

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestion related to the research finding. The conclusion is taken based on formulated research problem and the findings, and suggestion is to give information to the related research.

A. Conclusion

This research analyzes of compositional meaning in Indonesia University website by using Kress and van Leeuwen theory. The researcher found three compositional meaning components from five of Indonesia University website. Those are information value, salience and framing. In Information value is associated to four main visual areas, such as left-right, top-bottom, centre-margin, triptych. The point out that only represented through top-bottom arrangement. The elements placed on the top-bottom arrangement, the top is presented as the Ideal, and what has been placed at the bottom is put forward as the Real. Meanwhile, in a salience elements, mostly represented through the tonal contrast and the representation. Tonal contrast relates to the picture which is general effect of colour or of light shade on the picture and representation relates to the mark or image or character to represents something. For example, the logo of University. Besides, in the framing components, there are six frequency that represented, as differentness of shapes, differentness of colors, similarities of shapes, similarities of colors, empty space between elements and vectors.

B. Suggestion

From the discussion in the preceding chapter, the researcher gives some suggestion. These suggestions are expected to help the writers and next researchers. The suggestion of this research are :

1. The writer of University websites

- a. Make some University websites more interesting by using attractive language that can to attract the readers that open the University website and new students.
- b. Make the sentences of the University websites that related to the public relation in order the readers that that open the University website and new students, can understand the languages.

2. Next Researcher

- a. The next researcher can be complete by representational and interactive meaning which can describe more complete meaning on the Indonesia University websites.
- b. The next researcher can also analyze and compare between the top five rankings with the bottom five rankings of Indonesia University websites in compositional meaning.