

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains a conclusion and suggestion based on the findings and discussion of the linguistic landscape in the shopping center in Cibubur.

1.1 Conclusion

After analyzing the data, the researcher gives a conclusion about the research findings. The first is the types and the use of the linguistic landscape in the shopping center in Cibubur namely Trans Studio Mall Cibubur. There were 112 types of linguistic signs found in both indoor and outdoor areas that were classified as monolingual, bilingual, or multilingual. The dominant language used on the linguistic landscape in Trans Studio Mall Cibubur was English which observed for 70 (44,6%) of the linguistic signs.

The second is that English and mixed languages dominate the linguistic landscape in the shopping center in Cibubur that is English and Bahasa Indonesia. In fact, linguistic landscape in Trans Studio Mall Cibubur is dominated by English because Trans Studio Mall Cibubur is one of the largest and the most modern shopping center. In addition, the linguistic landscape makes visitors more understandable and this shopping center is a popular place to purchase a variety of life essential items.

1.2 Suggestion

There are some suggestions for future research based on the findings presented above. The researcher recognizes that everything around us can become the topic of research because linguistic landscape is an important topic of discussion and a new sociolinguistic approach,

particularly for English students should gain knowledge more about the linguistic landscape to gain a better understanding of that theory.

Furthermore, readers and societies should be treated with more respect as well as a greater understanding of the linguistic landscape. Do not allow this to happen again because, due to a lack of public understanding, Indonesia has been defeated by English and has lost its own identity. Lastly, for the future research should look at more than just how the linguistic landscape is used, it would be more interesting if the next researcher looked into language attitudes in the linguistic landscape research. Besides that, the next researcher can investigate language features on signs including font and size, font styles, font colors, and word position in signs, among other things.