

## CHAPTER V

### CONCLUSION, IMPLICATION AND SUGGESTION

#### 5.1 Conclusion

Upon a thorough analysis of the data, several crucial findings can be drawn, as outlined below.

- (1) The university's homepage is designed by employing three primary types of semiotic means to bolster its aesthetic, encompassing the overarching linguistic modality, a fusion of textual and visual constituents, as well as video. These resources all work together to support the overall message of the homepage. It is important to mention, though, that the design fails to include any semiotic resource that specifically emphasizes visual elements.

- (2) Each of the semiotic resources discovered in this particular inquiry exhibits distinct features. Linguistic modalities, for instance, are employed to depict various components presented through words, such as the university's vision and slogan. The vision and slogan are eloquently articulated via the act of writing. The university's vision is presented in both Indonesian and English languages, demonstrating its dedication to serving a wide range of individuals whilst successfully promoting its fundamental principles. By providing material in two languages, the institution enables a broader dissemination of its message both nationally and globally. The motto, however, is exclusively showcased in the Indonesian, thus accentuating on the institution's unwavering bond that the institution holds with its cultural roots.

(3) The university's homepage also effectively utilizes a cohesive amalgamation of visual and verbal elements. This strategic utilization of a mixed method of communication is predominantly observed within the hero pictures that are prominently displayed in the forefront of the homepage. Besides, the homepage, in addition to its other features, effectively incorporates a video as a strategic tool for endorsing and reinforcing the contents and values that the university upholds. The communication of the video pertaining to the collaboration between the United States, represented by the cultural attaché of the U.S. Embassy and Universitas Muhammadiyah Sumatera Utara, Indonesia is not solely reliant on verbal utterances, but rather through a multifaceted interaction between various sensory modalities such as visual, auditory, gestural, spatial, temporal, and symbolic modes. By leveraging the power of visual storytelling, the university ensures that its key messages are conveyed in a compelling and impactful manner.

(4) The reasons for adopting these particular semiotic modes are to precisely depict specific elements, while overall, they strongly endorse identical objectives. In sum, the utilization of multimodal discourse serves to construct a narrative that not only mirrors but also strengthens the ideological principles of international collaboration, cultural respect, and educational advancement. The careful selection of linguistic elements, the deliberate arrangement of visual elements, and how participants interact in the video harmoniously blend to effectively convey a unified and purposeful message ultimately resulting in the successful communication of a cohesive message that aligns with the overarching goals

of international ties, educational advancement and cultural understanding. The diverse range of communicative modes employed in this multimodal discourse, such as linguistic, visual, and non-verbal cues, work together synergistically to convey a powerful and impactful narrative that resonates with the intended audience, leaving a compelling impression and fostering a deep appreciation of the values that are central to the themes of international collaboration, cultural respect, and educational advancement.

In short, the university's website homepage, which is aesthetically crafted with various elements, serves not solely for brand promotion, but more than that, embodies essential ideological values that are the heartbeat of its identity, driving its mission, shaping its culture, and inspiring the future generation to act with purpose and integrity. They are the intangible thread that unites the academic community, distinguishing the institution and propelling it towards a future of worth transformation.

## 5.2. Implication

Given that the university, being a quintessential institution, functions as a veritable hub wherein intellectual discourse is cultivated, fostered, and harnessed, resulting in the birth of novel insights, profound beliefs, and as well as the development of other crucial values intrinsically linked to the realm of academia; and with the primary objective of effectively disseminating these sagacious messages to the broader society, ergo promoting the free flow of knowledge and wisdom to the public domain, it is undisputed that the university plays a pivotal role in the propagation of erudition and enlightenment. Contemplating the points

generated beforehand, it is of utmost significance to acknowledge that this current study endeavored to explore the ideological identity nurtured and promoted by the university through a variety of channels of communication may give rise to several noteworthy implications.

To begin with, the incorporation of digital media communication strategies, in particular websites, employing multimodal approaches such as compelling language, appealing imagery, and captivating videos by universities plays a vital role in promoting their brand and core ideological values. This approach proves to be more effective compared to earlier models that primarily emphasized textual components. Moreover, the utilization of website features as a means of sharing information by universities, which were previously merely employed for promotional purposes to attract market interest, can serve as a platform for conveying important ideological principles that are of value to customers and aid in gauging how students, parents, faculty, and other stakeholder perceive the university, potentially impacting their engagement and decision-making processes.

