

## ABSTRACT

Supervisor 1 : Iwa Lukmana, M.A., Ph.D.  
Supervisor 2 : Riesky S.Pd., M.Ed.

The present study entitled “Compositional Meaning and Copy Elements in Top University Websites Homepages in Indonesia” aims at discovering the realization of compositional meaning and copy elements in the top ten public university and top ten private university home pages. This study applies theories regarding Kress van Leeuwen’s (2006) compositional meaning and Maslen’s (2009) copywriting elements. The compositional meaning analysis covers the identification of how the home pages employ the three systems of compositional meaning which are information value, salience, and framing. Meanwhile, the copy elements analysis covers the identification of the three copy elements (call to action, feature, and benefit) that are realized in the websites. The findings show that the public and private universities employ the relatively similar pattern on the three systems of compositional meaning. However, in terms of copy elements, public universities tend to use call to action element in the copy of their website, while the private universities tend to use more feature element on their website. In terms of the composition, the study concludes that the university websites tend to follow the common rules of general website layout composition. However, regarding content and copy elements, private universities seem to be more aggressive to show their features in the website considering that their need to get more students is higher than that of the public universities.

**Keywords:** *Compositional meaning, copy elements, university home pages*