

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This chapter presents a synthesis of the entire research series regarding the use of politeness strategies in warning signs within Bengkulu City. Through a sociolinguistic lens, this study does not merely examine the textual linguistic aspects but also dissects how authorities and the community in Bengkulu City manage social interaction and public compliance through written media. Based on an in-depth analysis of the 43 data points found across various public spaces, the researcher formulates the following conclusions:

The research results indicate that all categories of politeness strategies according to Brown and Levinson's (1897) theory are present within the linguistic landscape of Bengkulu City, as evidenced by 43 data points distributed across various public spaces. These four strategies Bald on-record (29 data), Negative Politeness (7 data), Positive Politeness (5 data), and Off-record (2 data) are implemented in varying degrees depending on urgency and location. This finding aligns with the study by Mubarak et al. (2024) regarding the importance of direct messaging for safety in public transportation. This confirms that sign-makers have meticulously considered the

relationship between the addresser and the addressee to achieve specific communicative goals effectively.

The significance of this research lies in the new understanding that the effectiveness of public warning signs depends heavily on pragmatic precision rather than the mere use of "soft" words. The use of more diverse strategies, such as Positive Politeness to build solidarity, is supported by the principles in Lestari's (2023) research regarding the importance of familiarity in social interaction. Overall, this study contributes to the development of sociolinguistic studies in Bengkulu by demonstrating how language is strategically positioned to regulate public behavior without disregarding local sociocultural values. The success of communication in these warning signs proves that politeness is an instrument of social control that is adaptive to the situational context and the needs of the local community.

5.2 Suggestion

1. For Future Researchers

It is recommended to explore the use of the Bengkulu local dialect in warning signs to examine the influence of cultural identity on public politeness patterns.

2. For Academics

This research can serve as a reference in understanding the application of pragmatic theory to real-world objects in the field, particularly in the analysis of urban linguistic landscapes.