

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of the present study, which is drawn on the basis of the research problems. This chapter also proposes some suggestions, especially for future research exploring children representation in print advertisements using multimodal discourse analysis.

5.1 Conclusion

The present study is aimed at investigating the visual and verbal representation of children in *Lembaga Perlindungan Anak Jawa Timur* print advertisements and the signification of the representation. This study applies multimodal discourse analysis to analyze the visual and verbal modes. The visual modes are analyzed by using the theory of visual grammar proposed by Kress and van Leeuwen (2006). Meanwhile, the verbal modes are analyzed by using transitivity system, which is a concern of systemic functional linguistics proposed by Halliday (1994).

It is found that the children are represented both visually and verbally. In terms of visual analysis, the children are represented through the representational, interactive, and compositional meaning. The analysis of representational meaning indicates that children are represented as powerless. Being powerless is shown through the symbolical process which appears in most of the advertisements. Additionally, the use of symbolical process portrays the identity of represented participants through the carrier and symbolic attributes which are assigned to the carrier. The symbolic attributes presented in the advertisements are ropes, winding keys, and boxes. The analysis of symbolic attributes indicates that the use of ropes and winding keys portray the identity of children as the objects being oppressed. Meanwhile, the use of boxes shows that children are the ones who express submissiveness. Meanwhile, the relation of the represented participant and the viewers can be seen from the analysis of interactive meaning. The children are portrayed as someone expressing sadness through the children's gaze, facial expressions, distances, and perspectives. Lastly, the analysis of compositional

meaning reveals that children are represented as the core of information. The analysis of compositional meaning which shows children in the middle of the image indicates that the producer of the advertisements wants the viewers to pay attention to the children.

Based on the verbal analysis, the findings are obtained through the analysis of transitivity system. The study finds that the transitivity processes which mostly occur in the advertisements are material, relational, and mental processes. The material process mostly show children as the goal of the action. Thus, it indicates that children are the victims of the emotional abuse. Secondly, the relational process is mostly shown by the use of attributive process. Then, the use of attributive process can assign the quality of children as the objects expressing fear and reclusiveness. Lastly, the mental process is mostly shown by affective process. The affective process shows that children are the one who sense the emotional abuse.

The relationship between the visual and verbal modes indicate that the verbal modes appear to elaborate the visual modes of the advertisements. It is reveal that the advertisements want to show the image of children as the ones who receive negative treatment from the emotional abuse. The study also reveal that the children are portrayed as being abused implicitly through the visual modes. However, the danger of emotional abuse is presented explicitly in the verbal modes. Thus, the relation of visual and verbal analysis is obtained through the verbal modes which elaborate the visual modes.

5.2 Suggestion

Based on the result of the study, there are some suggestions proposed for further studies. The first suggestion is related with the data collection. Since this study is limited to campaign print advertisements, it is suggested that the future studies to investigate the representation of children in other kinds of advertisements. The future studies may investigate a comparison of children representation such as in campaign television advertisements and commercial television advertisements. The second suggestion is regarding the data analysis. This study is limited to multimodal analysis by using the frameworks of visual grammar and transitivity. It is suggested that the future studies may investigate the verbal analysis by using

other metafunctions of systemic functional linguistics. The future studies may use the interpersonal and textual metafunctions to identify the verbal modes. Thus, a deep analysis of verbal modes will be obtained through the use of system of mood, and theme and rheme.