

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

The last chapter of this research explains the conclusions and also offers suggestions for further research. The conclusion is drawn from the whole research. Furthermore, the conclusions give the summary of the research as well as the researcher's point of view. Meanwhile, the suggestions provide some inputs for those who are interested to do similar studies or for those who would like to get insights from this paper.

5.1 Conclusions

This study has answered the two researches questions. The first deals with the representation of coin for Prita in Kompas and Republika online news and the second deals with the ways of both media represent the statements of coin for Prita. After doing the analysis, the researcher categorizes 12 representation of coin for Prita. The findings are the result of analysis using semiotics framework particularly Peirce's triadic relation.

As mentioned in chapter II Peirce's triadic relation consists of three elements. They are *representamen*, *object* and *interpretant*. Representamen or a sign is something which is understood by the researcher. The process of understanding involves the senses such as seeing, smelling, and touching, etc. In this study, the representamens are the statements of coin for Prita taken from Kompas and Republika online news. The second element of triadic relation is

object or the conclusion of the representamen. The last element of triadic relation is interpretant or interpretation of a sign.

The relationship of the three elements of triadic is called *semiosis*. The process of semiosis involves the researcher knowledge. In other words, the analysis of triadic is totally done by the researcher. Here, the researcher also determines the layers of semiosis. In this study, the analysis is done in three layers of semiosis. Theoretically, semiosis is unlimited process. It means that semiosis is endless. Therefore, an interpretation is subjective and various. In short, the process of meaning making will develop as long as people doing the process of thinking.

Derived from the findings, this study presents the importance of coin relates to Prita's problem. In this case, coin serves as an extraordinary thing when it becomes the symbol in society. The findings also signify that coin for Prita is the critique against injustice in terms of Indonesian law system. Through coin for Prita, the law institutions are required to enforce justice for all people. So, the enforcement of law should not differentiate the social status. The findings hopefully will encourage the people to be more critical in dealing with the social problems.

Furthermore, the findings reveal the role of media in society. In this case, news as part of media becomes a tool which relates Prita, government and the people. Through media, they can interact each other to express their ideas or opinions. Moreover, media raises the issue and deliver it to the people. Every

media also has a different ways to deliver the information to the people such as using different language. Moreover, the media presents a phenomenon which becomes the talk of many people. The researcher expected that the media always presents the reality which exists in society and also becomes good connector to deliver the inspiration of the people in order to create a harmonious life.

5.2 Suggestions

After conducting this study, it can be seen that semiotics has an important role in analyzing the meaning of signs. It can be said that semiotics can be used to analyze any kinds of texts. Therefore, semiotics is appropriate for analyzing the text such as advertisements or mass media. For that reason, it will be better for the next researcher to provide more specific materials in semiotics subjects such as semiotics for mass media analysis.

Furthermore, the researcher expects that this research will inspire others to do research using semiotics theory and mass media theory. These theories are useful to reveal the meaning of sign and the construction of a certain social phenomenon.