CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestion of the research. The conclusion is the summarized result of discussion based on the research questions. While, the suggestion contains of recommendation from the researcher to further research.

A. Conclusion

Based on the findings and discussions the verbal and visual design in OPPO Reno3 Pro smartphone advertisement are frequently occurs in one frame. There are 11 phrases of visual design. It mostly appears in medium size at the center of the image with white colors, thus it becomes more attractive. Meanwhile, the visual design mostly represents the participant that play as the actors is doing something that still relate to the advertisement purpose. It can be concluded, both verbal and visual are presents to delivered the entire message and complete the meaning as the producer intends to do.

This study also shown that by utilizing Kress & Leeuwen's theoretical framework, the video advertisement represented the representational, interactional, and compositional meaning. The representational meaning is realized through the narrative process and the conceptual process. The narrative process is created by showing 12 actional processes and 4 reactional processes. However, the conceptual process is employed in an analytical process 3 times. Then, the interactional meaning is realized through the gaze that only appears in offer types 8 times, social

distance 11 times, and the angle of horizontal used in 19 frames. In addition, the compositional meaning is realized through information value shown in 2 images for 2 times, salience in 21 scenes, and framing 5 times in different phrases

B. Suggestion

There is a limitation of this study that the future research may continue it, so the study can better than current research. This study examined only one video advertisement from one smartphone company. So, for the future research may investigate the advertisement from two or more smartphones companies and take one official videos from each company as the data.

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