

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter represents the conclusion and suggestions from the finding of the research. The first section is the conclusion of the research finding and the second is the suggestions for future studies.

#### 5.1 Conclusion

After observing and analyzing the data based on Kress and van Leeuwen (2021) theory about representational meaning in WHO's COVID-19 posters, the researcher can draw conclusions as follow:

1. Based on the first research question, there are 61 data of verbal aspects and 41 visual aspects found. The most frequent participant found in both aspects are actor and goal. The reason why actor and goal is the most frequent participant found in the verbal aspect because the text in the poster intended for the reader. Thus, the clauses used in the text contain demand statement that intended for the readers (actor) to obey the regulations or guidelines (goal). Meanwhile, actor and goal the most frequent participants found in the visual aspect because the image visualized in the poster mostly shows one person (actor) doing the activities (goal) related to the poster topic. Moreover, as a result of the most frequent participant, it also affects the frequent process used in both verbal and visual aspects. The process is the unidirectional transactional action process. In addition, the visual aspect has symbolic process use in the image called symbolic attributive

process. It only has symbolic attributive process to expose the image that represents its meaning and identity. Furthermore, the frequent circumstances found in the verbal aspect is circumstances of means because the text contains tools that used to support the action. While, the frequent circumstances found in visual aspect is setting because the images shows the setting of place, setting of time, and the color setting of the poster background.

2. For the last research question, the visual and verbal aspects of representational meaning construct the meaning related to the COVID-19 issue. The first poster related to the topic of shopping for groceries during the pandemic, the second poster about doing home care for family members suspected of COVID-19, the third poster shows the chronic conditions that may affect the high risk group if they get infected by the COVID-19 virus, the fourth poster explain about vaccine, and the last poster related to the topic of vaccine's side effect. Thus, the verbal and visual aspects of representational meaning are related to each poster's topic about COVID-19 disease.

In conclusion, the representational meaning in this study represents objects and the relation to the social issues currently happen which is the COVID-19 pandemic. World Health Organization makes the poster about COVID-19 for public guidance and awareness. Those posters contain of the visual and verbal aspects that relate to each other. Moreover, these two aspects have their own particular means of expressing relations between participants (people, places, and

things), processes (the action of these participants), and circumstances (the place where the action occurs).

## **5.2 Suggestion**

Based on the findings the researcher suggests that this study will be a good suggestion for:

### **5.2.1 Other Researcher**

The researcher hopes that there will be further studies in this field that will be deeper and more details. This study only discusses the representational meaning in visual grammar perspective. In fact, there are still several kinds of metafunctions such as interactive meaning and compositional meaning. Besides, the researcher suggests other researchers to continue this study by adding the interactive meaning and compositional meaning to make the study more detailed. It can use the same COVID-19 poster or other health topic poster. In addition, there is also other theory to analyze the verbal aspects in multimodal such as the theory of SFL from Halliday. The researcher hopes that this study will be a reference to similar studies or other object studies such as other topics in poster, magazine, or movie. Furthermore, to analyze the verbal aspect can use discourse, stylistic, or semantic approaches. While, the visual aspect can use semiotic or discourse approach.

### **5.2.2 The poster producer**

As the bridge between the producer and the target readers of the health campaign poster, the producer must avoid misinterpretation of the

messages. Therefore, the researcher hopes that this study will be the reference or guidance in producing the visual and verbal aspects of representational meaning especially, on the health campaign posters.

