CHAPTER V
CONCLUSION AND SUGGESTION

5.1. Conclusions

Based on the analysis of verbal and visual modes, as well as their interaction in conveying information in the 'science' menu of BBC Sky at Night Magazine Website, the conclusions of this research are as follows:

1. There are 9 verbal data consisting of 3 declarative sentences and 6 interrogative sentences. The visual data consists of 3 systems of compositional meaning, which are information value, framing and salience.

2. Verbal data in the form of declarative sentences provide clear information for readers and makes it easier for them to understand the topic of the article headline. Interrogative sentences build reader engagement by encouraging curiosity about the article headline's information. The information value role in the image gives different meanings based on its position, salience shows the attractiveness and main focus of the image, and framing shows the connected and disconnected between elements.

3. The interaction of verbal and visual modes serves to convey information effectively. The interaction of verbal text and images in the 'science' menu plays a role in complementing each other to build meaning, attract the reader's attention, and enhance reader engagement.

5.2. Suggestions

From this research, there are several suggestions for future studies related to multimodal analysis on websites. The suggestions are as follows.

1. This study is based on a limited sample that focuses solely on one menu. It is recommended for future research to analyze more than one menu to obtain results that better represent the entire website.

2. The website content in this study is dynamic. It is suggested for future research to conduct longer and periodic monitoring to gain a more comprehensive representation of changes in the content on the website.