

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the multimodal discourse analysis of Rosé's "Coming Soon" teaser, several key conclusions can be drawn. First, the spoken linguistic elements rely on relational processes ("All my love is gone" and "Now you're dead and gone") to depict irreversible emotional loss, using a pronoun shift from "my" to "you" to build direct interpersonal tension. Second, visual elements shift from cold, blue-toned conceptual spaces to a symbolic burning red rose, employing averted gazes to invite the viewer into Rosé's isolation before centering on her name to signal a transition to artistic identity. Third, spatial layouts map this psychological state by placing her in restricted, empty domestic settings that visually emphasize geometric and emotional detachment.

Fourth, the acoustic guitar, slow piano progressions, and rising vocal tension serve as the emotional narrator, aurally representing internal psychological pressure. Fifth, gestural elements depict cognitive withdrawal through defensive fetal positioning and eye closure, contrasting with a sudden direct gaze that transforms the interaction into a powerful "Demand" toward the audience. Finally, these five modes achieve complete intermodal complementarity, harmonizing vacant spaces, melancholic audio, and symbolic burning to successfully map a

narrative trajectory from deep grief to a reclaimed, independent artistic identity.

B. Suggestion

Based on these findings, several suggestions are offered to maximize the impact of this research. Future researchers are encouraged to apply this Multimodal Discourse Analysis (MDA) framework to other short-form digital media or combine it with Critical Discourse Analysis (CDA) or psychoanalytic frameworks to uncover deeper ideological meanings. For EFL students and lecturers, this study serves as a practical reference for analyzing non-verbal communication and can be utilized as an innovative pedagogical tool for teaching media literacy and visual texts. Lastly, creative media producers can leverage these findings to strategically orchestrate visual palettes, spatial layouts, and micro-gestures to design high-impact promotional content that engages audiences without relying on heavy text.