

## CHAPTER IV

### CONCLUSION

#### 4.1 Conclusion

Based on the result, it can be concluded several things related to consumers' language attitudes toward the use of English in brand names and coffee shop drink menus on Jl. Moh. Hatta, Padang City. Total respondents in this research are 50 respondents, which were taken from 5 coffee shops. The 5 coffee shops were selected based on specific criteria to conduct this research. This study used a questionnaire containing 10 statements regarding aspects of language. From the results of the data analysis, it was found that respondents had a positive attitude toward the use of English in brand names and drink menus in coffee shops. This is explained from the theory of Garvin and Mathiot (1968) on three aspects of language attitudes, namely language pride, language loyalty, and awareness of the language norm.

From language pride, it can be concluded that the respondents considered the use of English for the brand name is positive because all of them are interesting. Then, for drink menus is also show positive attitude. Respondents feel proud of the use of English because it gives an attractive and modern impression more than written in Indonesian.

In the aspect of language loyalty, it can be concluded that the respondents have high loyalty to the use of English in the coffee shop. This can be seen from the high number of respondents who do not mind to the use of English in coffee shops. The respondents claim that they liked with the use of English for the name of the coffee shop and the drink menu.

For awareness of the language norm aspect, the respondents also show positive attitude. The respondents has knowledge about English. The majority of respondents indicated that they understood the meaning of the coffee shops' name and drink menus written in English and they understand how to use good and correct criteria in English.

From the results of data triangulation, it was obtained from 5 other consumers that they considered English to be a proper language to be used and developed in the coffee shop business. They feel proud and prefer to visit coffee shops that use English. Also, English increases their knowledge and vocabulary in English.

In conclusion from all these statements, the average for brand naming of the coffee shop is 80% for language pride, 98% for language loyalty, and 79% for awareness of language norm. Then, for drink menus got the average 73% for language pride, 90% for language loyalty, and 77% for awareness of the language norm. This value shows that the respondents have a positive attitude towards the use

of English at the coffee shop. They feel proud, loyal, and aware of the importance of English today in the coffee shop business world.

#### **4.2 Limitation**

Many studies on language attitudes have been studied, especially on a community. However, research on the language attitude of consumers in this coffee shop has never been done before. Therefore, the researchers have limitations in obtaining reference data to conduct research at this coffee shop

#### **4.3 Suggestions for Future Research**

Based on the findings in this research, the following suggestions are given:

1. Suggestions that can be given to further research are expected to be able to conduct research in other cities in West Sumatra. That is because now the development of coffee shops is very popular among the public. Usually they use English in naming a brand.
2. The writer suggest to conduct this language attitudes research at coffee shop using the interview method to its consumers. It is intended that the research obtain in-depth and strong data about the views of these consumers.