CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

The researcher presents the conclusion in this chapter after analyzing the English written on the names and labels of Songket shops in Bukittinggi. The researcher takes 15 pictures of the English names and labels from the Songket shop. There are several insights that are discussed in this research theory according to Cheong (2004) they are in terms of Visual element and Linguistic element. The researcher analyses the Linguistic element used in Songket shop sign which divides into five types; Emblem, announcement, tag, enhancer, call and visit information. The researcher also analyses the visual element which divides into three types; lead, display, and Emblem.

Based on the 15 data collected of Songket shop that used English on their label that had been analyses by the researcher, the most Linguistics elements by Songket shop signage are Announcement and Emblem. The researcher found 15 data of announcement and also 15 data of Emblem, 7 data of call and visit information, 0 data of tag, and 0 data of enhancer. The most Visual elements by Songket shop signage is Emblem. The researcher found 7 data of Emblem, 2 data of display, and 0 data of lead.

According to finding, all of the signage has the primary and secondary announcements for the first information to be seen by the viewers, so it helps the viewer know what product they sell. All of the signage has an Emblem to show, create and, develop a personality for a product. And they also have call and visit

information. This element is used to give the viewer an address and phone number through their label so the viewer can get further information related to the product.

4.2 Suggestion

This research is about signage analysis using multimodal as a study. Multimodal is a new study in linguistics. Future researchers are expected to be able to dig further into multimodal in order to open insight and knowledge about multimodal which is currently not much in demand by researcher. It is recommended that further researchers use the method and theory of difference multimodal so that this research is developed and has many variations in sign analysis.