

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After the research was conducted by analysing seven scenes from "Taylor Swift – All Too Well: The Short Film" Music Video using Kress and Van Leeuwen metafunction visual analysis, it finally came to the conclusions, such as the following:

1. The Actor and Vector; Classificational Process, Analytical Process, and Symbolic Attribute Process; Gaze, Size, and Vertical Angle; Informational Value, and Salience were the most significant visual structures in the "Taylor Swift – All Too Well: The Short Film" Music Video. Following a thorough analysis of all the data, the researcher came to the conclusion that the man and the woman were the most significant actors to the short film music video. The "Taylor Swift – All Too Well: The Short Film" music video "offered" readers something in the shape of a story to appreciate, as indicated by the entirety of the list's lack of eye contact between participants and viewers. This conclusion was based on the examination of every image from the seven scenes. In addition, the majority of the data showed no dominance between viewers and participants, meaning that eye-level angle could be applied to most scenes in the "Taylor Swift – All Too Well: The Short Film" music video. The relationship between the actors—the woman and the man—as lovers was the classificational process that applied to nearly all seven of the data. In the meantime, there were a lot of variances in

other elements including vector, social distancing, informative value, and salience among the seven "Taylor Swift – All Too Well: The Short Film" music video data.

2. The messages that were obtained from each scene were quite varied and then combined to create a narrative about the two actors' relationship. This narrative began with the actors' initial happiness and the beginning of the problems and disagreements in their relationship, moved on to the actors' eventual breakup and how each actor handles their separation. The entire scene presented a coherent narrative, and the visual design—which consisted of both language and pictures—made the meaning expressed therein clear.

B. Suggestions

Based on the results of research and observations during the research, researcher saw that there are several things that need attention. Some suggestions that the researcher wanted to give for further research are:

1. Semiotic resources are crucial in-depth studies with a wide range of applications. In order to examine data fully, researcher in this study utilised multimodal metafunctions, notably analyzing visual designs developed by Kress and Van Leeuwen (2006). It is advised that other researchers who want to examine semiotic resources read more and delve further into the specifications that will be applied in the study because of this. In addition, it is intended that this study serve as a guide for future researchers wishing to

explore multimodal analysis, particularly the visual design analysis method introduced by Kress and Van Leeuwen.

2. Academic recommendations: the use of a different analytical framework in subsequent research on the same study, such as case studies, to obtain a more thorough understanding of the phenomena related to the multimodal analysis.