

APPROVAL PAGE

This is to certify that the bachelor's thesis of Yulianti has been received and approved by the advisors for further approval by the board of examiners.

AN ANALYSIS ON COMPOSITIONAL MEANING ON INTERNATIONAL
CONFERENCE LEAFLETS

Yulianti
NIM. 9322.096.14

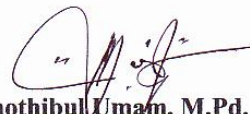
Approved by:

Advisor I

Advisor II



H. Burhanudin Syaifulloh, M.Ed.
NIP. 19790620 200912 1 001



Chothebul Umam, M.Pd.
NIP.19791922 200912 1 002

RATIFICATION SHEET

An Analysis on Compositional Meaning on International Conference Leaflets

Yulianti
NIM. 9322.096.14

Has been examined by the Board of Examiners of State Islamic Institute of Kediri
on May 24th, 2018

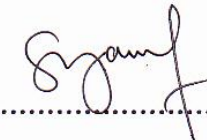
1. Main Examiner

Drs. H. Nur Akhlis, M.Pd
NIP : 19661119 200 604 1 001


(.....)

2. Examiner I

H. Burhanudin Syaifulloh, M.Ed
NIP : 19790620 200 912 1 001


(.....)

3. Examiner II

Chothibul Umam, M.Pd
NIP : 19791022 200 912 1 002


(.....)

Kediri May 31th, 2018

Acknowledged by

Dean of Faculty of Education and Teacher Training
State Islamic Institute of Kediri



Dr. H. Ali Anwar, M.Ag
NIP. 19640503 199603 1 001

RATIFICATION SHEET

An Analysis on Compositional Meaning on International Conference Leaflets

Yulianti
NIM. 9322.096.14

Has been examined by the Board of Examiners of State Islamic Institute of Kediri
on May 24th, 2018

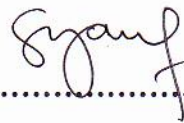
1. Main Examiner

Drs. H. Nur Akhlis, M.Pd
NIP : 19661119 200 604 1 001


(.....)

2. Examiner I

H. Burhanudin Syaifulloh, M.Ed
NIP : 19790620 200 912 1 001


(.....)

3. Examiner II

Chothibul Umam, M.Pd
NIP : 19791022 200 912 1 002


(.....)

Kediri May 31st, 2018

Acknowledged by

Rector of State Islamic Institute of Kediri



Dr. H. Nur Chamid, MM
NIP. 19680714 199703 1 002

NOTA KONSULTAN

Nomor : Kediri, 7 Mei 2018
Lampiran : 4 (empat) berkas
Hal : Bimbingan Skripsi
Kepada
Yth. Rektor Institut Agama Islam Negeri (IAIN) Kediri
Di
Jl. Sunan Ampel No. 07 Ngronggo
Kediri

Assalamu'alaikum Wr.Wb

Memenuhi permintaan Bapak Rektor untuk membimbing penyusunan skripsi mahasiswa tersebut di bawah ini :

Nama : Yulianti
NIM : 932209614
Judul : AN ANALYSIS ON COMPOSITIONAL MEANING ON
INTERNATIONAL CONFERENCE LEAFLETS

Setelah diperbaiki materi dan susunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Satu (S-1).

Bersama ini terlampir satu berkas naskah skripsinya dengan harapan dalam waktu yang telah ditentukan dapat diajukan dalam sidang munaqosah.

Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan terimakasih.

Wassalamu'alaikum Wr.Wb

Pembimbing 1

Pembimbing 2



H. Burhanudin Syaifulloh, M.Ed
NIP : 19790620 200912 1 001



Chothebul Umam, M.Pd
NIP : 19791022 200 912 1 002

NOTA PEMBIMBING

Nomor : Kediri, 31 Mei 2018
Lampiran : 4 (empat) berkas
Hal : Bimbingan Skripsi
Kepada
Yth. Rektor Institut Agama Islam Negeri (IAIN) Kediri
Di
Jl. Sunan Ampel No. 07 Ngronggo
Kediri

Assalamu'alaikum Wr.Wb

Memenuhi permintaan Bapak Rektor untuk membimbing penyusunan skripsi mahasiswa tersebut di bawah ini :

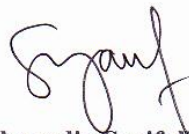
Nama : Yulianti
NIM : 932209614
Judul : AN ANALYSIS ON COMPOSITIONAL MEANING ON
INTERNATIONAL CONFERENCE LEAFLETS

Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntutan yang diberikan dalam sidang munaqosah yang dilaksanakan pada tanggal 24 Mei 2018 kami dapat menerima dan menyetujui hasil perbaikannya. Demikian agar maklum adanya.

