CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The research wraps up a multimodal discourse analysis of thumbnails in the *Good Mythical Morning* YouTube Channel, using Kress and Van Leeuwen's multimodal theory. The conclusion addresses the research questions as follows.

1. The analysis revealed that *Good Mythical Morning's* YouTube thumbnails incorporate a strategic combination of visual and verbal elements to attract viewers. Key visual elements include expressive facial reactions, well-known brand logos, close-up images of food items, and high-contrast visuals, all of which work together to create sensory appeal and curiosity. Verbal elements such as bold, attention-grabbing text often reinforce the visual content by highlighting competitive or intriguing aspects of the featured food items. Together, these elements ensure that the thumbnails are not only visually appealing but also convey the theme of the content, aligning with viewers' expectations and interests in food comparisons.

2. Through the lens of the Multimodal Discourse Analysis approach, the study found that the interaction of visual and verbal elements in *Good Mythical Morning's* thumbnails constructs meaning by leveraging brand familiarity and emotional engagement. Thumbnails featuring recognizable brand logos evoke trust and familiarity, while expressive human reactions foster emotional connections that enhance viewer curiosity. The strategic use of bright colors and close-up imagery further intensifies the sensory allure of the thumbnails, making

food items appear more appealing. Conversely, thumbnails that lack recognizable or expressive elements are less effective, highlighting the role of multimodal integration in constructing meaning and driving engagement in competitive online media contexts.

5.2 Suggestion

Given that the current study employs a multimodal discourse analysis approach to examine YouTube thumbnails, it is anticipated that future researchers will delve into more specific issues arising from a wider array of sources or focus on videos incorporating a richer variety of communication modes. The researcher encourages future scholars to explore content from newer social media platforms to enhance the comprehensiveness and diversity of research on the evolution of communication technologies. Additionally, it is hoped that future scholars will undertake thorough and expansive analyses of multimodality-related topics, contributing to more accurate and responsible research outcomes. Such efforts will not only deepen the understanding of multimodal discourse but also expand the knowledge base within the field, fostering innovative approaches and insights in future studies.