

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the analysis, the language used of coffee shop signboard in Kota Probolinggo that is used Linguistic Landscape theory by Landry and Bourhis (1997), there are nine language variations used. Indonesian is being dominant language that used as the name. It is because the language is known and used by Probolinggo society, simple, and memorable. The second language is English. It is because perception of people that makes English has high value especially in business. The third is Javanese as a daily language used of Probolinggo society. Then the other language variations used is Madurese, Portuguese, Spanish, Greek, Indonesian – English, and Indonesian – Javanese. The language type is monolingual and bilingual on the name of cafe. From the nine language variations, seven is monolingual and two is bilingual. It is because opinion of the coffee shop owner if there is two or three language on the one of cafe's name is too imposing. The used of monolingual is easier to understand than bilingual or multilingual.

There are three kinds of signboard function in this study. First, signboard as identity of cafe, second is signboard as promotion media, and third is signboard as area marker. The first, signboard as identity of cafe means the name that is writing on signboard or logo on signboard is as identity of brand. That is not identities of particular social group. The second, signboard as promotion media

means signboard used can attract society come the cafe and enjoy the product in each cafe. The third, signboard as area marker means the signboard is mark of cafe area. That is can be seen by location of signboard, for example in the side of road, in the cafe glass, in the wall, and in the entrance of cafe.

5.2 Suggestion

The existence of coffee shop in Kota Probolinggo is closely related to society life or urban style. The language used in coffee shop signboard as landscape of linguistic should educate them. The education is the language used. The used of local and international language is at least should be equivalent especially mother tongue in Kota Probolinggo. Mother tongue is part of society culture, so it needs to be preserved from the current generation to the next generation. So, for the next owner of coffee shop can used local language than international language. It is part of maintaining the minority language in Kota Probolinggo.

For subsequent researchers can describes about language used in public space especially in Kota Probolinggo. The analysis about language used and function of coffee shop signboard can be done in more detail, for example analysis about symbolic function. On the other hand, linguistic landscape analysis can be done in another field namely school, government, civilization, or economic in Kota Probolinggo.