



## EMPOWERMENT: THE SELF-PRESENTATION OF *MOMPREENEUR* ON @sheytaradia

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**Abstract:** *The emerging of Mompreneur have become trends for moms to follow. This study aims to examine how Mompreneur Sheyla Taradia Habib @sheytaradia presents herself as a woman and mother by sharing practices and to find out what type of identity is described by Mompreneur by investigating the meaning and value attached to images and captions (text). The concepts used in this study are Goffman's Self Presentation, Social Semiotics's Kress and van Leuween. This study used qualitative method and data collection is doing by observation and analyzing of the Instagram account @sheytaradia. The result of this study shows empowerment or empowering women, solid family and authority. She upholds family values the most and convey through her Instagram account is that as a mom, she can still pursue her dream with compromise with her family.*

**Keywords:** *Mompreneur, Instagram, Self-presentation, Social Semiotic*



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## I. INTRODUCTION

The world of millennial mothers is closely related to Instagram social media, making the figure of a mom who tends to be influencer close to mothers' daily lives. Not infrequently the figure of a mom influencer and life portraits displayed by celebrity mothers on social media often become a reference for millennial mothers in making choices around the world of parenting to life style. There are a number of non-celebrity mom-influencer names that are quite popular among mothers in Indonesia. Seeing the number of followers and the high level of popularity of mom influencers, they are often looked at by various brands of mother and child products as endorsers who help promote these products to their followers on Instagram. In 2022, the number of brands leveraging Instagram on their influencer marketing keeps increasing into 84,7% and 74% of brands in Indonesia choose Instagram as the platform they spent most of their influencer marketing budget. (insg.co, 2022). Women own about 43 percent of small businesses in the U.S., which is about 14 million businesses. (This includes fully and partially owned by women.) When you combine all the women-owned businesses, they are generating about \$1.9 trillion per year (cdn.advocary,2022) That is a lot of money supporting the economy. So it can be said that Mompreneur existence in the world of social media not only has a social impact but also financially. One of the mom who titled herself in Instagram as Mompreneur is Sheyla Taradia Habib. She has 42,9K Followers @sheytaradia and a founder of "beeme" Mom and baby skincare.

Mompreneur comes from a combination of the word's entrepreneur and mom. Entrepreneurs are entrepreneurs who take advantage of opportunities and then turn them into business ideas that promise profits and mom is mother. So Mompreneur is a term for housewives who own or manage their own business. A recent shopify study shared that mom entrepreneurs might be on the rise, though. Of the 1500+ working parents who were polled, more than 60 percent of mothers were interested in supplementing their income through entrepreneurship (Shopify, 2021). The term 'mompreneurship' has emerged in the field of entrepreneurship in recent years. Patricia Cobe and Ellen Parlapiano two female entrepreneurs in the late 1990s coined the term 'mompreneur' (Newhouse, 2018). Several studies also stated that the reason that makes the housewives mom decided to open business at home and become a Mompreneur, they want to develop their creativity and self-fulfillment, they want to have income to meet family needs or want to have productive activities at home (Prastika, 2021). The collaboration of entrepreneurship and motherhood is giving the social media platform a phenomenon.

The pandemic has driven mothers out of the workforce, it shows that mothers may be seeking a healthier work-life balance through entrepreneurship (mckinsey.com, 2022). The post pandemic marks the rise of

new entrepreneurs or UMKM and helping people as much as possible by creating jobs. One of them is a home business or UMKM managed by a mother. household or what is called a Mompreneur itself. 62 percent of mothers said they were interested in supplementing their income, with more than half of moms reporting at least some interest in starting their own business. Mothers and single moms—are reporting the highest levels of interest in entrepreneurship. Currently, Mompreneurs pose multirole in their daily activities, the backbone, the parents, the wife, and the boss in her own company.

Based on the study of Indonesian Mom-influencers, study the effect of endorsers and corporate credibility on consumer attitude and purchase intention observations by Aditya, Rahma, Kosasih, Gunadi, 2021, the results show that corporate credibility determines Indonesian consumers' attitudes towards advertisements and brands, as well as purchase intention. Meanwhile, source credibility boosts corporate awareness by gaining consumer attention through promotions. In psychological lens, Prasartika and Repi (2021) illustrate that Mompreneurs strive for work-life balance as shown from their balance of time, balance of involvement, and balance of satisfaction. Moreover, there is a balance of emotions and factors that affect Mompreneurs' work-life balance, there are individual characteristics or attitudes, continuous learning, social support, and work overload. Moms are looking for an ideal figure that they can emulate, which their effort is through social media that displays a lot of the lives of Mompreneurs. How does the ideal Mompreneur figure represented on social media become important and interesting to discuss, because of what is present and visible in the public space. This can eventually become a benchmark for social media users to assess the quality standards of motherhood themselves and others. Based on the background of the problems above, the question from This research is: "How is the representation of the Mompreneur figure displayed on instagram account @sheytaradia?"

