

ABSTRAK

FERA MAHARANI, 2025. "INVESTIGATING STUDENTS' CHALLENGES AND SOLUTIONS IN ANALYZING FORMAL UNIVERSITY WEBSITE USING MULTIMODAL ANALYSIS AT A GRAMMAR IN MULTIMODAL DISCOURSE CLASS". *Program Studi Pendidikan Bahasa Inggris, Fakultas Ilmu Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.*

Perkembangan teknologi dan optimalisasi media digital telah diaplikasikan di berbagai jenjang pendidikan, khususnya perguruan tinggi. Banyak layanan yang dilakukan melalui media digital, salah satunya adalah website formal perguruan tinggi dan telah mendapatkan beberapa respon. Hal tersebut menjadi objek penelitian pada salah satu mata kuliah Grammar in Multimodal Discourse yang dalam proses analisisnya menuai tantangan. Tujuan dari penelitian ini adalah untuk mengetahui tantangan dan solusi mahasiswa dalam menganalisis website formal perguruan tinggi menggunakan analisis multimodal. Metode penelitian yang digunakan dalam penelitian ini adalah studi kasus deskriptif. Partisipan terdiri dari tiga mahasiswa jurusan Pendidikan Bahasa Inggris di salah satu perguruan tinggi di Tasikmalaya, Jawa Barat, Indonesia. Pengumpulan data dilakukan dengan menggunakan wawancara semi terstruktur. Analisis data dilakukan dengan analisis tematik. Hasil penelitian menunjukkan bahwa partisipan menghadapi dua tantangan, yaitu: (1) Tantangan visual dan desain yang mencakup empat subtema dan (2) Tantangan kognitif dan pemahaman. Kemudian terdapat pula tiga solusi, yaitu: (1) Mencari dukungan eksternal, (2) Penelitian independen, (3) Analisis sistematis dan evaluasi komparatif. Oleh karena itu, dengan memperhatikan tantangan dalam analisis situs web, dapat meningkatkan kemampuan kognitif mahasiswa, menciptakan solusi yang relevan untuk kemajuan analisis di masa mendatang, dan dapat menjadi masukan bagi institusi terkait tampilan situs web.

Kata Kunci: *Multimodal, Grammar in Multimodal Discourse, Website Universitas, Tantangan, Solusi Kognitif*

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The development of technology and optimization of digital media has been applied at many levels of education, especially universities. Many services are carried out through digital media, one of which is the formal university website and has received several responses. This is the object of research in one of the courses called Grammar in Multimodal Discourse which in the analysis process reaps challenges. The purpose of this research is to find out the student's challenges and solutions in analyzing a formal university website using multimodal analysis. The research method used in this research was a descriptive case study. The participants consisted of three students majoring in English Education at a university in Tasikmalaya, West Java, Indonesia. The data were collected by using semi-structured interviews. The data were analyzed by thematic analysis. The results showed that the participants faced two challenges, namely: (1) Visual and design challenges and (2) Cognitive and comprehension challenges. There are also three solutions, namely: (1) Seek external support, (2) Independent research, (3) Systematic analysis and comparative evaluation. Therefore, by paying attention to challenges in website analysis, it can improve students' cognitive abilities, create relevant solutions for future analysis progress and can be input for institutions regarding website appearance.

Keywords: Multimodal, Grammar in Multimodal Discourse, University Website Cognitive Challenges, Solutions