

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion based on the findings and discussion of the data analysis.

#### A. Conclusion

This study is focused on analyzing compositional meaning on the international conference leaflets using Kress and van Leeuwen's theory. The researcher found three compositional meaning on the international conference leaflets. The three compositional meaning components are information value, salience, and framing.

The information value on the leaflets are represented by left-right and top bottom arrangement. The left-right arrangement presence on five leaflets, while the top-bottom arrangement appears four times. Salience on the leaflets are represented through a foreground, background, tonal contrast, color contrast, representation, and font. The foreground, tonal contrast, and color contrast appear twice on the leaflets. Beside, both background and font appear three times. And the last is representation which is only found once on the leaflet. Meanwhile the framing is realized through the differentness of shape, differentness of color, similarities of shape, similarities of color, empty space between element, and vector. The differentness of color and similarities of shape appear five times. It followed by the differentness of shape with four times appear on the leaflets. And the rest,

similarities, of color, empty space between element, and vector are found twice on the leaflets.

### **B. Suggestion**

By examining the conclusion above, the researcher offers suggestions for the next researcher. The next researcher should be complete by representational and interactive meaning which can describe more complete meaning on the leaflet. Next, the researcher can also analyze and compare between two international conference leaflets which is have different disciplinary.