

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to draw some conclusions. Having analyzed the brands, it can be stated that it is true that brands are important for companies. It is because they bring the companies' offerings to the consumers so that the consumers can start to recognize brands with the products or services they are looking for. Oswald, an expert of Semiotics, says that a brand is a system of signs and symbols that engages the consumer in an imaginary or symbolic process that contributes tangible value to a product offering. As a result, a brand should be as transparent, as it has to communicate what it represents, the concept of restaurant or café. The concept of the restaurants or cafés can be communicated through the components of brands namely brand names, taglines, pictures or icons, and colors. These components of brands support one another to build a solid sign. Finally, from the interaction of these linguistic signs, brands communicate what they represent, the concept of restaurants or cafés. However, many companies still apply brands that are not communicative.

Having analyzed five data, firstly, I find four out of five companies do not apply ideal communicative brands. Blind Café applies an ideal communicative brand because its concept of ‘dining in the dark’ café is transparently communicated through all the components of the brand. The components of the brands support each other so as represent Blind Café. The other brands do not complete it through all the elements of the brands. The Cellar is good at communicating the concept through the brand name and the icon. The Valley Café only communicates its concept through the green color of the brand and its tagline Bistro Café and Resort Hotel. The brand name is too broad to be interpreted as a company that serves a ‘dining experience surrounded by Bandung city views. The absence of an icon makes this brand blurred to represent a company with such a concept. D’ COST Seafood transparently communicates its concept of restaurant through its brand name and tagline, but not in color. The last one, Erla’s Mexican Café, does not deliver its concept through its brand name, since it is a Scandinavian name.

Secondly, I find that any brand name is right because according to Saussure, every name is a right name since they are symbols of reality and their label to differentiate them from each other. I want to emphasize that the use of brand name in an unsuitable concept of something is wrong. The companies are expected to choose brand names which reflect their concepts of companies. Blind Café and D’COST Seafood are correct in choosing brand names because their brand names transparently communicate their concepts of café and restaurant.

Thirdly, I also find the importance of taglines in brands. The taglines usually clarify the brand names and restrict the brand names so as not to be interpreted too broadly. A brand should have a clear tagline to support the brand name. The tagline should not be too short, nor should it be too long. It not only has to be transparent to the customers but it also should support the brand name. For some cases, the brand name is transparent enough to communicate the concept of the company, but it is commonly found a brand name is supported by a tagline to clarify the brand name so people are sure about what is the company about.

Fourthly, I conclude that the presence of icon is essential because, through icons, people can perceive the reality easier than through words or sentences. People feel the truth between the icon and the reality the icon represents because there are similarities between them. Furthermore, icon is more universal than words and sentences. It is shown that brands with icons are easier to be interpreted. As people say, a picture says a thousand words.

Next, the use of color in brands is also important to create emotions and ambiances and deliver the concept of the café or the restaurant in another way. The brand creator should be careful in attaching the colors to the brand because they can be misleading. The color should be matched with the concepts of the companies because colors also signify the concepts of the cafés or restaurants.

Last, the interaction of the brand names, taglines, and icons as the *representamens* lead people to have *interpretant* of what the *representamens* represent as the *object*. Again, this shows the importance of transparent brands,

that they should be properly made to communicate what they represent. The brands will successfully communicate the concepts or the company when the customers find that the brands are the indexes of what they represent.

Considering the importance of brands, it is a challenge for the companies or marketers to reconsider making brands as their communication tool, or in another term, language, to deliver the service, product, or offer the company wants to convey. Brands, as the representation of the companies, should be symbolically, iconically, and indexically transparent to be interpreted by consumers. These days, companies compete with one another to get the consumers' attention to trust their company as the company the consumers are looking for. Companies are challenged to communicate their unique concepts through brands, so the brands should be attractive, unique, and communicative. Moreover, in digital era, it is easy to find technology to make transparent brands. Besides this, there has to be knowledge about how to make good brands and how people communicate through brands.

This thesis may be developed more deeply by investigating 'why communicative brands can still be misinterpreted by the customers' by using Jacobson's theory of interpersonal verbal communication, which moved beyond the basic transmission model of communication. He also highlighted the importance of the codes and social context involved (Chandler 177). Last but not least, hopefully, readers, particularly marketers, can understand the purpose of the study, know the importance of a brand, and value the brands more deeply.