Reel.

2.1 Women's Empowerment Theory

While Visual Grammar explains how visual meanings are constructed, it does not explain what these meanings signify in relation to women's empowerment. Therefore, this study uses Kabeer's (1999) Women's Empowerment Theory to interpret the findings.

Kabeer (1999) defines empowerment as the process through which people gain the ability to make important life choices that were previously unavailable to them. She conceptualizes empowerment through three interconnected dimensions: resources, agency, and achievements. Resources include material, social, and human resources that enable individuals to make choices, such as knowledge, skills, and confidence. Agency refers to the ability to define personal goals and act to achieve them. Achievements are the outcomes that result from exercising agency, including independence, well-being, and success.

Rather than being used as a coding framework, Kabeer's theory is used in this study to interpret the visual meanings identified through Visual Grammar. It helps explain how the visual

features found in the selected Instagram Reels represent different aspects of women's empowerment. In this way, Visual Grammar is used to identify and analyze how visual meanings are constructed, while Kabeer's theory provides a conceptual basis for interpreting these meanings in relation to empowerment.

3. Method

The method includes the research design, data and data source, data collection, and data analysis procedures.

3.1 Research Design

This study uses a qualitative multimodal analysis to examine how meaning is created through visual choices in short-form videos. This approach is appropriate because the study focuses on symbolic visual elements and their meanings, which cannot be meaningfully reduced to quantitative measures (Mullet, 2018). The study applies a descriptive qualitative approach to examine how women's empowerment is visually constructed in selected Instagram Reels. Visual Grammar is used to identify and describe the visual meanings found in the Reels, while Kabeer's Women's Empowerment Theory is used to interpret these meanings in relation to resources, agency, and achievements.

3.2 Data and Data Source

The data consist of three of Wizard Liz's (@thewizardliz) most-viewed Instagram Reels, published between April 2025 and May 2026. The Reels were selected based on their high view counts, indicating their broad reach and potential cultural influence. The selected Reels were chosen because they represent some of Wizard Liz's most widely viewed content related to women's empowerment. The data analyzed in this study are visual elements found in the selected Reels, including gaze, posture, gestures, framing, colour, camera angle, and composition.

3.3 Data Collection

The data were collected through documentation (Litosseliti, 2010). This method is appropriate for research involving publicly available digital media that can be accessed and examined without direct interaction with the content creator. The three selected Reels were accessed through Wizard Liz's Instagram account. High-quality screenshots of key frames from each Reel were captured and used as the primary visual data. The key frames were selected based on visually significant moments that represented the main visual content of each Reel. The screenshots were then organized according to the Reel and sequence in which they appeared.

3.4 Data Analysis

The data were analyzed in three stages following Miles et al.'s (2014) process of data condensation, data display, and conclusion drawing and verification. During the data condensation stage, key frames from each Reel were selected and analyzed individually using Visual Grammar (Kress & van Leeuwen, 2006). The analysis examined three metafunctions: representational, interactive, and compositional meanings. Representational meanings were analyzed through elements such as processes, participants, and circumstances. Interactive meanings were examined through gaze, social distance, and camera angle, while compositional meanings were analyzed through information value, salience, and framing.

During the data display stage, the results from the three Reels were organized into tables and grouped according to the main themes identified in the selected content. The visual findings from each Reel were then compared to identify similarities and differences in how women's empowerment was visually constructed. Finally, during the conclusion drawing and verification stage, the visual meanings identified through Visual Grammar were interpreted using Kabeer's (1999) Women's Empowerment Theory. The findings were examined in relation to the three dimensions of empowerment: resources, agency, and achievements. This process was used to explain how the visual representations in the selected Reels construct different aspects of women's empowerment.

4. Results

This section presents the findings of the visual analysis of three selected Instagram Reels by Wizard Liz.

