

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

After analyzing the data, the author can conclude:

First linguistic landscape kinds in Bukittinggi shopping malls. The linguistic landscape types are top-down and top-bottom, there are 5 official or top-down signs found at Ramaya Bukittinggi, and 13 non-official or bottom-up signs. At Pasa Ateh Bukittinggi there are 3 top-down and 15 bottom-up, there are 36 types of top-down and bottom-up that the author encountered from the two shopping centers in Bukittinggi. Bottop-up signs are more frequently displayed in the two shopping centers in Bukittinggi than top-down because many shop owners use English and food stores, and only a few top-down signs are there, such as notice boards, directions and warnings.

Second, Motives for Using English in the Linguistic Landscape (Based on Fashion Store Area). There are 2 motives for using landscape linguistics, namely international language and globalization with 8 interviewees. Only two motives were found during the interview because the only shop employees there were, most of the shop owners were rarely found, they were also lacking or what was the reason why the shop owners gave their shops English names. The author found the reason why English is used in shop names in shopping centers in Bukittinggi. Research was conducted by interviewing shop owners or employees. The reason was discovered because it follows current trends, looks different from other shops, is easier to recognize, and ultimately makes it easier for tourists to visit.

## **Suggestion**

Based on the mention findings, several recommendations can be made for future research. The author asserts that any aspect of our surroundings can be a potential subject for investigation, given the intriguing nature of linguistic landscape and its novel approach to sociolinguistics. In future studies, it is advised to not only look at how the language landscape is used, but also explore the language attitudes embedded within it. Furthermore, investigating the characteristics of language on signs, including font size, type, color, and word placement, would provide additional insight.