CHAPTER V
CONCLUSION AND SUGESTION

This chapter contains a conclusion and suggestion based on the findings and discussion of the linguistic landscape in coffee shop in Padang.

5.1 Conclusion

After analyzing the data, the writer gets a conclusion about the findings of the research that has been done. The first is the types and uses of linguistic landscapes in shopping centers in coffee shops in Padang city. From the twenty two coffee shops, there are 158 types of linguistic signs found in indoor, outdoor and part of the building classified as monolingual, bilingual and multilingual. The dominant language used in the linguistic landscape of coffee shops in Padang city is English which was observed in 88 (55.6%) of all linguistic signs.

Furthermore, in the second point of discussion, English and mixed languages dominate the linguistic landscape in several coffee shops in Padang city, namely English and Indonesian. In fact, the linguistic landscape in coffee shops in Padang is dominated by English because the city of Padang is the capital of West Sumatra province. In addition, the city of Padang is also one of the tourist areas in Indonesia and is visited by many foreigners from outside the city and outside the country, making it easier for all groups to adapt because of the unity of the language mix.

And lastly How linguistic landscapes are used in coffee shops is quite diverse, including expressing their identity, marketing purposes, attracting customers, business development, and also as a means of education and spreading foreign languages in the surrounding area.

5.2 Suggestion

First of all for suggestions the writer realize that everything around us can be a research topic because linguistic landscape is an important topic of discussion and a new sociolinguistic approach, especially for students who study English should get more knowledge about linguistic landscape to get a better understanding of the theory, so it needs a more developed research in the future.

In addition, readers and the public should be treated with more respect and a better understanding of the linguistic landscape. This should not happen again because, due to the lack of public understanding, Indonesian has been defeated by English and lost its own identity in the monolingual community. Finally, for further research, it would be more interesting if further researchers look at language attitudes in linguistic landscape research. In addition, further researchers can investigate language features on signboards, such as type and size of letters, letter style, letter color, and position of words on the signboard or even interesting elements that can be associated with the linguistic landscape.

Then from this research is the most dominant language in coffee shops. Maybe, for further research can develop it by trying to conduct research on the menu in coffee shops which also contain many linguistic elements and linguistic elements in the use of food and drink names, so that research on the use of dominant language is more diverse. And also how the linguistic landscape itself is still diverse and can still be elaborated in a better way.

REFERENCES

Abramova, E.I. (2016). *Linguistic Landscape as an object of Sociolinguistics. Russian Linguistic Bulletin 2* (6), 48-49. doi: 10.18454/rulb.6.24

Akindele, D. O. (2011, December 10). *Linguistic Landscapes as Public Communication: A Study of Public Signage in Gaborone Botswana. International Journal of Linguistics*, 3. doi:10.5296/ijl.v3il.1157

Alfaifi, A. (2015). *Linguistic Landscape: The Use of English in Khamis Mushait Saudi Arabia*. (Thesis, State University of New York at Fredonia).

Backhause, P. (2006) *Multilingualism in Tokyo: A Look into the Linguistic Landscape, International Journal of Multilingualism* 3 (1), 52-66.

Backhaus, P. (2007). *Linguistic Landscapes: A comparative Study of Urban Multilingualism in Tokyo.* Tokyo: MPG Books Ltd.

Ben-Rafael, E., E, Shohamy, Amara, M.H., & Trumper-hect, N. (2006*). Linguistic landscape as symbolic constructions of public space: The case of Israel. International Journal of Multilingualism 2006.*

Ben-Rafael, E., E. Shohamy, M. Barni. (2010). *Linguistic landscape in the city. Great Britain,* England

Benjamin , S. (2023). A *Multimodal Analysis of Religious Posters in Ghana,* University of Education, Winneba, Ghana 4(1), 149-160

Cenoz, J., & Gorter, D. (2006). Linguistic Landscape and Minority Languages. *International Journal of Multilingualism,* 3(1), 67-80

Departemen Agama. (2003). *Pertumbuhan dan Perkembangannya. Direktorat Jenderal Kelembagaan Agama Islam, Pondok Pesantren dan Madrasah Diniyah Departemen Agama RI.* Jakarta

Erikha, F. (2022). *Lanskap Linguistic pada Papan Nama Jajan Kerajaan (Rajamarga): Studi Kusus Kota Yogyakarta* (Universitas Indonesia).

Firdausiyah, H,. (2019*). A Linguistic Landscape in Gersik: Study in Pondok Pesantren Putri Mambaus Solihin.* https://www.researchgate.net/profile/HurrotulFirdausiyah/publication/

Gorter, D. &, Cenoz, J. (2007). *Knowledge about Language and Linguistic Landscape. In N.H.Hornberger (Chief Ed.) Encyclopedia of Language and Education, 2nd revised edition*, (pp. 1-13). Berlin: Springer Science.

Gorter, D. (2006*). Introduction: The Study of the Linguistic Landscape as a New Approach to Multiguism. (Journal, Fryske Akademi / Universiteit Van Amsterdam).* Netherlands.

Goster, D. (2006). *Introduction: The Study of the Linguistic Landscape as A New Approach to Multilingualism. Amsterdam, The Netherlands: Fryske*

Academy/University Van Amsterdam. International Journal of Multilingualism 2006, Vol. 3, No. 1, 2006

Hardika,V. (2019). *Linguistic Landscape in Public Space: A Study of Sign in Kualanamu Inernational Airport in Sumatera Utara.*

Hartono, S. (2013). *Industri Kopi Nusantara.* Jakarta: PT. Agromedia Pustaka.

Hidayanti, I, (2020). *The Use of English Signages in the Coffee Shop (Thesis UIN Sunan Ampel) Kalijaga.*

Landry, R. & Bourhis, R.Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology*, 16, 23-49.

Mulyawan, W. (2019), *Linguistic Landscape In Desa Kuta Bali. (Journal, Udayana University). at Bali Indonesia,* 3(1), (35-55)

Sugiyono, D. (2010). Memahami penelitian kualitatif.

Qudeisat, L.,& Rababah L. (2021). *A Linguistic Landscape Study Of Shop Signs In The Northern* Part Of Jordan.

Zeng,S. W., Luo, J. (2019). *The Influence of Linguistic Landscape on the Image of English Department, Shenzhen Tourism College, Jinan University, Shenzhen,* China.