

CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSION

1. The researcher obtained the Shang-Chi and the Legend of the Ten Rings official movie poster from the Internet Movie Database (IMDb). The source of semiotic modes was found Linguistic Mode, Visual Mode and Spatial Mode in the poster based on Pedagogy of Multiliteracies (1996). In Linguistic Mode there are title of the movie, the house production Marvel Studios, the acknowledge named with their role in the process of making this movie. In Visual mode the poster represents the leading actors in the foreground, illustration of location as the background, the colors scheme that recognizes as genres movie of Action and Science Fiction. The eye level perspective of layout posters and the vector of symbols i.e the lights of exploded ten rings as well the ten rings seen as bangle in Wenwu hands. In Spatial Mode the arrangement seen placed in Intimate Distance and Social Distance.

2. Total data collection (33) frequency were found after analyzed using Visual Grammar framework. There were (15) total collected data for Representational Meaning, as Narrative Process : (4) non transactional, (2) transactional, (4) Locative Circumstances; Conceptual Process: (3) types Classificational, (2) Symbolic Attribute. Then for Interactive Meaning (11) collection data were identified: (3) angle shots of Frame Size, (2) Contact, (2) Perspective, (1) High Modality. Furthermore, Compositional Meaning

had (7) collected data: (2) Informational Value, (2) Framing, (4) Salient. To sum up, this poster has a good and sophisticated layout since it has been shown to have an arrangements that is excellent for comprehending the film's identity based on the identification of the three meanings Visual Grammar approach. Based on evidence of popularity when it aired in cinemas even in the midst of the epidemic of covid 19, this film was able to promote effectively to attract consumers and achieve worldwide popularity, airing on the Disney Hotstar paid streaming application platform and having many prestigious achievements in the international film industry awards.

B. SUGGESTION

1. It is suggested that the readers could understand the content of Visual mode by reading literary works related to the movie poster theme.
2. It is suggested that the institution could raise awareness and interest in their students for learning and conduct visual research by providing a course related to this field study.
3. To further research, this study is suggested needs future development by applying Kress and van Leeuwen's theoretical framework or combining other theories in different analysis perspective.