4.1 Reel 1

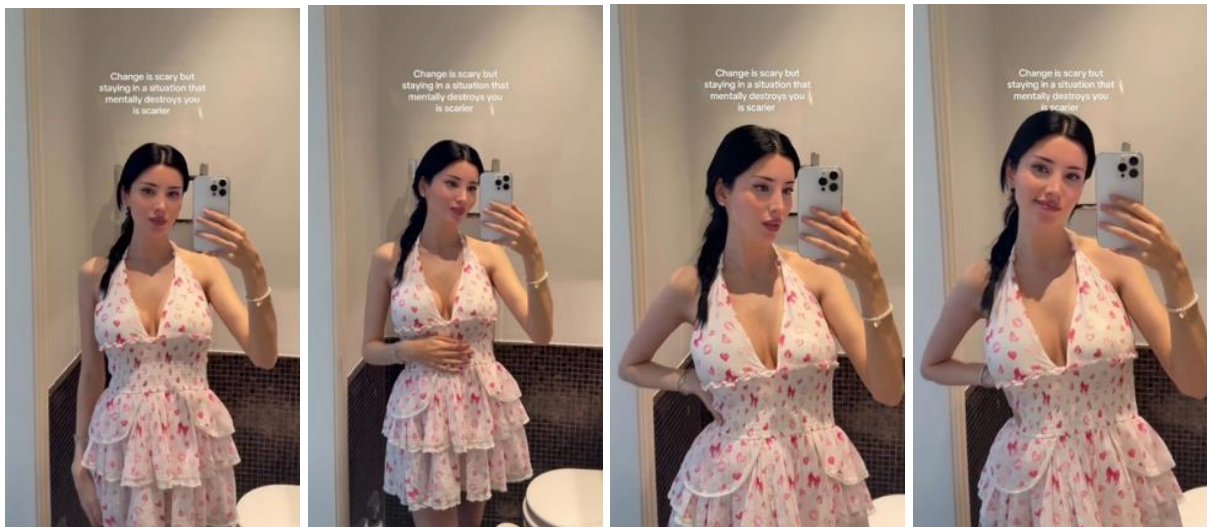


Figure 1. Selected Frames from Reel 1 at 00:00, 00:06, 00:09, and 00:10.

Source: Instagram @thewizardliz posted on May 17, 2025

Retrieved from <https://www.instagram.com/reel/DJuiEJIJbM> on July 3, 2026

The first frame shows Liz standing in front of a bathroom mirror while holding her phone at chest level. She wears a white halter-neck dress with heart and bow patterns, pearl accessories, and a braid over her left shoulder. She looks at her phone with a calm facial expression. In the second frame, Liz stands upright and smiles gently while placing her left hand on her stomach. In the third frame, she holds her phone at eye level and looks directly at the screen with a serious but calm expression. In the final frame, she places her left hand on her hip and leans slightly toward the mirror while maintaining a confident appearance.

Representationally, Liz is both the actor and the Carrier of Symbolic Attributes throughout Reel 1. The process is always non-transactional because her actions are directed at herself rather

than someone else. Across the four key frames, her body language goes from being calm and relaxed, to being gentle and self-accepting, to being serious and composed, and finally to being confident. The words and pictures on the screen are in the same order, and together they show a change from feeling afraid to feeling brave. Liz's white heart-patterned dress, pearl accessories, and the bathroom mirror setting make her look feminine and intimate. This changes a private act of self-reflection into a public performance of empowerment.

Interactively, the Reel combines the idea of looking and being looked at, allowing viewers to see both Liz's self-observation and her direct engagement with the audience. The camera is at eye level, which makes her seem equal to the viewer. The medium-close framing keeps both her facial expressions and the everyday bathroom setting in shot, which creates a sense of intimacy and authenticity.

Compositionally, Liz is always in the centre of the frame, which makes her the most important visual element. The words on the screen are in the ideal place at the top of the picture. This means that the main message is seen first, before the viewer looks at the picture details. At the same time, the bathroom is the 'real' zone, which makes the message seem realistic and relatable. Liz's posture, facial expression, and the contrast between her white dress and the darker background create the impact of her visual appearance, which the viewer perceives before reading the text.

