CHAPTER V
CONCLUSIONS AND SUGGESTIONS

This chapter provides conclusions drawn from the findings and suggestions for further research.

5.1 Conclusions

The present investigates the verbal and visual portrayal of presidential candidates through online posters during the 2024 Indonesian presidential election. The research focused on discovering how the combination of verbal and visual elements in presidential election posters work together to represent the candidates, as well as what the representation means for candidates' personal branding. Using the Systemic Functional Multimodal Discourse Analysis (SF-MDA), the research employed Systemic Functional Linguistics from Halliday (1994) to analyze the verbal modes, Visual Grammar from Kress and van Leeuwen (2006) to analyze the visual modes, and Intersemiotic Framework Analysis from Unsworth (2006b) to analyze the relations of the verbal and visual modes.

The research found that the verbal and the visual modes used in the presidential election posters ideationally work together through ideational intersemiotic relation types of expansion and projection. The ideational expansion is the dominant relation in the data, as it reveals three ideational concurrence of clarifications, two ideational concurrence of exemplifications, and one ideational complementarity of divergence Whereas in the projection relation, the relationship, only three appear and all of them are projection of locutions. The expansion type of clarification found in the posters of Anies-Muhaimin and Prabowo aligned consistent with the personal branding law of leadership. Meanwhile, the second poster of Prabowo-Gibran and the first poster of Ganjar identified as the expansion type of exemplification in the intersemiotic relations that aligns with the law of goodwill.

5.2   Suggestions

The research findings and discussion have led to the formulation of two main suggestions. First, given that this research focuses solely on the ideational metafunction, future studies on similar topics are encouraged to expand the analysis to include all three metafunctions—ideational, interpersonal, and textual—in order to discover a broader range of issues and insights related to the interplay between verbal and visual modes in political communication. Second, since this research also delves into candidates' personal branding, it is recommended that subsequent studies explore the marketing strategies employed by candidates, which would provide a more comprehensive understanding of how political figures cultivate and maintain their public personas.