CHAPTER V

CONCLUSION

This study aims at revealing English representation on the business signboards in Padang city. It applies three main theories, which are linguistic landscape proposed by Landry and Bourhis, three-dimensional model proposed by Norman Fairclough, and visual semiotics proposed by Kress and van Leeuwen. The result and discussion are divided into three sub-discussions.

The first stage is textual analysis. It uses compositions of visual semiotics by Kress and van Leeuwen. There are 687 signboards that use English with 987 positions based on the composition. The compositions are given-new, ideal-real, and center-margin information. It reveals that the most position applied by the business owners in Padang to put English on the signboards is bottom position with 251 appearances. The bottom position indicates that the information provided by the business owners on the signboards are real. Moreover, it depicts that English is not the dominant language on the business signboards in Padang as the additional language is put on the right, bottom, and margin.

Discourse practice is the second stage of the analysis. It consists of production, distribution, and consumption. In producing the signboards, the company owners design their own English text for the business signboards before having them printed. The signboards are still reviewed before printing even though the designers are allowed to create them. Most business owners designate people of various ages as their target market. In order to get people of all ages to notice them, company owners display English terms on their signboards. In addition, this stage reveals that the company owners use English on their signboards to add interest and

sophistication to the signboards. Additionally, they modify their target market since everyone now speaks English. Because the phrase is not found in other languages, some of them speak English.

The last stage focuses on answering the research question about customers' attitudes towards the use of English on the business signboards. It unfolds that English does not affect customers' decision in buying stuffs or using services. The customers see English as a significant language that needs to be put on the signboards as it gives information and improves the skills.

This study is field research located in Padang to uncover English representation on the business signboards by looking at the perspective of linguistic landscape. It combines several theories which are critical discourse analysis, visual semiotics, and linguistic landscape. Future researchers who have interest to do linguistic landscape research may use more theories as long as they are used in the same line. Moreover, Indonesia is still lack of linguistic landscape research. Linguists from different places, especially in Indonesia, may give more contributions to linguistic landscape research. Hopefully, this study can be guidance to conduct research under the same topic and give more insights towards linguistic landscape study.