

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the research problems and findings of the data analysis, the conclusions can be summarized as follows:

1. The purpose of this study was to determine the representational, interactive, and compositional meanings in Chelsea FC memes for the 2022-2023 season, describe how these meanings are communicated, and explain how these memes influence fan conversation and attitude. The data were collected from various memes circulating on social media platforms. The researcher analyzed these memes using the Visual Grammar framework proposed by Kress and van Leeuwen (2006), focusing on the three types of meanings. The analysis revealed the presence of these meanings, reflecting the fans' emotional responses to the season.
2. The conveyance of these visual meanings varies depending on the context and the elements used in the memes. Representational meanings depict the narrative and conceptual processes, such as the portrayal of Chelsea FC's struggles through symbolic characters. Interactive meanings involve aspects like contact, attitude, distance, and modality, highlighting how fans relate to the memes and their emotional responses. Compositional meanings, including information value, framing, and salience, determine the visual emphasis and structure, guiding viewers' interpretations and focus. These

elements collectively help convey the disappointment, frustration, and isolation experienced by Chelsea fans during the 2022–2023 season.

3. The researcher found several reasons why these visual elements are used in the memes. They were employed to reflect the collective experiences of fans, enhance engagement, align with meme culture, convey authenticity, and foster a sense of community among the audience. These conditions add to the memes' overall influence on discussion and feelings around Chelsea FC's accomplishment in the 2022-2023 season. The memes serve as a visual language for fans to communicate how they feel and interact with others who share identical emotions, strengthening the Chelsea FC community and collective resilience.

B. Suggestions

1. For English department students, particularly those studying English literature, it is essential to understand how to analyze various visual meanings, not only through traditional texts but also through contemporary media such as social media memes and internet content. This skill will enhance their ability to interpret and critique visual narratives and cultural symbols.
2. For readers and future researchers, this study can serve as a valuable resource for further investigations into visual grammar and its application in understanding fan culture and sentiment. The methods and findings discussed here can provide a foundation for exploring visual communication in other contexts and media.