

## TABLE OF CONTENTS

<b>PAGE OF APPROVAL</b> .....	<b>i</b>
<b>STATEMENT OF AUTHORIZATION</b> .....	<b>ii</b>
<b>PREFACE</b> .....	<b>iii</b>
<b>ACKNOWLEDGMENTS</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>TABLE OF CONTENTS</b> .....	<b>vi</b>
<b>LIST OF TABLES</b> .....	<b>viii</b>
<b>LIST OF FIGURES</b> .....	<b>ix</b>
<b>CHAPTER 1 INTRODUCTION</b> .....	<b>1</b>
1.1 Background.....	1
1.2 Purpose of Research.....	3
1.3 Statements of Problem.....	3
1.4 Scope of the Study.....	3
1.5 Significance of the Study.....	4
1.6 Research Methodology.....	4
1.6.1 Research Design.....	4
1.6.2 Data Collection.....	5
1.6.3 Data Analysis.....	6
1.7 Clarification of Terms.....	6
1.8 Organization of the Study.....	7
<b>CHAPTER II THEORETICAL FOUNDATION</b> .....	<b>8</b>
2.1 Definition of Copywriting.....	8
2.1.1 Elements of Copywriting.....	8

2.1.2 Copywriting in Digital Environment .....	9
2.2 Websites .....	10
2.3 Multimodality .....	11
2.4 Compositional Meaning.....	14
2.5 Previous Studies.....	16
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>19</b>
3.1 Research Design.....	19
3.2 Data Collection .....	20
3.3 Data Analysis .....	21
3.4 Data Presentation .....	22
<b>CHAPTER IV FINDINGS AND DISCUSSIONS.....</b>	<b>26</b>
4.1 Realization of Compositional Meaning in Indonesia’s Top Universities’ Home Pages .....	26
4.1.1 Information Value in Indonesia’s Top Universities’ Home Pages .....	27
4.1.2 Saliency in Indonesia’s Top Universities’ Home Pages .....	32
4.1.3 Framing in Indonesia’s Top Universities’ Home Pages .....	40
4.2 Copy Elements in Indonesia’s Top Universities’ Home Pages .....	44
4.2.1 Copy Elements in Indonesia’s Top Public Universities’ Home Pages .....	48
4.2.2 Copy Elements in Inonesia’s Top Private Universities’ Home Pages .....	51
<b>CHAPTER V COCLUSIONS AND SUGGESTIONS .....</b>	<b>55</b>
5.1 Conclusions.....	55
5.2 Suggestions .....	57
<b>REFERENCES.....</b>	<b>58</b>
<b>APPENDICES</b>	

## LIST OF TABLES

Table 2.1 Summary of Compositional Meaning .....	16
Table 3.1 Domains of the ten best public universities website .....	20
Table 3.2 Domains of the ten best private universities website .....	20
Table 3.3 Compositional Meaning Analysis of Universitas Gajah Mada's home page .....	24
Table 3.4 Copy Elements Analysis of Universitas Gajah Mada's home page .....	24
Table 4.1 Combination ways of using salience in twenty university home pages .....	34
Table 4.2 Combination ways of using salience in public university home pages .....	37
Table 4.3 Combination ways of using salience in private university home pages .....	38
Table 4.4 Combination of copy elements in twenty home pages .....	45
Table 4.5 Combinations of copy elements in public university home pages .....	49
Table 4.6 Combination of copy elements in private university home pages .....	52

## LIST OF FIGURES

Figure 3.1 Screenshots of UGM homepage .....	22
Figure 4.1. Information value structures used in all twenty best universities home pages.....	27
Figure 4.2 Campus' news section of UGM home page .....	28
Figure 4.3 Heading area of Universitas Kristen Petra home page .....	29
Figure 4.4 Heading area of Universitas Brawijaya home page .....	30
Figure 4.5 Information value structure used in public university home pages .....	31
Figure 4.6 Information value structures used in private university home pages .....	31
Figure 4.7 Ways of using Saliency in twenty best university home pages .....	33
Figure 4.8 Header section of Universitas Hasanuddin .....	35
Figure 4.9 Header section of Universitas Surabaya.....	35
Figure 4.10 Ways of using Saliency in twenty best public university home pages .....	36
Figure 4.11 Ways of using Saliency in twenty best private university home pages .....	36
Figure 4.12 Heading section in Universitas Kristen Satya Wacana home page .....	39
Figure 4.13 Slide pictures section in Universitas Gadjah Mada Home page .....	40
Figure 4.14 The number of connected and disconnected frames in twenty best universities .....	41
Figure 4.15 Agenda and facts section in Universitas Muhammadiyah Malang home page .....	42
Figure 4.16 Feature section in Universitas Merdeka Malang home page .....	42
Figure 4.17 Number of connected and disconnected frames in ten best public universities .....	43
Figure 4.18 Number of connected and disconnected frames in ten best private universities .....	43
Figure 4.19 Copy Elements used in twenty best universities .....	45
Figure 4.20 Section in content area of Universitas Islam Indonesia .....	46
Figure 4.21 News and Agenda section in Institut Teknologi Sepuluh Nopember home page .....	46
Figure 4.22 Distribution of copy elements in twenty university home pages sections .....	47

Figure 4.23 Header section in Universitas Diponegoro home page .....	48
Figure 4.24 Copy Elements used in ten best public universities home pages .....	48
Figure 4.25 Related links sections in Insitut Teknologi Bandung home page .....	49
Figure 4.26 Distributions of copy elements in public university home pages sections .....	50
Figure 4.27 Copy Elements used in ten best private universities home pages .....	51
Figure 4.28 Slide picture section in Universitas Kristen Petra home page .....	52
Figure 4.29 Slide picture section in Universitas Muhammadiyah Malang home page .....	52
Figure 4.30 Distributions of copy elements in private university home pages sections .....	53