CHAPTER IV

CONCLUSIONS

4.1 Conclusion

In this research, the researcher focuses on the function of language, the meaning of language, and the sign in street food banners in Padang. The researcher has collected 20 data of street food banners from the two most visited street food places are around Haji Agus Salim Stadium, and around sendik which is one of the crowded places where students gather, which is located in Pasar Baru, Pauh, Padang. The location around Haji agus salim stadium was chosen because it is known as the most famous culinary tourist spot in Padang, and sendik was choosen because it is also one of the most visited street food places in Padang.

The two places have been chosen considering the representation of the brand that is most likely to be found a lot in Padang. The forms of the data are only focused in banners on street food. The researcher concluded that those banners are the manifestation of the bottom-up form of Linguistic Landscape because those banners were published by individual businesses in order to attract customers to buy their products. To analyze the function of language, the meaning of language and the sign present in street food banners in Padang, researcher use the conceptual framework of language function proposed by Halliday, language meaning proposed by Leech and the sign theory proposed by Peirce. The method used in this research are field observation and documentation.

According to the result and analysis of 20 street food banners in Padang, it can be concluded that street food banners in Padang City have four forms of language functions, they are 7 representational function, 1 interactional function, 2 regulatory function, and 2 instrumental function. According to the researcher, the pattern is a consequence of the purpose of making the banners itself, which is to present information related to the product and to attract consumers. In addition, the language meaning found in these banners are 11 conceptual meaning , 10 conceptual meaning, and 1 social meaning. As with the function of language, these meaning also aims to attract consumer interest in the product. The conceptual meaning is packed with words, phrases, and sentences that are evocative and can attract customers' attention when they see it. Another important element that has a crucial impact on attracting customers and making street food banners thrive are the signs used in the banners. These signs can be in the form of images, photos, logos, which are contained in the street food banners. In addition, there are 3 type sign found in the banners based on sign theory by Peirce, there are 21 symbol sign, 21 icon sign, and 4 index sign.

To sum it up, the dominant function of language found in the street food banners in Padang is representational function. The use of representational function found in language in street food banners can communicate information effectively and attract customers' attention. The use of representational functions can manipulate the feelings and thoughts of customers to be interested in the food products being sold, such as the depiction of words that describe the advantages and deliciousness of the product. Afterwards, the dominant meaning of language used in the street food banners in Padang is conceptual meaning. The use of language containing conceptual meaning

can be an advertising attraction and attract the attention of customers by showing a clear and straightforward information, such as food type and price. As a result, customers are able to quickly comprehend the offer and make informed choices.

In addition, the dominant signs used in the street food banners in Padang are Symbol and Icon. The use of symbols in street food banners serves to provide information that is not directly related to the physical similarity with the food object being sold, usually in the form of information about prices and additional meanings that adorn street food banners, while the use of Icon provides information by displaying the shape or physical similarity with the food being sold. The average use of symbols is widely used to attract the attention of customers by providing information such as price, food origin, food excellence by using unique signs that can influence the customer's perspective to try it. While the use of icon signs is used to display the form of food to be sold by displaying as delicious and attractive as possible in order to influence the attention of costumers to try it.

Overall, the use of function and meaning of language contained in the writing of street food banners and also the use of signs such as images, pictures and logos in street food banners have a very important role to improve street food business and attract customers' attention, because these three things can affect customers' perspectives on the food products sold. The use of the right function and meaning of language, and sign strategies in the banners must be given more attention by street food banners sellers, because in addition to the food sold, banners as information media also have an important role in the street food business. Banners that are filled with the use

of language in the form of written text and other visual elements such as images, pictures, and logos are believed to be a medium to increase street food sales.

4.2 Limitation

The limitation of this data is limited in two things. First, the study only focuses on the two most prevalent culinary street food locations in Padang city, namely at Haji Agus Salim stadium and in front of the BRI campus education center in Pauh sub-district. This is because there are many street food locations in Padang and limitations to the data taken. The data on these street food were taken by observation and taking photos of the banners on the street food vendors. Second, the research only focuses on the function of language, meaning of language and the sign contained in existing street food banners, the analysis does not focus on menu names, vendors' names. In order to analyze the function of language, the analysis only focuses on the written english text contains the clauses found in the banners, and for the meaning of language, the analysis focuses on the written english text contains phrases or clauses contained in the banners. In addition, to analyze the sign, the research focused on non written text such as photos, images, logos in the banners.

4.3 Suggestions for Future Research.

Based on the research that has been done, there are several suggestions for future research. The researcher struggles to find data that contains many clauses to apply one of the theories used which is function of language. However, the other two theories such as meaning of language and sign theory can be used easily. For sign theory, the researcher did not focus too much on other elements such as the color used

from the sign in the banners. It would be better for future research to pay more attention to it. The researcher also had difficulty finding data from local street food. Only a few local street foods that can introduce the richness of local culture were found, and it would be better to explore more in order to get more data from local street foods. In addition, the future researcher should more explore the function of language, the meaning of language, and the sign used that contains in street food banners.