## II. METHODS

In this study, the researcher examines the Self-presentation of Mompreneur with entrepreneurship practice on Instagram. Furthermore, to study the *Mompreneur* phenomena that can be found on social media like Instagram lately, the researcher analyzes Mompreneur Instagram posts from 2021-2022 with stratified purposeful sampling to select 3 pictures. For the pictures (visual texts), Social Semiotics theory of Kress and van Leuwenn which consists of representational, interpersonal and compositional metafunction is applied. In addition, Erving Goffman's Self-Presentation theory in purpose of uncovering

theory in purpose of uncovering the self-presentation of Mompreneur with empowering practice on Instagram are also conducted in this study.

Goffman's self-presentation theory applies to everyday events such as Instagram, where individuals evaluate information placed on their own profiles to achieve the desired response from other users (Seehafer, 2017). For example, micro-celebrities like mom influencers on Instagram have goals of their own, such as constantly controlling their actions in a way that makes the most favorable impression of themselves. Instagram profiles often only store positive things to maintain a high impression from individuals (Hilsen & Helvik, 2014). Although Goffman never experienced Instagram, Self-Presentation in Everyday Life talks about show and 'impression management's relationship with the individuals engaged on Instagram.

Mom Influencers or micro-celebrities are commodities, the content they post is their brand, and their followers are consumers. As written by Giddens (Powell, 2014), commodification of self is treating oneself as if it were a commodity or product and is illustrated through "possession of desirable items and pursuit of an artificially framed lifestyle." (Liu & Suh, 2017) also states that the commodification of self is "mediated by the consumption of goods and images" and is often carried out through the practice of self-branding. In this regard, maternal influencers engage in the selective self-presentation practice described by (STODDART, 1986) the idea that individuals modify their 'performance' (or 'self-presentation') according to different audiences and expectations.

This study uses qualitative methods with analytical techniques Van Leeuwen's Social Semiotics and which is the unit of analysis three photos on the @shytaradia account. Selection of photos This is based on a photo that shows the most common form of Mompreneur fundamental (her business, her skills, and motherhood). Multimodality itself is a term is used to refer to the way people communicate using modes that are different at the same time (Thuy, 2017) that can be defined as the use of several semiotic modes in the design of products or events. The following are the steps for multimodality analysis according to Kress & Van Leuween (Miriam, 2018). First, using this analysis step we have to treat images such as language. This means, the image is believed as the language to realize ideational metafunction; how the image represents the experience. The second metafunction realized by images is interpersonal or interactional. When analyzing images, we look critically at how relationships are created and owned between the maker, the beholder, and the object within picture. In the image, this is realized through gaze (gaze, and direction of gaze), size frame and shot, as well as perspective/angle. These three realizations describe 'demands', or 'offer', social distance, (intimate, close, far, or public), power and attitude owned by the object to the viewer (viewer) and vice versa. The third metafunction realized by images is textual.

That is, we must see how the images are structured and presented. As in the sentence on the verbal, how the elements in the sentence are arranged will affect the meaning of the sentence language overall. The different compositional arrangements in the image allow for meaning textual as well as different information values as well (Van Leeuwen & Jewitt, 2011).

### III. RESULT

#### Women's Empowerment

In the level of ideational analysis, we may see from picture 1 below. There are many participants. The young women wore yellow clothes with the "BEEME" logo as a background. Sheyla wore clothes of a different color, blue. The mom's eyes are into the viewer, it shows the reaction. Settings in the picture show that they are in the office. The vector in this image is realized through the eyes of the participant towards the viewer. Thus, they become Mompreneurs whose activities Sheyla shares about.



Picture 1. Photo with BEEME team (source: Instagram @sheytaradia)

The object in this image is depicted in medium size and uses a long shot, placing us as a viewer who is free to observe what activities the participants are doing in the photo. Long shot means that there is a large "social distance" between the viewer and the participant. In the photo, the participant's gaze is directed at us as the viewer. They charge us, by offering something to us. In this context, Sheyla offers us to jointly observe what she is doing with the BEEME team. shows that participants have the same position and the same power in relation to the audience (Balaram Naik, P Karunakar,1 M Jayadev, 2013)

In textual analysis, regarding information value, this photo shows that taking pictures with women is a normal phenomenon, but with the different colors of the clothes and the BEEME logo, it shows that Sheyla as a Mompreneur has successfully formed her entrepreneurship by empowering women. Framing The elements in the photo seem to merge into one (maximum connection), starting from the composition of the image, choosing the color to the shooting angle. Identification Analysis The photo above is titled "BEEME", this shows a form of commitment as a Mompreneur and women's empowerment

### The Solid Connection of a Loving Family

In this picture 2 below there are four participants. Mom and dad with one baby and one toddler. It shows contract color background which are pink, purple, and white. The reaction may be seen from participants eyes are into the followers or viewer. They offer their class to be successful couplepreneur. In the photo beside, the position of the child on the left is given, while the mother on the right is new. This can be interpreted that a baby and toddler with both parents is a normal phenomenon, but a mother and father who can stay with their children on the sidelines of entrepreneurial activities is something new.