According to Kabeer's (1999) Women's Empowerment Theory, Reel 1 represents empowerment through the three dimensions of resources, agency, and achievements. Resources are created using visual elements related to confidence and self-presentation, such as appearance, styling, and the private space of self-reflection. Agency is shown through Liz's control of her gaze, posture, and gestures, illustrating an active choice in how she presents herself. Achievement is shown by the way confidence grows from being unsure to being sure of oneself, suggesting that confidence is not something natural, but can be achieved. By showing this change in a normal home and from the same height as the people watching, the film makes it seem like anyone can do it. The words on the screen also show this. The words say that the goal is to leave a situation that is mentally harmful.

The words also show this by putting it in the 'Ideal' position. This makes it look like the desired outcome. All of these things together show the audience that they can move past fear and towards a healthier and more independent life.

4.2 Reel 2

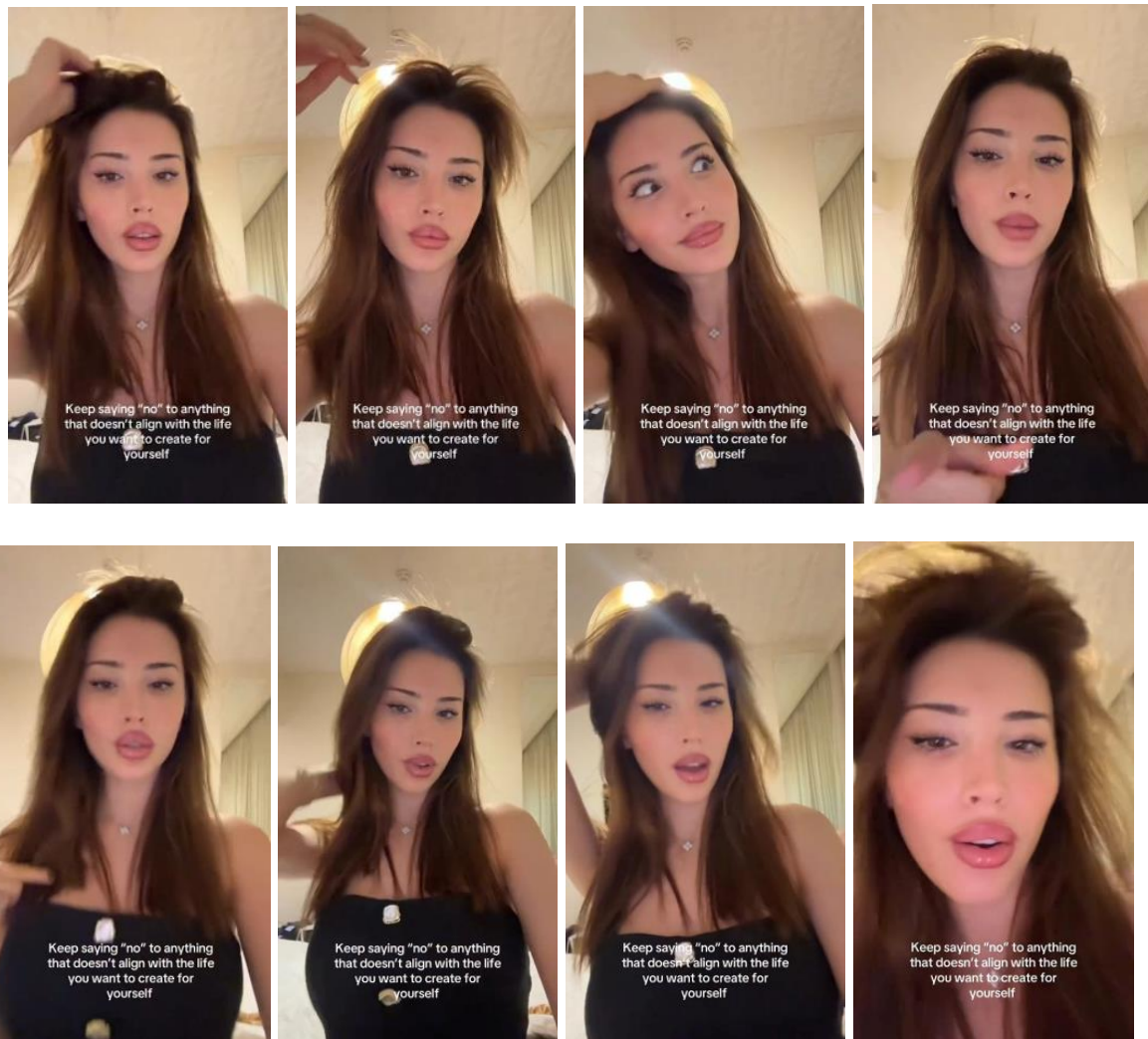


Figure 2. Selected Frames from Reel 2 at 00:00, 00:01, 00:03, 00:06, 00:07, 00:08, 00:09, and 00:10.

Source: Instagram @thewizardliz posted on May 21, 2025

Retrieved from https://www.instagram.com/reel/DJ42elQo_dW on July 3, 2026

The first frame shows Liz in a bedroom, wearing a black sleeveless top and a delicate necklace. She adjusts her hair while looking directly at the camera. The background features warm lighting, cream-colored walls, and white on-screen text that reads, "Keep saying no to anything that

doesn't align with the life you want to create for yourself.” In the second frame, Liz sits upright and continues looking at the camera, while her fringe appears slightly untidy after she adjusts her hair. The background and lighting remain consistent. In the third frame, she raises her right hand to fix her fringe and displays an annoyed expression, characterized by wide-open eyes and raised eyebrows. In the fourth frame, Liz points her right index finger toward the camera while lip-syncing. She leans slightly forward and maintains direct eye contact with the viewer. In the fifth frame, she continues lip-syncing while pointing toward