CHAPTER I

INTRODUCTION

This chapter presents the introduction that consist of background of study, problems of the study, objectives of the study, significance of study, scope and limitation of the study and definition of key terms.

A. Background of Study

Today, education is growing rapidly around the world, both at home and abroad. Because Education is one of the most important things that everyone does in the learning process. One of the highest levels of education is at the college level, such as the University, Institutes, Colleges and Polytechnics. There are many ways that people or institutions can introduce universities to outside communities. In this case, universities and related institutions certainly have a way to introduce their schools. One way to introduce is through the website.

A website is an interconnected webpage that generally resides on the same server containing a collection of information provided by individuals, groups, or organizations. A website is usually placed at least on a web server that can be accessed through a network such as the Internet, or a local area network (LAN) through an Internet address identified as a URL.[1] The combination of all publicly accessible sites on the Internet is also called the

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[1] X. Zhou, Y. Zhang & Orlowska E. (Eds), *Web technologies and applications, Proceedings of 5th Asia-Pacific Web Conference, Lecture Notes in Computer Science, Springer.* (China: Springer, Berlin, Heidelberg, 2003), 166-168.

World Wide Web or better known as www abbreviation.Web applications also used in academic institutions, such as universities, for variety of purposes. So that allows us to register, access information, and so on through the university website.

The use of websites, inherent collaboration tools, has resulted in massive growth of data and information available both to the public and private sectors and to competitively benefit some, but not for others, and so on. One important aspect of whether a profitable website is whether it is easy to use, and in particular, how complex a website is. Large information spaces, such as websites, are vehicles for the delivery and exchange of information.[2] And supporting implicit communicative channels between technology users and individuals, groups or organizations responsible for their design.[3] If individuals cannot find relevant information or become confused within the website, they cannot receive or exchange information effectively.[4] With a better understanding of the factors that cause the complexity of the website, websites can be designed and managed to reduce user frustration and improve searches for relevant information.

The website also has a different mode. On the website, there may be images, layouts, colors, text, and so on. All of these modes, according to Orna and Stevens are designed not to mention the presentation of

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[2] S.L. Star, & K. Ruhleder, "Steps toward an ecology of infrastructure: Design and access for large information spaces", *Information Systems Researc,* 7(1), (1996), 111-134.

[3] B. Reeves and F. Shipman, *"Supporting communication between designers and artifact-centered evolving information spaces",* Proceedings of CSCW, 1992). 108.

[4] M. Thuring, J. Hannemann & J.M. Haake, "Hypermedia and cognition: Designing for comprehension", *Communications of the ACM.* 38(8), 1995), 57-66.

documents, it also plays a role in attracting, motivating and promoting readers' understanding.[5] To know the meaning of the modes it takes some analysis. For example, multimodal discourse analysis by Kress and van Leeuwen.

Kress and Van Leeuwen proposed a theory for reading an image that was a multimodal discourse analysis. In addition to the language used, this theory takes important points in taking semiotics. Multimodal analysis is a new model in discourse studies. This is expanded by studying languages combined with other sources, such as images, scientific symbolism, cues, actions, soundtracks and music, and so on.[6] In Multimodal analysis, image can be used to analyze visual communication.

Based on Kress and Van Leeuwen discuss the meaning of images in visual communication such as representational, interactive and compositional. In Representational meaning is to distinguish two types of images in different characteristics of the image, such as a narrative image involving four processes (process of action, reaction process, speech and mental process, and conversation process and the other is conceptual image which includes three types, such as classification processes, analytic processes and symbolic processes). While in testing the interactive meaning of images from three aspects, such as contact (demand or supply), social

[5] Cheryl Twomey, "An Analysis of Patient Information Leaflets Supplied with Medicines Sold by Pharmacists in The United Kingdom", *Library and Information Research News*, 25, (2001), 3-12.

[6] Dongyan Li, "Multimodal Discourse Analysis of the Interpersonal Meaning of TV Advertisements", International *Journal of Social Science and Humanity,* Vol. 6, (2016), 934-938).

distance (intimate, social, or impersonal), and attitude (involvement, detachment, audience power, equality, power representation etc.). And Compositional meaning of images is realized through three interrelated systems: information value (given or new, ideal or real, important or less), salience (achieved through size, color, tone, focus, perspective, overlap, repetition, etc.) and framing. The three metaphyses put forward by Kress and van Leeuwen in 1996, are not a direct link between semiotic resources and meaning.[7] So concepts such as power, interaction, detachment and involvement and so on are not the hidden meanings in the picture, but they mean potential, that is, they are possible meanings that will be activated by the image producer and viewer.[8]

Based on the above background, multimodal analysis is used to analyze various modes it. Can analyze images by using compositional meaning in the form of information value, framing and salience. Researchers are interested in conducting research on multimodal analysis on the University website. Firstly, analyzing multimodal on University websites is a challenging topic because it's becoming a trend in education. In addition, visual image is a new approach in discourse studies.[9] Secondly, based on the calculation of *ristekdikti* at the college level in Indonesia. Thirdly, in home page or *beranda* of Universities websites there

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[7] Gunther Kress & Theo van Leeuwen, *Reading Images: The Grammar of Visual Design,* (New York: Routledge, 1998), 49

[8] Jewitt, Carey, & Rumiko Oyama, *Visual Meaning: A Social Semiotic Approach. In T. Van Leeuwen & C. Jewitt (Eds.), Handbook of Visual Analysis,* (London: Sage, 2001), 134–156.

[9] Gunther Kress & Theo van Leeuwen, *Multimodal Discourse: The Modes and Media of Contemporary Communication*, (London: Arnold, 1998). 87.

are images that can be analysed by compositional meaning of images through three interrelated systems, as information value, salience and framing. Usually creative designs attract readers and use multiple modes, by conducting research entitled **Compositional Meanings Analysis of Indonesia University Websites.**

B. Research Question

Based on what was described above, the researcher proposes two problems as follow:

1. What are the kinds of the compositional meanings in the Indonesia University websites?

2. How are the compositional meanings represented in the Indonesia University websites?

C. Objective of Study

The objectives of this study can be specified as follow:

1. To describe kinds of the compositional meanings in the Indonesia University websites.

2. To describe the compositional meanings in the Indonesia University websites.

D. Significant of Study

It is expected that the results of this study contribute to valuable information. By reading this study, readers are expected to understand the theoretically and practically discussed topics. Theoretically the reader can improve their knowledge on the multimodal discourse analysis. Practically,

this study will show different analysis results from university websites from other studies.

E. Scope and Limitation

This research focuses on multimodal analysis of compositional meaning in the Indonesia university websites. The writer uses 5 University websites. Based on top 5 of ranking about Non Polytechnic University in 2017 by *ristekdikti*. And the limitations of this study are, the first is describes the visual elements of a visual image by Kress and van Leeuwen's theories (information value, salience, and framing). And the second is the University website that has been created.

F. Definition of Key Term

Definition of key terms is made to avoid the ambiguity in perception of some term used in this study. The researcher will define the key terms that related to the study, as follow:

1. **Multimodal analysis** is a way to analyse that diverse semiotic modes are combine together to increase the meaning from multimodal text or communicative event (Oxford, 2013).

2. **Compositional meaning** is Multimodal with regard to the presence of representational and interactive meanings with images.

3. **Indonesia University website** is the front page or *beranda* of the University, where to register, introduce, provide information and other types of announcements, without having to go to the University.