

CHAPTER V

CONCLUSION

In the last chapter of this research, the writer presents the conclusion and suggestion based on the results of finding and discussion in the previous chapter about Englishpreneurship students' perception on the role of multimodal advertisement in increasing products through social media. The writer wants to know whether the response given is positive or negative. Based on the findings, the writer can draw conclusion as follows:

5.1 Conclusion

The variable mean of the research problem is very positive with average total mean value: 4.24 as fore discussed on this research. From the mean score, it can be concluded that the respondents perception tend to agree that advertisement being presented in the mode of multimodality is good for the current era, where technology cater for such multimodal display. It brings with its implication on the potential advertisers to capitalize on the technology and the multimodality to push the product sale due to higher interest of people on multimodal advertising. The variable; students' perception about the extent of multimodal in an advertisement to increase products image through social media; multimodality tends to make the advertisement more impressive. It is shown by the maximum score of 5 and the total average for this

variable is >3 and the highest mean was indicated by statement 9. Statement number 9 mentions about the visualization through online display is very important in this globalization era, especially because of technology developments. The standard deviation in this research is classified as high, meaning that the data were well-spread. According to the data above, the seventh, eighth, and tenth statements have higher standard deviations. The standard deviations of statement number one, two, three, four, and five show that the respondents have chosen similar answers.

However, despite the high perception as indicated by the overall means of the responses, the spreading of the data, unfortunately was rather high, suggesting that the responses were quite dispersed.

5.2 Suggestion

Since the writer does not completely use all of the modals of multimodality components, the writer hopes that the future researcher will do much better and will follow the development of the era by using the multimedia. This research could be used as a consideration for individuals or companies who would run a business in the online market. The writer suggests to following the developments of this modern era by using a more communicative way, either visual or language to advertise the products. The suggestion for further researcher is to test the research with wider respondents. Because of the limitation of the writer, the sample of this research was just taken from the active students in Englishpreneurship major, Faculty of Language and Arts, Soegijapranata Catholic University in Semarang. Therefore, further

researcher has better have a more reliable data from many points of views, using more instruments, and develop this multimodal study by adding another factor for purchasing decisions. Besides using and spreading questionnaires, further research could gain a deeper result by using an interview.