Again, as ideologies permeate social groups, allowing the transmission and adoption of new perspectives (van Dijk, 2000: 14), the vivid ideological principles that were cultivated and supported by the educational institution, as examined in this investigation, can potentially assist individuals, specifically students in making well-informed decisions about whether the university's principles are compatible with their personal beliefs, hence, in turn, fosters a sense of belonging and purpose. In this case, with the comprehensive use of multimodal resources such as words, visuals, and videos, the university can promote its brand image and simultaneously



convey ideological principles. As evidenced by the findings, the university is striving towards achieving excellent academic excellence at international standards while also upholding religious values and embracing cultural diversities. The ideologies embraced and promoted within the university setting through which the institution's website shares can exert its influence and shape the perceptions of the wider public. By actively engaging with and promoting certain ideological frameworks, the university is capable of molding and directing public opinion and constructing the dominant discourse within society.

More notably, the proliferation of digital technology has facilitated the integration of resources, making it more convenient than ever to create meaning through many modalities and media (Magnusson & Godhe, 2019: 127), as delineated by websites, film, and video characterized by its dynamic, multifarious, and multidimensional nature (Tan et al., 2020: 272), and each is regarded as having equal potential to contribute meaning to a complex semiotic entity (Kress, 2011:

38). In an endeavor to gain comprehension and record diverse multimodal occurrences, employing multimodal discourse analysis emerges as a relevant instrument for analysis due to its aptitude to extract and deduce essential attributes, such as ideological identity from a multitude of modalities (O'Halloran et al., 2021:

15). Moreover, Jewitt (2013: 263) posits that the potential of multimodality in the study of digital technologies encompasses four crucial domains: (1) the systematic depiction of modes for examining the construction of meaning in intricate digitally mediated contexts and the assessment and creation of multimodal digital artifacts, interaction, and encounters; (2) the exploration of interpretation and interaction

within specific digital settings; (3) the recognition and advancement of novel digital semiotic resources and novel applications; and (4) a contribution to the method employed in research.

### 5.3. Suggestion

The previous discourse has provided evidence that a plethora of semiotic resources are employed to engender meanings that coalesce harmoniously to organize and shape our comprehension of the ideological attributes that are manifested in the digital interface of the website. Each of the employed semiotic resources possesses distinct internal structures that enable the construction of ideational, interpersonal, and textual meaning in various manners (O'Halloran et al., 2019: 458).

While this study exclusively utilized a qualitative research approach to unravel the multifaceted phenomena, within this context of study which is of the realm of ideological identities, it is highly recommended to adopt a more all-encompassing and thorough analysis by integrating both qualitative and quantitative methodologies. This suggestion is driven by the recognition of the highly intricate and nuanced nature of the subject matters under examination, warranting a holistic and comprehensive approach to fully comprehend and explore their underlying intricacies. In addition to this, as the current study is centered on the semiotic elements that depict ideological aspects of a single homepage of a university; thus, there is a clear indication of the need to broaden the scope of the

investigation to include several other university homepages for a more thorough analysis that delves deeper into the subject matter.

With regard to the significance of institutional websites as digital platforms are increasingly becoming more prominent in the recruitment and marketing strategies of universities due to their capacity to rapidly convey substantial amounts of information to a wide audience (Nasti et al., 2017: 147), it is imperative to carefully examine these sites in terms of their design and thorough analysis of the messages they generate, whether they function as informative, illustrative, or decorative information (Elmiana, 2019: 625). In order to achieve this, it is crucial to comprehend multimodality as a field of investigation and the increasing interest in its focus on facilitating a more nuanced and profound comprehension of multimodal communication, particularly in light of the expanding context of digital platforms for interaction and communication (Flewitt et al., 2018: 5), such as the universities' homepages. Further, in addition to its vital role in establishing and strengthening the brand and identity of the university (Laba, 2020:1), the university website holds immense significance as a potent means of communication, outreach, and the manifestation of the institution's values; as a result, policymakers are required to meticulously deliberate upon both its design and content so as to adeptly transmit their messages, engage with stakeholders, and mold the public perception.