CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

In this chapter, the researcher aims to present several conclusions based on the analysis of BBC News Instagram post captions.

1. The researcher found that grammatical cohesion in the captions is maintained primarily through the use of three types of references: personal, demonstrative, and comparative. Personal references, such as pronouns, are the most frequently used, highlighting the captions' tendency to establish a connection between the content and the audience. Demonstrative references, particularly the definite article "the," are also heavily used, guiding readers through specific elements of the news and creating clarity. Lastly, comparative references, though less frequent, help emphasize contrasts or similarities within the news content, contributing to the overall coherence of the captions.

2. BBC News Instagram captions rely heavily on definite articles and personal pronouns to ensure clarity, specificity, and brevity. Moderately used references like selective nominals and comparative references serve to distinguish and compare elements within the context of the news. Less frequent references such as possessive pronouns and adverbials are used when necessary to add detail but remain secondary to the primary goal of delivering concise,

coherent information.

B. Suggestion

As a suggestion, further research could explore the impact of grammatical cohesion on reader comprehension and engagement across different social media platforms. Additionally, it would be beneficial to investigate other cohesive devices beyond references to provide a more comprehensive understanding of how linguistic strategies contribute to effective communication in digital media.

For readers, the researcher hopes that this thesis will significantly enhance their understanding of grammatical cohesion, particularly the use of references in digital communication, such as Instagram captions. By providing a detailed analysis of how references contribute to the clarity and coherence of BBC News captions, the study aims to deepen readers knowledge of the linguistic strategies employed in modern media.

Additionally, the researcher hope that this thesis will serve as a valuable resource for future researchers. It lays the groundwork for further exploration into cohesive devices in various digital communication contexts and encourages continued investigation into how these tools impact reader comprehension and engagement. By building on the insights provided in this study, future researchers can contribute to the evolving field of linguistics and digital media communication.