

## CHAPTER IV CONCLUSION

### 4.1 Conclusion

A qualitative study of consumers' attitudes towards the use of English for beverages in Clayton Café & Resto in Padang on language knowledge and attitudes showed varying results. The researcher collects and analyzes the data obtained from the interviews. The interviewees of this study were taken from 15 interviewees who often come to Clayton Café & Resto in Padang City. To get a response from the interviewee who is a consumer of Clayton Café & Resto, the researcher asked several questions, which were divided into two types, called closed and open questions. The several questions were designed by the researcher to answer the questions in research questions, namely consumer knowledge and several aspects of their language attitude of the use of English in the name of beverages at Clayton Café & Resto in Padang. This aspect consists of a positive attitude (language loyalty, language pride, and language awareness), and a negative attitude (language disloyalty, language lack of pride, and unawareness of the norm). After collecting the data, it is known that;

First, according to the data analysis, consumers often visit Clayton Café & Resto informants answered often with different answers, ranging from 2 times a week to 4 times a week. Consumers find the use of English in the name of the beverage there, they said many and almost all use English in the name of the beverages at Clayton Café & Resto. Consumers stated that they understood the meaning of the English name of the beverages at Clayton Café & Resto in Padang City.

Second, the researcher found that the language attitude of consumers towards the use of English is a positive attitude, this can be seen from the number of positive responses, namely 66,7% consumers agree and proud of the use of English in the name of beverages at Clayton Café & Resto. In addition, consumers also believe that the English writing on the name of beverages at Clayton Café & Resto has been written with the correct English rules. While the other 33,3% consumers are negative attitudes towards the use of English, because

they do not loyal and and the lack of pride in the use of English for beverage names at Clayton Café & Resto.

#### **4.2 Limitation and Suggestion**

This study uses a purposive sampling technique in the selection of sources data. This shows that the sample used is very limited. Based on the finding and conclusion above, the researcher would give suggestion for further research. The researcher suggest to investigate other cafes and restaurants in Padang City that use English to get more samples to study their language attitudes towards the use of English.

