

CHAPTER V

CONCLUSION AND RECOMMENDATION

In this chapter, I draw conclusion after discussing the finding of previous chapter. This chapter contains two sections namely conclusion and recommendation. The first section presents the conclusion based on the two objectives of the research. The second section, recommendation, I recommend some suggestions for the readers and suggestion related to further research.

5.1. Conclusion

I analyze the sign in poster existing in the Educational Poster in the *PosterForTomorrow* website by using Peirce's theory of sign and Danesi's contextual meaning in representing the meaning of the sign to answer two research questions. After analyzing the data, I draw the conclusions which are as follows.

1. Each poster contains its own linguistic symbol. Those signs are related each other in representing the meaning in each poster. There are total of 20 symbols found in the object of the research. The symbols are construed of pictures supported by text. The symbols are a book with the phrase "*EDUCATION ACCESS FOR EVERYONE*", the stairs, the black color as the background, the white color in the paper, a crutch, a broken pencil, the ivory color as the background, the jail with the text "EDUCATION" in the inside of the jail and the text "MUST BE FREE" in the outside of the jail, half pencil half chopstick, the gray color, the white color in the background of the text, root of a tree

“education”, tree “change”, a tattered shoe, educational certificate, a book, playing child, the orange color as the dominant background, dreaming child, the dream with the text “education is the way”. The interpretation of the symbol is based on the context which mainly promotes a right to education. Author tends to reflect the educational problem exists in their respective country.

2. The semiosis processes are clearly reflected by the relation among representamen, object, and interpretant. There are 20 representamen, 20 object, and 20 interpretant in total. Semiosis process in the object of the study relies on the contextual meaning symbolized by symbols. In conclusion, the semiosis process supports the goal of *Right to Education* campaign by Poster for Tomorrow which are; to break the cycle of poverty, to live in a more equal world without discrimination where everybody has the same chance to learn the same skill and enjoy the same success.

5.2.Recommendation

I give some recommendation that I expect to facilitate and improve further research dealing with semiosis process and study of sign:

1. For researchers who would like to conduct research related to interpreting context and meaning behind the object, I encourage them to explore the object using other semiotic theory other than Pierce’s such as Saussure’s sign theory or Roland Barthers’s theory.
2. This research focuses on analyzing the signs and meaning in the poster. I suggest that the other researchers can conduct other linguistic approaches such

as discourse analysis, semantics, morphology, etc. In addition, they can use other objects to analyze. The object of research is not only from website, but also from other media; such as books, advertisements, billboard of events, newspapers, song lyrics, logo of companies, etc. I expect them to be inspired by this research and to be stimulated to make a better analysis.

3. This research will contribute as a material for further study related to semiotics. Hopefully this research can be additional reference for lecturer and student who want to explore more the study of sign and its meaning.