her chest. Her expression appears calm and confident as she sits upright. In the sixth frame, she raises her right hand near her head while continuing to lip-sync and look directly at the camera. Her open posture is emphasized by the warm backlighting. In the seventh frame, Liz flips her hair back, moves closer to the camera, and nods slightly, creating a smooth and confident impression. In the final frame, she leans toward the camera in a close-up shot while continuing to lip-sync. Her loose hair and direct gaze create a sense of closeness and naturalness against the consistent warm background of the bedroom.

Representationally, Liz is the only participant in Reel 2 and is both the actor and the person who carries symbolic attributes. The actions are always directed towards herself rather than another person. Across the eight key frames, the Reel shows a visual progression from adjusting her hair and looking a bit frustrated to getting her confidence back through movements that get more and more confident, like pointing toward the camera, pointing to herself, and sweeping her hair back. This sequence shows a story of recovery and confidence, rather than a fixed self-image. Liz's black sleeveless top, loose hair, delicate necklace, and warm bedroom setting create an identity that is confident and approachable, showing empowerment in an ordinary home.

Interactively, Liz keeps the audience hooked for most of the show, directly engaging them and creating a personal connection. The camera is at eye level, which makes her seem equal to the audience. The way the picture is taken changes from a medium shot to a close-up, which makes her seem closer and more personal. As she grows more confident, her presence on screen becomes more noticeable.

Compositionally, Liz is always in the centre of the frame, which makes her the most important visual element. The warm backlighting makes her stand out, especially when her gestures are more confident. The words on the screen are placed in the Real zone at the bottom of the frame, which makes the Reel's message seem relevant to everyday life. Initially, viewers notice Liz's facial expressions and gestures. Then, the warm lighting catches their eye. Finally, they see the on-screen text. This shows a clear change from frustration to confidence.

