

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After analyzing the metafunctions of Covid-19 posters by Kress and Leeuwen (2006), the conclusion can be drawn as follows:

1. The most prominent visual structures of COVID-19 Posters are Actor, Vector, Symbolic, Gaze, Size, Vertical Angle, Informational Value, Salience, and Framing. The COVID-19 Posters are mostly equal in their eye level angle to the viewer. There is no power in the posters; all the participants that construct the poster are equal. The poster mostly "demands" the viewer. It wants the viewer to do something, like the visual action. Another poster provides it only gives some information to the viewer by visual action. The logo in the informational value of the Covid-19 Poster is the agency that publishes the poster.
2. The messages of each poster are concluded by the visual analysis and reinforced by the tagline of the poster.

B. Suggestions

Related to the conclusions, it is suggested that:

1. For the readers/viewers, it is better to understand the poster in visual structure, so we can see the inside of a poster. What is the poster shown? How is the poster interacted with the viewer? What is the compositional style of a poster?
2. The findings of this study were expected to serve as a reference for future multimodal analysis of a poster. findings could also be used as a comparison to other research.