**Picture 2.** The Exquisitely Perfect Family Photograph. (source: Instagram @sheytaradia)

The object in this image is depicted in medium size and using a close shot, placing us as a viewer who is free to observe what activities the

participants are doing in the photo. A close shot means that there is no "social distance" between the viewer and the participant.

Textual analysis shows the elements in the photo appear to be united (maximum connection), it can be seen from the choice of colors used and the activities carried out by the participants in the photo. In the photo, the gazes of the two participants are not directed at us as viewers. They don't sue us, but offer a couplepreneur-based household. This is shown in the photo that mompreneurs need to balance their personal lives as housewives with their work as entrepreneurs so it can be said that a Mompreneur needs to have a work-life balance.

### **Authority and Distinctiveness**

According to ideational analysis, the photo above is classified as narrative, which means it wants to tell something to the viewer. What Sheyla wants to tell is her activities in taking part in elections like the people's representatives in 2024. Based on the interactional analysis, Sheyla "offers" the viewer to observe the activities she is doing.

Photo taken in close shot. Close shot makes us have a very close relationship with the represented participant. This is further meaningful; Mompreneur wants to give the impression of closeness between herself and her viewers (her Instagram followers) by sharing special moments of candidacy as a woman leader.



**Picture 3.**SIAP MAJU 2024. (source: Instagram @sheytaradia)

## **Textual Analysis**

Judging from the choice of location for the shooting and the color of the clothes, Sheyla wanted to describe this candidacy process as a process that integrates with her life as a mompreneur. But on the other hand, this process cannot be separated from the mother's personal interest which is represented by the color yellow (passion, health, energy), namely leading.

It can be concluded that the ideal mother figure represented in the picture above is a mother who must always be ready, authoritative with the nomination process that can be done anytime and anywhere.

## **IV. DISCUSSION**

On social media, the social and communicative aspects of self-representation become very clear, self-representation is a socially published result. This can be seen from the mothers who are familiar with social media such as Instagram, making the figure of a mompreneur close to the daily lives of mothers. This portrait of a (@sheytaradia) mompreneur life is a reference for mothers in intensive mothering, business, work-life balance, and empowerment.

The photo on Sheyla Instagram account (see picture 1) represents happy mompreneur who empowering other. She transfers her hobbies and creativity as well to build mom and baby skincare business "BEEME". Therefore, housewives see Entrepreneurial activity as an opportunity promising. Somehow, being one mompreneur bring positive things to her as well as her family. The emergence of work life balance discourse supported by mompreneur and displayed on Instagram accounts with the number of followers that reaching hundreds of thousands makes this discourse seem to be the "best" way for housewives that must be used done by mothers in daily life. What appears on social media can become a trend in itself, even though not everyone is able to implement it.

Women can be professionally successful in the various roles they play when they get support from their partners, family, or other close people (Chandra, 2022). Therefore, it can be seen from picture 2 that social support is very important for a mompreneur because it can affect the achievement of work-life balance. Thus, the viewers will generally get the impression that mompreneurs will create a solid family as shown by Sheyla and her husband.

Picture 3 shows one form of women empowerment. The role of a mompreneur is not only to carry out its role as a housewife with various activities such as taking care of her husband, raising children, taking care of the house itself, she must also devote attention according to her interests and talents. This is shown through the caption "Ready Forward 2024".



## V. CONCLUSION

Based on the explanation above, it can be concluded that based on the selection of photos on the Mompreneur account, the representation of the ideal mother of an entrepreneur or Mompreneur is realized in balance with the mother's role as the main caregiver of the baby. Based on multimodality analysis, the first is an ideational analysis; the photos that he chooses to post on his Instagram account tell a lot about being together with his family, children, workers or employees on a daily basis. According to the interpersonal analysis side, of the eight photos selected, the participants face the camera while the distance taken varies, ranging from close, medium to long shots. Sheyla wants to offer viewers to observe her daily activities with her children, husband and employees. Meanwhile, from the textual analysis, the value of the information is that the important thing that Sheyla wants to convey is what she does with her husband and her employees in raising children. A lot of salience or protrusion can be seen in the size of the participant, right down to the choice of contrasting colors between the participant and the photo background. These photos emphasize the intimacy of the mother and child relationship, the activities of the mother in fulfilling her responsibilities (some of which are the poses of togetherness. The ideological analysis of motherhood offered on Sheyla's Instagram account @sheytaradia is empowerment, which means that a good Mompreneur is one who lives a life in balance between effort which are run with other women, develop skills, and have quality time with their husbands and children physically and psychologically.

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