According to Kabeer's (1999) Women's Empowerment Theory, Reel 2 represents empowerment through resources, agency, and achievement. Resources are shown through everyday things people can see, like the bedroom setting, casual clothes, and personal appearance. This suggests that empowerment starts in everyday places. Agency is shown through Liz's ability to calm down again after an apparent moment of frustration, as seen in her deliberate gestures, direct gaze, and confident body language. The on-screen text in the Real position supports this process by showing boundary-setting as something practical and ongoing. Achievement is shown by Liz's change from feeling frustrated to feeling confident. The words on the screen say that the aim is to create a life that matches one's personal values. All of these visual elements work together to show that empowerment is possible. It is a process of gaining self-confidence, resilience, and making conscious decisions about oneself.

4.3 Reel 3



Figure 3. Selected Frames from Reel 3 at 00:00, 00:05, 00:07, and 00:08.

Source: Instagram @thewizardliz posted on April 19, 2025

Retrieved from <https://www.instagram.com/reel/DImNjtNikXX> on July 3, 2026

The first frame shows Liz standing in a softly lit room, wearing a floral halter-neck dress and a thin gold necklace. She looks calmly down at her phone. The cream-colored walls, decorative lighting, and white on-screen text, "I never lose. It's either a win or a lesson," are clearly visible at the bottom of the frame. In the second frame, Liz looks directly at the camera, nods, and moves her lips in sync with the lyrics of the song. The lighting, background, and overall composition remain unchanged. In the third frame, she continues lip-syncing while maintaining eye contact with the camera and gently nodding her head. Her posture, appearance, and surroundings remain consistent. In the final frame, Liz briefly looks away from the camera while maintaining a calm expression. Her floral dress, hairstyle, warm indoor setting, and the on-screen text remain consistent throughout the Reel.

Representationally, Liz is the only person in Reel 3 and is both the actor and the person who carries symbolic attributes. The actions are always directed towards herself rather than another person. Liz looks slightly away from the camera, then makes direct eye contact while nodding and lip-syncing. The sequence displays minimal visual change, creating a sense of stability and emotional consistency rather than transformation. The way Liz looks and acts creates an impression of calm, femininity and composure. This is created by her floral halter-neck dress, gold necklace, neatly styled hair and the soft indoor lighting.

Interactively, the Reel combines brief offer gaze in the opening and closing frames with a sustained demand gaze in the middle frames, allowing viewers to observe both moments of self-reflection and direct engagement. The camera is at eye level, which makes Liz and the audience feel equal. The close-up shot shows her facial expressions clearly and makes the surrounding environment less important, creating a personal connection.

Compositionally, Liz is always in the centre of the Reel, which makes her the focus of the visual. The warm indoor background is for supporting the message visually, while the on-screen text is at the bottom of the screen, which makes the message feel like it belongs in an everyday setting. In terms of the Given-New approach, Liz's body posture is the Given, making her the familiar and stable focal point of the composition, while her floral dress and overall appearance are the New. Liz's steady gaze, subtle nodding, and the contrast between her floral dress and the neutral background create a visual effect that draws attention to her composed self-presentation before the on-screen text.

According to Kabeer's (1999) Women's Empowerment Theory, Reel 3 represents empowerment through resources, agency, and achievement. Resources are shown through things that we associate with feeling calm and confident. This includes Liz's calm look, relaxed posture, and warm, private setting. Agency is expressed through her deliberate gaze, subtle gestures, and steady body language, showing confidence without needing to look tired or recover. The achievement is shown by the Reel's consistent appearance, which creates a feeling of calm and confidence. The on-screen text explains this by showing every outcome as a "win" or "a lesson". It also shows this way of thinking as a practical and achievable way of thinking about success and failure. All these visual elements together create a sense of empowerment. This is a strong belief in oneself and the ability to cope with life's challenges.

5. Discussion

The three Reels show that Wizard Liz does not use just one way of showing women's empowerment. Instead, the images show different people who are confident, independent, and self-controlled. They all have the same style of visual presentation, with direct gaze, frontal eye-level angles, central composition, and close-up framing.

