

CHAPTER IV CONCLUSION AND SUGGESTIONS

4.1 Conclusion

This study analyzed the signage classification of monolingual signage, bilingual signage, and multilingual signage, as well as the linguistic patterns involving the combination of Indonesian and English lexical elements, as well as the functions of language and visual grammar on beauty salon signs in several selected areas of Padang specifically in the districts of South Padang, West Padang, North Padang, and Nanggalo. The data in this study consists of 13 signs from 11 beauty salons obtained through observation, documentation, and interviews at several beauty salons. The data were selected based on the diversity of language and visual elements found on the beauty salon signage, so that it can present the phenomenon of linguistic landscape in the context of the beauty industry in Padang. In this research, each salon is treated as one datum; therefore, a total of 11 data points are analyzed, comprising 13 signs, as some salons have more than one signage representing a single business identity.

Based on the analysis results, it can be concluded that the use of language on beauty salon signage in selected areas of Padang City, namely South Padang, West Padang, North Padang, and Nanggalo, shows two main forms, namely bilingual signage and monolingual signage. Of the total, as many as 9 signs are bilingual signage, while 4 signs use monolingual signage. The use of multilingual signage was not found in this study. The use of English appears to dominate, especially in business names and service terms, while Indonesian is found in several terms to support the understanding of local audiences. The pattern of language also identified in the signage also showed the mixing of

Indonesian and English lexical elements, reflecting the adaptation of global beauty industry terms to the local context.

In terms of visual grammar, Kress & van Leeuwen (2006) showed that some signage uses conceptual representation, with a total of 11 signs, and two more fall into the narrative representation category because they display the process or activity of beauty care. In the interactive aspect, all signage falls into the offer category, where the visuals displayed function to be observed without direct contact with the audience. In terms of composition, all signage shows that the visual elements are arranged in a structured manner. The business name is generally placed at the top with the highest level of salience, then followed by information value that differentiates the main and supporting information, and the presence of framing that organizes the visual elements with the text so as to build a complete unity.

Furthermore, In terms of language function, researcher used the theory from Halliday (2003). The most dominant functions found were representational, which were found in all data. The representational function is used to convey factual information about the type of business provided. In addition, three data indicate the instrumental function, which is used to attract customers' attention. Two data show the interactional function, and one data item each reflects the regulatory and imaginative functions. This pattern shows that the use of language in beauty salons in the selected areas is more directed towards conveying information.

Overall, the use of language, visual elements, and language function in beauty salons in several selected areas in Padang City demonstrate their

interconnected roles in building business communication strategies. Language not only functions as a tool for conveying information about services, but also to shape the image and attractiveness of the business in the eyes of consumers. The function of language used in signage also plays a role in this communication goal, namely conveying information while attracting attention. In addition, visual elements such as images, logos, or layouts also contribute to strengthening the meaning conveyed in the communication so that the display appears more communicative. The combination of language use, language function, and visual elements can build audience perceptions of the level of quality, character, and professional standards of the services provided.

4.2 Suggestions

Suggestions for future researcher based on the researcher's experience during this study include the difficulty in obtaining data with diverse variations in language use and visual elements found on beauty salon signage. The data generally displays nearly identical language usage patterns, thus limiting researcher's ability to compare data more broadly. Therefore, future researcher are expected to conduct more in-depth initial observations of the selected research locations so that the data obtained is more varied and representative.