

CHAPTER V

CONCLUSION AND SUGGESTION

The findings from the discussion are summarized in this chapter. After presenting the conclusion, the researcher provides suggestions that can be useful for future research.

5.1 CONCLUSION

In terms of the semiotic analysis of a lifestyle represented in the coffee shop logos, the researcher draws the following conclusions:

1. Of the four coffee shop logos analyzed, not all of them contain iconic, indexical, and symbolic signs. Point Coffee, Starbucks, and The Coffee Bean & Tea Leaf logos have all the sign elements, which are icon, index, and symbol. Meanwhile, for the Excelso logo, there is no icon in it. In the coffee shop logos analyzed, the icon is contained in a single logo unit in the form of an image that visually resembles the original. The index element is in the form of writing indicating the name of each coffee shop. Lastly, the symbol found in each coffee shop logo is the shape and color used as the signature of their coffee shop.
2. There are 4 types of lifestyles used in this research. They are comfort, control, pleasing, and superiority lifestyle. After the analysis is carried out, the results found are each of the 4 coffee shop logos; Point Coffee, Starbucks, The Coffee Bean & Tea Leaf, and Excelso, represents the 4 types of lifestyles used. Point Coffee represents a comfort priority lifestyle, Starbucks represents a superiority lifestyle, The Coffee Bean & Tea Leaf

represents a control priority lifestyle, and finally, Excelso represents a pleasing priority lifestyle.

5.2 SUGGESTION

According to this study's semiotic analysis of the coffee shop logo, the researcher would like to suggest the following analysis. The researcher suggests that the meaning of a logo should be conveyed in a color or shape that is simple for people to understand to better achieve its goals since there are several types of logos and it is anticipated that a future researcher is going to examine them. The next study should also employ a different technique to examine the data source to enhance the findings, such as administering a questionnaire to a specific community to gauge public opinion regarding the influence of the coffee shop's logo on customer behavior. The researcher also proposes that the future researcher inserts different issues related to the logos to add additional variety to the semiotics research.

