

## CHAPTER IV

### CONCLUSION

#### 4.1 Conclusion

In this research, the researcher presents the conclusion after analyzing the multimodal elements found in bakery shop signboard in Padang. The researchers have collected 20 bakery shop signage from several place in Padang. Based on 20 data collected of Bakery shop signboard that had been analyses by the researcher, the most Visual elements by Bakery shop signage are Emblem. The researcher found 16 data of Emblem, 6 data of Display, and 0 data of Lead.

The theory used in this research are refers to Kress and van Leeuwen's (2006) work on the grammar of visual design to analyze what and how the multimodal elements strengthen each other's meaning of the selected Bakery shops signage. The method used in this research is field observation and documentation. The researcher describes each picture one by one and analyzes under the picture to classify the multimodal elements found in the selected bakery shops signboard.

According to Kress and van Leeuwen's (2006) work on the grammar of visual design, this research examines how the signboard construct meaning through the three meta functions: representation, interaction, and composition. It can be seen from the data in the previous section, where the signboard usually uses images of bread, donut, pastries, or cakes to represent the identity of their stores. This images usually serves as representations, focusing on the product they sell. In addition, linguistic elements such as the store name following with the tagline such as "Rumah Nella Cake," "Fresh Cake Everyday" which directly

mentions the expected quality through the descriptions. In this case, the combination of visual mode and linguistic mode on the signboard forms an interactive function that connects the message and the customers. Images of bread or donuts displayed on the signboard with attractive visuals serves as indirect attention grabbers, visually inviting passersby to imagine tasting or buying them. The color choices also play an important role, warm colors such as brown, yellow, and bright colors such as pink, white, and pastel colors create a sense of warmth, comfort, and enhancing the visual appeal of the signboard. Through these visual signs, the signboard builds a warm and attractive connection with the viewers, leading them to trust the quality of the bakery's bread.

Compositional meaning connects these modes through the principles of information value, salience, and framing. In bakery shops signages, the shop name is often placed at the top center part of the layout, occupying a position that Kress and Van Leeuwen term as "Ideal." Meanwhile, images of bread, donut, and pastry products are often placed at the bottom, representing "Real" that is, a true representation of the products offered by the bakery shop. This spatial arrangement helps the viewers understand the message quickly and effectively, even from a distance. In conclusion, linguistic mode provides the viewers with information about the name and quality of the product, visual mode emphasizes warmth and attractiveness, while spatial mode directs the viewer's gaze while organizing the messages into a clear arrangement.

According to the result and analysis, it can be conclude that the bakery shop signage in Padang is consist of three multi modes elements, namely linguistic modes, visual modes, and spatial modes. Linguistic mode can be seen as the

shop's name and the detailed information about the product, also in the slogan or tagline in the signboard. Then the visual elements are including the colors and the logos of the shop. Last, there is a spatial mode which analyzes the placement of the text on the signboard. These linguistic and non-linguistic signs are work together to strengthen the message on the signboard straightly to the viewers. The linguistic mode gives information about the name and the qualities of the product, and the visual mode brings attention and interest, while spatial mode directs the viewer's gaze and organizes the message with a clear and structured layout.

#### **4.2 Suggestion**

This study focuses on the multimodal elements found on signboards. Due to the data limitations, this study only focuses on three multimodal elements, even though there are many multimodal elements that can be analyzed. Future researchers are encouraged to further explore and expand the scope of their research on this multimodal theory so that this study can be developed and have more variety in sign analysis.

