

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter consists of two parts which are conclusions and suggestion. Conclusion covers the summary of the study based on the findings and discussion in the previous chapter. Meanwhile, the suggestion covers the implication from the study for further research.

5.1 Conclusions

As the major source of information and an interactive medium, a university website has to clearly inform, guide, and leave some impressions to the audience. This leads the study to take the compositional meaning and copy elements as the topic. The study focuses on the three interrelated systems of compositional meaning and also three elements of copywriting in investigating top university home pages in Indonesia. Kress and van Leeuwen's (2006) Visual Grammar and Maslen's (2009) theory of copywriting are used for analyzing the compositional meaning and the copy elements. According to findings and discussions in chapter 4, there are at least two conclusions in this study regarding compositional meaning and copy elements.

Firstly, in terms of compositional meaning, public and private university home pages follow the similar structures. The information value represented in both home pages is mostly the *ideal-real* construction. Both home pages are structured along the vertical axis and put their general information on each section on the top while the more specific details on the lower part. Additionally, in terms of salience, there are several ways of using salience identified in the study. There are five major ways of using salience found in all home pages sections which are: size, color, font, sharpness, and placement. Every aspect of salience found as an independent and as combination ways of using salience. The study found that private universities tend to use more combination of ways in using salience. The last composition element investigated in this study is framing. In terms of framing, both public and private universities tend to make their elements on the home pages separated or disconnected to each other with the presences of lines or borders. The use of lines or guiding frames in a website gives a clear boundary of each information so that the readers can understand the information better. Regardless of the dynamic construction of the three systems of informational value, salience, and framing, salience has the most important role among the three systems in creating

readers' attention. The proper use of salience can create more effective ways in delivering messages or the contents of the website as the source of information.

Next, based on the copy element analysis, public and private university employs the different trend. Public universities tend to use the element of call to action in their home pages while private university use feature element more often than any other elements. These findings imply that public universities tend to use their website to give clear information and instruction to the readers. On the other hand, private universities frequently use the feature element on their home pages. They tend to brag and show off the best that they have by showing their best features. Considering the need for private universities to engage students is more than public university, it is reasonable for them to use such a feature.

Many factors can lead a website to be successful. Starts with the web design and continues all the way through SEO, online marketing, to web security. All of these elements need to work together to create a successful website. In relation with this study, compositional meaning and copy elements are the components included in web design. Thus, it is required for a website to make contents using the appropriate compositional layout and copy elements in order to make an effective design and achieve the success of the website. Moreover, website as a digital solution can only be effective by truly understanding and clarifying the goals of the university itself. The end goal must always be to allow the university to put across information that is relevant to their overall objectives.

Finally, the results of this study are based on an analysis of the top ten public and private universities. Hence, there may be a bias, in that only the top university websites have been studied. However, this study can provide understanding of website design and composition to create a successful website depending on the function and purpose.

5.2 Suggestions

There are several suggestions regarding this present study proposed for the better further research and all parties that are related to the topic of this study.

Firstly, for future researchers, since this present study only investigates the top ten university home pages, more inclusive data set to validate the findings discussed in this research can be carried out to explore more pattern of university home pages in Indonesia. Thus, they can get a wider insight of the university home pages in terms of the composition

and copy elements. Moreover, they can also do the comparison between Indonesian university home pages and other countries' university home pages. Similar methods can also be performed on the other websites from the other categories of industry outside the academic industry.

The findings also provide practical suggestions to website designers as well as any industry who use websites as their support system. The study implies that a website or home page should be designed with a proper use of compositions and copy elements depends on the purpose of the website. Thus, the content of the website should be considered thoughtfully as the website can be a powerful support.