

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

In this study, the author has analyzed the use of English in the Linguistic Landscape of the names and labels of shops in Padang. It can be concluded that: The use of English in the linguistic landscape has been widely used both in government and public. According to the writer's research title, the shopping center has also used English as the name and label of the shop.

Based on the methods used, namely qualitative (Meloeng, Lexy, 2000 (as cited in Rafsanjani, 2019, p.18)) and quantitative (Leedy, 1993 (as cited in Putra, 2019, p. 18)). In a qualitative method, the data is obtained through pictures of a fashion shop in Transmart Mall and SPR Plaza. The writer is explored both the shopping center and takes pictures using the camera.

A quantitative method involves the calculation of data using a mathematical approach. For example, English-Indonesian has a presentation value of 58.4 percent, while English has a presentation value of 41.6 percent, and Indonesian has 0%. This is because almost all fashion shop in SPR Plaza use their name on the shop. On the other hand, in Transmart Mall, the use of English has a percentage of 100%. Therefore, it can be concluded that the percentage of using English in Transmart is higher than SPR Plaza, which is 100 %: 41, 6%.

From these data, it can be concluded that transmart higher mall is wearing the English language on the label and the name of a fashion shop on the SPR Plaza. Where a comparison between the English (mall transmart: SPR plaza) of 100 % : 41, 6 %, English-Indonesian (mall transmart: SPR plaza) of 0 % : 58, 4 % and Indonesian (mall transmart: SPR plaza) of 0 % : 0 %.

## 4.2 Suggestion

The writer conducted a study of linguistic landscape: the use of English language for labels and shop names in Padang, in the Transmart Mall and SPR Plaza. The writer suggests conducting further studies on landscape linguistics on the scope of government and street names in Padang.

