CHAPTER V

CONCLUSION AND SUGGESTION

5.1.   CONCLUSION

Based on the analysis of trailer of Elden Ring video trailer about generic stage of video trailer, there are some conclusions:

1. There are 2 data of promotional identifications, 8 data of promotional recapitulations, 2 data of promotional interpretations, 1 data of promotional recommendation, and 2 data of promotional information. The most used stage in the explicit context of "Elden Ring" video trailer is promotional recapitulation with 8 data. Meanwhile, the less data used in the explicit context in the "Elden Ring" video trailer is promotional recommendation with 1 only 1 data. Additionally, the explicit context that can be found in the "Elden Ring" video trailer is 15 data.

2. There are 4 types of implicit context found in the "Elden Ring" video trailer. There are 2 prologue stages, 2 orientation stages, 3 complication stages, and 4 evaluation stages. Based on the data, it shows that the most stages in the implicit context of the "Elden Ring" video trailer is the evaluation stage with each 4 data. On the other hand, the less data used in the "Elden Ring" video trailer is prologue and orientation stages with each 2 data. Additionally, the implicit context that can be found in the "Elden Ring" video trailer is 11 data.

3. The analysis of generic stages of video trailer by Maier (2011) in the trailer of "Elden Ring" has presented how information and meaning in the trailer is revealed and structured, what types and function of the information itself. It has been demonstrated that the functional relationship between all the generic stages of trailer of "Elden Ring" is to achieve the trailer's main objective that is to promote the game.

5.2. SUGGESTION

Based on conclusion, there are some suggestions:

1. For those who read this thesis, especially English Department students, the students are expected to be able to understand and expand their knowledge of multimodal analysis, especially in the discussion of the generic stage of a video game trailer in the discourse analysis field.

2. For future researchers who want to do similar research, they can take different objects to study such as movie trailers, commercial ads, or other sources. The researcher advises other researchers to gather additional resources and conduct a deeper investigation, as this research still has a lot of shortcomings. This research also serves as a useful resource for linguistic studies.

3. The researcher hopes that English lecturers are able to use this thesis as one of the multimodal analysis sources that emphasize the generic stage of a video trailer.