Wassalamu'alaikum Wr.Wb

Pembimbing 1

Pembimbing 2



H. Burhanudin Syaifulloh, M.Ed
NIP : 19790620 200912 1 001



Choithibul Umam, M.Pd
NIP : 19791022 200 912 1 002

MOTTO

إِنَّمَا الْأَعْمَالُ بِالنِّيَّاتِ وَإِنَّمَا لِكُلِّ امْرِئٍ مَا نَوَىٰ

“Sesungguhnya amal itu tergantung niatnya, dan seseorang akan mendapatkan (balasan) sesuai dengan niatnya.” (HR. Bukhari dan Muslim)

DEDICATION

I dedicate my thesis to:

1. My beloved bapak “Jupri” and mamak “Ani”, who always support, pray, give love and give motivation to finish my thesis.
2. My awesome sisters and brothers and also my handsome nephews who always support me in doing this thesis.
3. My best advisors Mr. Burhanudin Syaifullah and Mr. Chothibul Umam who always give me guidance and suggestions.
4. All of my friends in English Department '14, especially my amazing D-class. I love you, buddies.
5. The one and only, my partner in crime Mbak Yaya, Yunriska, Zuka, and Wasik. You are the coolest friends in the world.
6. The last is special thanks to Mbak Mia, Zindong, and also bang Didit who always support me. Thank you so much.

DECLARATION OF AUTHENTICITY

Name : Yulianti
Student's ID Number : 9322.096.14
Faculty : Education and Teacher Training
Department : English language education
Title of Thesis : AN ANALYSIS ON COMPOSITIONAL MEANING ON
INTERNATIONAL CONFERENCE LEAFLETS

I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicate in quotations and references. No portion of this work has been submitted I support of an application for another degree or qualification of this or any other university or institution of higher education. Due this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

This thesis is to fulfill the requirement for the degree of *Sarjana (S1)* in Department of English Language Program, State Islamic Institute of Kediri.

Kediri, 7 May 2018

The researcher,

Yulianti
NIM. 932209614

ABSTRACT

Yulianti, 2018. *An Analysis on Compositional Meaning On the International Conference Leaflets*. Thesis English Language Education Department, Faculty of Education and Teacher Training, State Islamic Institute of Kediri. Advisors: (I) H. Burhanudin Syaifulloh, M.Ed, (II) Chothebul Umam, M.Pd.

Keywords: compositional meaning, leaflet

A composition on a leaflet plays an important role in delivering information. An analysis of the compositional meaning on a leaflet was needed to describe how the composition represented a meaning. This study aimed to analyze the kind of compositional meaning components on the international conference leaflets and to know how meaning is represented on the international conference leaflets.

This study used a qualitative semiotics design. The researcher analyzed a compositional meaning on five international conference leaflets using a checklist. The checklist was constructed by the researcher to categorize the data. The checklist based on the Kress and van Leeuwen theory. In collecting the data, the researcher opens some universities website. Second, search conference leaflets published on August 2017-July 2018. Third, download conference leaflets. Forth, print out conference leaflets. Fifth, read conference leaflets. Sixth, categorize conference leaflets components into information value, salience, and framing. Seventh, prepare the data to be analysis. In order to analyse the data, the researcher used Kress and van Leeuwen theory of compositional meaning.

The researcher found that there are three compositional meaning components on the leaflets. These are information value, salience, and framing. Information value is mostly represented trough left-right and top-bottom arrangement. Meanwhile, salience is generally presented by a background and a font. Besides, framing is mainly represented by differences of color, differences of shape, and similarities of shape.

ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim.

Firstly, praise is to Allah, the Almighty, the merciful and beneficial who has blessed me, so that I can finish this thesis. Shalawat and salaam always be upon to my prophet Muhammad SAW.

Besides, I give my thanks for all who have support and help me to finish my thesis, they are:

1. Dr. H. Nur Chamid, M.M, the Rector of State Islamic Institute of Kediri
2. My best advisors Mr. Burhanudin Syaifullah and Mr. Chothibul Umam who always give me guidance and suggestions.
3. All of staff of IAIN Kediri
4. My beloved family thank you so much for your support
5. All of my friends who always support me

Additionally, my appreciation goes to all my friends, senior, and everyone whom I cannot entirely.

