CHAPTER III

CONCLUSIONS AND SUGGESTIONS

3.1 **Conclusions**

Based on the analysis that is conducted in the previous chapter, it is concluded that signs have different characteristics. The data that is found in this report is 5 data. They are included 2 data of symbols, 2 data of icons and 1 data of symbolic-iconic. Based on the data that is found in **Loubelle Shop**, the writer analyze that the form of each sign determine its mode. The first 2 data of symbol take the form of sentence and word. The second types of the data, which is icon, take the form of representation of object and shape. The third data is symbolic-iconic mode that takes form of the image of popular people. Based on this form which is called signifier, the writer analyzes and matches the characteristics of each mode and concludes the term for each mode. In analyzing sign, the writer makes a connection between the signifier and the signified so that the writer can determine the general meaning of each sign.

Sign is not always symbol; they can be icon or the combination of symbol and icon. The term symbols is used by people to interpret something in general because general idea comes first into people's mind while they ignore the meaning that could lies behind the sign. However, people's interpretations about

sign are different from one to each other. Some people may directly interpret sign as icon because icon is well-known.

Symbol and icon are used to substitute the meanings that lie behind sign so that people have more efficient communication. Without any symbols or icons, communication between people must be longer than usual. Sign which is used in the design of product like we see in the previous chapter deliver the meaning efficiently and also aesthetically.

3.2 **Suggestions**

After conducted analysis in the previous chapter, the writer knows that there so many problem that is arose. Semiotics becomes one of the major fields of study because we know that we use language as primary tool for communications; language is part of semiotics as the sign systems. Thus, there are several cases that will be interesting to be examined and analyzed any further in order to develop the theory of sign as follows:

There are 3 modes of sign, symbolic mode, iconic mode and indexical mode. While in this report the writer only discuss about symbol and icon, it will be interesting to investigate indexical mode. Sign can take any form in our life, it can be everywhere, it can be in any shape around us, thus to analyze the meaning behind shape that is treated as symbol or icon, we also need to know the meaning of shape in general. The study of shape will be interesting to examine in the next

research. Any further research about the meaning of color as symbol also will be interesting to examine. Iconic mode is related to history because icon is affected by history of its development. Thus historical development of icon will be interesting to examine in the next research. Iconic mode is related to history because icon is affected by history of its development. Thus historical development of icon will be interesting to examine in the next research.

Semantics feature in sentences will be interesting to investigate because to analyze the meaning of one sign, semantics also get involved in attempt to figure out one meaning of sign.

The study of semiotics is related to sociolinguistics. Thus, the next research related to involvement and development of sign in social life will be interesting and also important.