

CHAPTER IV

CONCLUSION

4.1 Conclusion

This study analyzed the use of multilingual language on top-down signboards at the Museum Adityawarman in Padang. A total of 155 signs were examined to identify the languages used, their composition, the writing strategies based on Reh's (2004) framework, and their compliance with Indonesia's language policy. The museum was chosen because it is a major cultural institution in West Sumatra that attracts both domestic and international visitors, making it an ideal site to observe the interaction of language, culture, and public communication.

The results show that most signs use Indonesian and English. A few bilingual signs combine Indonesian with Minangkabau, usually for proper names, and Indonesian with Latin, mainly for the scientific names of spices. In terms of monolingual signs, 51 are entirely in Indonesian, and one is in Minangkabau, located in the rendang exhibition room. For bilingual signs, the Indonesian text always appears first, sometimes in bold, followed by the secondary language, which aligns with the national language policy that prioritizes Indonesian.

When classified according to Reh's multilingual writing strategies, 49 signs employ duplicating, 40 use fragmentary strategies, while a few signs apply overlapping (2 signs) and complementary (12 signs) strategies. The frequent use of duplicating strategies indicates the museum's effort to provide consistent information to both domestic and international visitors. Fragmentary strategies highlight areas where cultural content could be made more accessible to foreign audiences, while still maintaining Indonesian as the main language.

Overall, the findings suggest that the museum generally complies with Indonesia's language policy, using English and other languages to accompany Indonesian rather than replace it. Minor improvements, such as reviewing signs with overlapping or complementary strategies and ensuring the clear presentation of all bilingual information, could enhance accessibility for all visitors. In addition, the museum is encouraged to pay more attention to the quality of its copywriting, especially in terms of spelling accuracy and language consistency, to ensure that every sign delivers information clearly and correctly. By maintaining Indonesian as the main language while providing accurate and well-crafted translations, the museum can create a more inclusive and welcoming environment, particularly for visitors who rely on English.

4.2 Limitation

This study has several limitations that should be acknowledged. First, only top-down official signs created and installed by the Museum Adityawarman were included, since these signs reflect the museum's adherence to national language regulations and serve a formal function in public communication. Second, only one research location, the Museum Adityawarman in Padang, was used. The findings may not fully represent signage practices in other museums or public institutions, as language requirements and implementations can vary. Third, this study did not investigate visitors' understanding or reactions to the signs, focusing solely on the written language elements.

In addition to these methodological limitations, there were some practical challenges during data collection. Some signboards had reflective surfaces, requiring careful adjustment of angles and lighting to avoid glare. Others were

unusually long or wide, necessitating careful positioning of the camera to capture the full text. These technical difficulties may have made documentation more challenging but do not affect the overall validity of the study's findings

4.3 Suggestion for Future Research

This study investigated the language composition, multilingual writing strategies, and compliance with regulations of top-down signboards at Museum Adityawarman. While the results provide useful insights, there are opportunities for further research to expand understanding of language use in public signage.

Future studies could be conducted in other museums in West Sumatra or elsewhere in Indonesia to compare how national language regulations are applied. Researchers could also focus specifically on the content of translations, examining whether the translations are accurate and effectively convey the intended information to visitors. This would help assess how well multilingual signage supports both domestic and international audiences and contributes to a more inclusive museum experience.

