CHAPTER V

CONCLUSION AND SUGGESTION

This chapter depicts the research summary of the discussion section. After the researcher analyzes the research data in a sustainable tourism website, geoparkkebumen.id, the researcher builds two conclusions. These conclusions are essential in order to answer the research questions. There are two strategic topics in the chapter that consist of Conclusion and Suggestion.

5.1 Conclusion

In terms of multimodal discourse analysis in *geoparkkebumen.id*, the researcher draws these following conclusions:

1. Verbal modes, a part of multimodal discourse analysis, occur in all five research objects to emphasize and convey messages. The analysis of verbal modes in *geoparkkebumen.id* uses figurative language analysis. According to the research results, all of the data contained assonance, connotation, emotive language, and metaphor. According to some criteria, other figurative languages are depicted in particular data, such as analogy, colloquial language, hyperbole, repetition, and simile. The criteria refer to the characteristics of the information depicted. There is the distribution of abstaining from other figurative languages in all research data. Datum 1 is not containing analogy, repetition, and simile. Both hyperbole and simile are not

depicted in datum 2. Datum 3 is not containing hyperbole, repetition, and simile. None of the colloquial language depicted in datum 4. Meanwhile, datum 5 does not contain hyperbole and simile.

2. Visual modes, a part of multimodal discourse analysis, occur in all five research objects to emphasize and convey messages. The visual modes consist of several naturalistic and non-naturalistic images. In order to analyze these types of images, the researcher uses the analysis of angle for the naturalistic images and the analysis of semiotics for the other non-naturalistic images. All research data contain non-naturalistic images. Meanwhile, naturalistic images are not depicted in all data. This type of image is only depicted in datum 1, 2, 3, and 5. There are several types of angles in the research data. They are high angle, eye-level angle, and oblique angle. Datum 1, 3, and 5 contain a high angle. Meanwhile, Datum 2 contains both eye-level angle and oblique angle. Otherwise, as a part of semiotic analysis, icon, index, and symbol are depicted in all of the research data. There were several images categorized as symbols automatically since they are the logo of the community. It is the consequence since the logo of the community is a result of acceptable concepts among people in the community.

5.2 Suggestion

Regarding the analysis of multimodal discourse analysis in Multimodal Discourse Analysis on Sustainable Tourism Website: A Case Based Study of *geoparkkebumen.id*, the researcher has several suggestions for the following research. The researcher suggests that the message in a communication platform should be conveyed through multiple modes. In order to enrich the studies of multimodal discourse analysis, the researcher suggests that the next research should depict the multimodal discourse analysis of other modes. The next research related to semiotic analysis should prioritize the meaning of signs according to the related norms or agreements of the community. The researcher also suggests the next researcher of multimodal discourse analysis involve different actual issues in real situations.