

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

The outcome from the analysis of this study was in the form of findings on the types of signs showed in Supermal Karawaci dominated by Private Signs around 92%. That was quite large compared to the findings for Government Signs, which are only around 8%. That can be expected if the results of signs made personally will be dominated; however, we cannot underestimate the appearance of Government Signs which can still be found around Supermal Karawaci. It means that public spaces such as shopping centers or entertainment venues cannot be separated from the presence of signs managed by the administration. In addition, at Supermal Karawaci, it turned out that there were many various languages displayed, such as Monolingual Sign, around 69%, of which there were three languages that were the most displayed in the language display listed on the sign.

Furthermore, the most common language found in Supermal Karawaci is Indonesian (53%) then followed by English (31%) in second place, and Japanese in third (9%). Meanwhile, Signs containing two languages or Bilingual Signs were also found in Supermal with around 29%. Bilingual Signs were dominated by about 30%, with English was dominant and Indonesian in second place on the signs at Supermal Karawaci. Besides that, Multilingual Signs were quite challenging to find at Supermal Karawaci, but that did not mean they did not exist. Signs that adhere to more than two languages were around 4%. Most display languages found for this type of sign were Indonesian, English, and Japanese.

In addition, the writer also using another instrument by filling out a questionnaire to 50 random visitors at Supermal Karawaci. The results were also varied, ranging from visitors aware of the diversity of languages to around 45.5%. Then, about 61.8% of visitors to Supermal Karawaci who know about LL. Then, around 20% of visitors stated that the display at Supermal Karawaci was easy to understand. Meanwhile, approximately 32.7% claimed to understand the language display at Supermal Karawaci. However, the results stating that they know the language displayed very well, only about 23.6%. Even so, 40% of visitors said that there were benefits from the language display on the signs at Supermal Karawaci. It showed that about 20% admitted to having difficulty understanding the meaning of the language display at Supermal Karawaci. Despite having difficulties understanding importance, 60% thought adding language to the language displayed was a good idea. Therefore, 41.8% stated an advantage in the language display found on the signs at Supermal Karawaci. The response of visitors to the diversity of language displays in public spaces was relatively high; around 36.4% stated that they strongly agree with the addition of other languages besides the native language to the signs at Supermal Karawaci.

The diversity of languages found in public spaces, especially in Supermal Karawaci, is a movement in introducing foreign languages into the general scope. People feel that they can acquire other languages through the diversity of languages listed on the signs. In addition, the use of the most dominant language in the public sphere can show the language that is the most majority and used in that environment. The more and more often a language is found in its scope, there can

be no doubt that the language is considered dominant or as the language of the majority of the population in the surrounding environment.

## **5.2 Suggestion**

Linguistic Landscape may sound new, and the number of researchers is more diminutive than researchers from other topics. However, this does not rule out the possibility that one day many people will study this topic. Therefore, the writer gives suggestions to future researchers to improve this topic with discoveries. It does not have to only be about the types of Linguistic Landscape. Still, it can also examine other aspects about this topic, such as the reasons why the language appears in the public sphere or the factors that determine the use of the language in the public sphere or can also analyze the form of the language function displayed in public spaces and so on. As the writer can only provide a small overview of LL, it is hoped that later researchers can develop more about LL and are demanded to always study references from previous publications on related topics to get marvelous ideas. Besides, it can also benefit Supermal Karawaci and the tenants that settled there because the more languages there are, the more consumers from various language backgrounds are comfortable being there. It is scarce to find a shopping center that inserts a foreign language. Based on this, it makes them feel welcomed by the presence of the language they encounter in Supermal Karawaci.