

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

After analyzing the data from the previous chapter, the research's conclusion and suggestions are presented in this chapter. The conclusion was drawn from the discussion of the research's problem, whilst the suggestion was intended to offer information to future researchers who want to conduct similar research.

A. Conclusions

After analyzing the meaning in Naming Cafe in Medan and found the research finding, conclusions are display as follow:

1. The meanings in Naming Café in Medan were categorized into three meanings that are found in naming cafe namely Reference, Sense and Definition. there were 15 naming cafe meaning were displayed as : house number, abbreviated owner's name, book title, place name, ancient Greek symbol of glory tree, UNO game card, street name abbreviation, philosopher's name, Indonesian, mental health symbol, and inspired by Korean culture. There are 14 cafe names that have different meanings depending on how each person interprets it.
2. The meaning in Logo cafe in Medan has its own meaning. There are 14 different meanings, namely, inspired by the menu provided, taken from the owner's abbreviation and cafe concept, inspired by turtle shells, blangkon which is synonymous with Java, The triangle shape means God, humans

and nature, drinking coffee with a prison feel , inspired by Moroccan buildings, taken from the UNO card, 5 lines connected to each other, the abbreviation of the cafe name, a picture of the philosopher's face, taken from the cafe slogan, a symbol of mental health and 2 different concept meanings.

3. The language used in Naming Café has different reasons. This difference is caused by the different thoughts of each cafe owners in Medan. Hence there are 6 cafes using English, 5 cafes using Indonesian, 1 cafe made with the owner's name abbreviation, 1 cafe made with the abbreviation of a street name and 1 cafe with the Philosopher name.

B. Suggestions

In regard to the conclusion, the suggestions were necessary to be considered in conducting related research. Suggestions are presented as the following :

1. The researcher hopes that this research could help the readers, especially for English Literature Students in understanding more about semiotic meaning analysis in Naming and Logo Cafe in Medan.
2. For the next research, it is suggested to explore more about semiotic analysis in other naming cafe places, other researchers can also research other place names, besides that, the logo of a trending company can also be taken into consideration and researcher hope this research could be used as of reference.