Finally, I truly realize that this thesis is still not being perfect yet. Thus I will always appreciate for the constructive criticism and suggestion from the readers. Hopefully, this study can give valuable contribution to education.

Kediri, 07 May 2018

The researcher

FIGURE OF CONTENTS

TITLE PAGE	i
APPROVAL PAGE	ii
RATIFICATION SHEET	iii
NOTA KONSULTAN	v
NOTA PEMBIMBING	vi
MOTTO	vii
DEDICATION	viii
DECLARATION OF AUTHENTICITY	ix
ABSTRACT	x
ACKNOWLEDGEMENT	xi
FIGURE OF CONTENTS	xii
LIST OF FIGURES	xiv
LIST OF TABLE	xvi
LIST OF APPENDIXES	xvii
CHAPTER I: INTRODUCTION	1
A. Background of the Study	1
B. Research Question	4
C. Objectives of the Study	4
D. Significance of the Study	5
E. Scope and Limitation	5
F. Definition of Key Terms	5
CHAPTER II: LITERATURE REVIEW	7
A. Visual Grammar	7
B. International Conference Leaflet	9
C. Compositional Meaning	9
CHAPTER III: RESEARCH METHOD	19
A. Research Design	19
B. Data source	19

C. Research Instrument.....	19
D. Data Collection	20
E. Data Analysis	20
F. Triangulation.....	21
CHAPTER IV: FINDINGS AND DISCUSSION	22
A. Findings.....	22
B. Discussion	52
CHAPTER V: CONCLUSION AND SUGGESTIONS	53
A. Conclusion	53
B. Suggestion	54
BIBLIOGRAPHY	55
APPENDIX	

LIST OF FIGURES

Figure 2.1 left-right	10
Figure 2.2 top-bottom	11
Figure 2.3 centre-margin	12
Figure 2.4 triptych	13
Figure 2.5 foreground	13
Figure 2.6 background	14
Figure 2.7 tonal contrast	14
Figure 2.8 color contrast	14
Figure 2.9 representation	15
Figure 2.10 font	15
Figure 2.11 differences of shape	16
Figure 2.12 differences of color	16
Figure 2.13 similarities of shape	17
Figure 2.14 similarities of color	17
Figure 2.15 empty spaces between elements	17
Figure 2.16 vector	18
Figure 4.1.a left-right	25
Figure 4.1.b top-bottom	27
Figure 4.1.c background	28
Figure 4.1.d tonal contrast	29
Figure 4.1.e differences of shape	30
Figure 4.1.f differences of color	30
Figure 4.1.g similarities of shape	30
Figure 4.1.h similarities of color	31
Figure 4.2.a left-right	32
Figure 4.2.b top-bottom	33
Figure 4.2.c tonal contrast.....	34
Figure 4.2.d font	35
Figure 4.2.e differences of shape	35
Figure 4.2.f differences of color	36
Figure 4.2.g similarities of shape	36
Figure 4.3.a left-right	37
Figure 4.3.b top-bottom	38
Figure 4.3.c background	39
Figure 4.3.d font.....	40
Figure 4.3.e differences of shape	40
Figure 4.3.f similarities of shape.....	40
Figure 4.3.g similarities of color.....	41

LIST OF FIGURES

Figure 4.4.a left-right	42
Figure 4.4.b top-bottom	43
Figure 4.4.c foreground.....	44
Figure 4.4.d font.....	44
Figure 4.4.e differences of shape	45
Figure 4.4.f differences of color	45
Figure 4.4.g vector	46
Figure 4.4.h similarities of shape	46
Figure 4.4.i similarities of color	46
Figure 4.5.a left-right	47
Figure 4.5.b background	48
Figure 4.5.c color contrast	49
Figure 4.5.d representation	49
Figure 4.5.e font	49
Figure 4.5.f differences of color	50
Figure 4.5.g empty spaces between elements	50
Figure 4.5.h vector	51
Figure 4.5.i similarities of shape	51

LIST OF TABLE

Table 4.1 Compositional meaning components found on the international
conference leaflets..... 23

LIST OF APPENDIXES

Appendix 1 : Checklist

Appendix 2 : International Conference Leaflets

Appendix 3 : *Daftar Konsultasi*