CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the discussion on the previous chapter, the writer has managed to see the comparison between company description of UK and Indonesia Muslim Fashion Shops. The analysis is conducted by using a Corpus Linguistic Approach. In this case, the writer built a corpus taken from 20 of UK and 20 of Indonesia Muslim Fashion Shops. The data are run by AntConc 3.2.4w software to find the frequencies of the words used in both countries.

The corpus shows that in UK Muslim fashion shops, the most frequent word used are "Islamic", "clothing", "quality", "products", "Muslim", "designs", "service", "online","best", "shopping". In UK, they focus on the "Islamic" feature. UK Muslim fashion shops do not only consider their products with high quality, but also they offer exclusive design without leaving the Islamic impression. In general, they only sell kinds of abaya without so many patterns and cutting of clothes for Muslimah. UK's dedications to Islamic clothing shops are also shown in wide service by supplying an online shopping that reach worldwide market.

The Indonesian corpus shows that the most frequent word used are "fashion", "brand", "hijab", "Muslimah", "design", "style", "clothing", "women", "Indonesia", "love". Indonesia as a country which has a number of Muslim designers that increases in every year, put the word "fashion" as the most frequent word used in

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Muslim shop descriptions. In Indonesia Muslim fashion shops, they provide Muslimah stuffs as their main products. Brand is also an important point in Indonesia Muslim fashion shops, because by the brand we can know who the owners are. They also really pay attention in design and model of their products in order to make their customers more stylish. Not only Muslimah clothes, but also several kinds of hijab patterns and accessories are offered. In making shop's description, they commonly use the word "love" which shows a caring expression to their costumers.

From the corpus analysis, we can compare the word choice between UK and Indonesia Muslim fashion shops. We have seen several similarities and differences. The similarities are the usage of the words "clothing" and "design" words in both countries. It implies that those two countries also pay attention in making clothing product with exclusive designs to provide a satisfaction to their costumers.

Beside the similarities, the writer also found the differences between Muslim fashion shops in both countries. In UK, they use the word "online" to let the customers around the world know that they also sell their products worldwide. It is different from Indonesia fashion shops which do not use the "online" word as the frequent word, because the implementation of selling is already online, so they may think that it is not necessary to put the word "online" in their shop descriptions.

5.2. Suggestion

This study focuses on the corpus description of UK and Indonesia Muslim fashion shops. For a further research, the writer suggests to other studies. The first is

an analysis on the name use of the UK and Indonesia Muslim fashion shops. In the UK Muslim fashion shops, they tend to use Arabic words and letter derived from Al-Qur'an into their brand's name. Whereas, in Indonesia fashion shops, the owners more focusing on their own name to naming their products. The second one, is possibility study in Semiotics about the way UK and Indonesia fashion shops different in promoting their products. In UK, they only focus on the clothes without pay more attention in face and other appearances. In Indonesia, they show up all of the body of the model in promoting their products.

REFERENCES