The representation of confidence grows in a different way across the three reels. The first reel shows that being confident comes from thinking about oneself, and starts with calm observation and moves on to a more confident stance. Reel 2 shows how confidence is built up. After a short time of

feeling annoyed, the person becomes more and more confident and starts to interact more with the viewer. On the other hand, Reel 3 represents confidence as emotional stability, showing little visual change and portraying confidence as a quality that is already established. Although these paths are different, all three Reels use direct gaze, eye-level angles, and close interpersonal distance to make confidence seem relatable and achievable rather than exceptional.

The building of independence is the most consistent across all the Reels. Representationally, Liz is the only participant in every Reel, and all actions are non-transactional. This means that the focus is on Liz taking action on her own rather than interacting with others. Compositionally, she remains centrally positioned, while the surrounding domestic settings only provide a background. The bathroom, bedroom and softly lit room each show different types of private space, but together they show that independence is something that is created in everyday life and not something that is decided by other people. The on-screen text is in the Ideal or Real position, which supports this construction by complementing Liz's visual presence rather than competing with it.

The representation of self-control is the clearest across the three Reels. Reel 1 shows self-control through small changes in posture and expression, Reel 2 shows visible frustration followed by recovery, and Reel 3 shows staying calm with little movement. Together, these visual patterns suggest a progression from developing self-control, to demonstrating it, and finally to having it as a stable personal characteristic.

Taken together, the three Reels show that empowerment is an individual process based on resources, agency, and achievement, as explained by Kabeer in 1999. Resources are shown through appearance, body language, and home settings that represent belief in oneself and confidence. Agency is shown through Liz's careful control of her gaze, posture, gestures, also how she presents herself and her ideas. Achievements are shown through the visual outcomes of confidence, independence, and self-control, which are reinforced by the placement of the on-screen text. The research shows that Wizard Liz's approach to women's empowerment is all about women developing themselves from within. These changes are easy to see and can be achieved in everyday life.

6. Conclusion

This study looked at how women's empowerment is shown visually in three of Wizard Liz's Instagram Reels. It used Visual Grammar (Kress & van Leeuwen, 2006) to analyse the data and Kabeer's (1999) Women's Empowerment Theory to understand it. Each reel shows different visual paths to empowerment, from confidence developed through reflection, recovery, or emotional steadiness, and self-control presented as effortful, regained, or fully internalised. All three of these paths follow a consistent visual pattern. Resources are represented through appearance and act, agency through taking control of our actions, and achievement through feeling confident, independent, and emotionally stability. Overall, the Reels mainly see women's empowerment as something that happens to individuals, based on their personal resources, their own actions, and their mental achievements.

These findings suggest that Wizard Liz's Reels promote women's empowerment mainly as a process of individual self-development, communicated through how women choose to present themselves and the personal choices they make. Influencer-created short videos are watched by many people. This may make audiences think that being a strong woman means being confident, independent and in control of yourself. This study shows how important it is to look closely at how visual representations on social media shape what we think about women's empowerment today.

This study focuses on a single influencer, Wizard Liz, and three of her Reels. Future research could expand this visual analysis to include a wider range of empowerment influencers to establish whether the pattern of prioritising self-presentation, solitary agency and internal composure over structural or collective aspects of empowerment identified here is unique to Wizard Liz's content or indicative of a broader trend among empowerment influencers.

This study also suggests that content creators producing empowerment-themed content should incorporate messages that acknowledge shared experience, social support and structural barriers,

as well as individual empowerment narratives, so that resources, agency and achievement are represented as being held collectively as well as individually.

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Virida is a linguistics student in the English Literature Study Program at Universitas Negeri Surabaya. Her research interests include digital and media communication, feminist discourse, and gender issues. Her thesis examines a multimodal representation of women's empowerment in Wizard Liz's Instagram Reels. She has experience in English teaching and educational programs, including her experience as a volunteer tutor in ASBAS (Ayo Sinau Bareng Arek Suroboyo), her participation in the Kampus Mengajar program, and her previous work at Kumon.