

CHAPTER V

CONCLUSION AND SUGESTION

5.1 CONCLUSION

The enormous motivation of @successpictures Instagram posts is devoted to readers with an extraordinary understanding of knowledge. This knowledge is shared by memes creators on Instagram because they remember that there is a lot of use of Instagram social media, especially in today's young generation. Each of these meme posts contains its own motivational meaning according to the context which mainly affects the writer's knowledge, but not all readers can understand the implied meaning in these Instagram meme posts which are very useful for them as motivation for success in various matters listed in the Instagram meme post @successpictutres itself.

After analyzing, the writer managed to find implicature in each point that was grouped by the previous writer in the scope of Instagram @successpicture meme posts in 2020 with the various categories point found within. This point is grouped as a means of facilitating the reader in understanding what is implied in it. The role of context is very important in this Instagram meme post, especially the physical context which tries to describe and give readers an understanding of what actions were taken in presenting the caption, social context and epistemic context almost all go hand in hand because they go hand in hand regarding the writer's knowledge before making Instagram meme posts. And also, the linguistic context plays an influential role in the post regarding the meaning previously spoken in the Instagram meme post.

In the case of this phenomenon, the writers managed to analyze as many as 50 data of Instagram meme posts @successpictures with 11 meaning points according to the meaning implied in each Instagram meme post which refers to the purpose of conveying motivational messages to readers. Almost all of these meme posts have a big impact on readers. The point involved are: 1). Happiness 2). Self-Confidence 3). Mindset 4). Never Give Up 5). Friendship 6). Social Media 7). Money 8). Good People 9). Cooperation 10). Parents 11). Trust. This point can provide an understanding to the reader about the meaning of the implicature, the reader can understand the context that influences it, and it is easy to understand because it has been grouped based on the implicature and its point motivation.

Based on the results of the analysis in this study, the writers can conclude that each post of this Instagram meme has the influence of a context in it and contains meaning to motivate the reader. By using implicature as a tool to hide the true meaning so that the reader knows about it.

5.2 SUGGESTION

The writer finds that there are many meme posts on Instagram @successpictures with various genres and points, but the writer analyzes them in 2020 only. However, there are still many genres or points of motivation on Instagram that have never been analyzed before in motivating readers when viewing these posts. Therefore, the writer suggests for research examine all posts according to one point or genre that refers to the same meaning.

From the research being analyzed, future researchers are also expected to analyze the issues behind the formation of the motivation that drives it and how it

can work well. The background influences and also how the image can define a sentence in it, given the meaning of strong motivation working in the post to make the reader a better person.

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