CHAPTER V

CONCLUSION

The study's conclusions and suggestion are presented in this chapter. The findings based on study questions lead to the conclusion. The suggestions, on the other hand, are intended to help the next researcher who wishes to examine the same topic perform the research more effectively.

5.1 Conclusion

Based on findings and discussions in the previous chapter, the researcher discovered that in-game advertising, particularly game advertising, contains multiple modalities. This mode includes linguistic modes in the form of written and spoken language, visual modes whose form varies depending on the character, setting, background, the choice of color, supported objects, and icons, and gestural modes whose form consists of hand and body gestures and facial expressions. The researcher found in total 53 data in this research, including linguistic data in total thirty-one (31), visual data in total fifteen (15), and seven (7) data in form of gestural modes.

The result show that in the in-game advertising the developer used lots of multimode in order to gain the viewer attraction towards the story line which is presented by the linguistic modes, using attractive character, meaningful color, helpful items, and gesture to construct the game image in the viewer point of view. All of these modes work together to create attractive advertising which the viewer want to install and download the game.

The developer of the in-game advertising uses contact, social distance, and point of view in order to build a bonding with the viewer in the role of interactive function. This bonding can help to make the viewer attractively watch the video advertising until the point of decision and installing the game as a result.

5.2 Suggestion

There are some suggestion for further research are made based on the previous result. The following researchers ought to examine the representation of other advertising in other types of media, such as social media advertisements, which are increasingly likely to arise in current technological era. In addition, the next researcher may integrate qualitative and quantitative data to obtain a fuller description from the viewer's perspective. The utilization of viewers' vision may be beneficial in obtaining people's thoughts on the portrayal. Furthermore, future scholars should investigate ways to assess visual modes in more than three modality discourse analyses.

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