

CHAPTER 4

CONCLUSION

As the analysis has been done in the previous chapter, the writer attempts to make a conclusion in the chapter. This chapter is divided into two parts. The first part of this chapter is the conclusion of the analysis from the first up to the last chapter. The second part of it is the summary of the term paper.

4.1 Conclusion

The objectives of the research is to identify the signs of Manchester United, to identify the phenomena that occur in Manchester United, and to identify the responds of the fans of Manchester United related to its signs and phenomena.

The writer uses the theory of semiotics to conduct the analysis of the signs of Manchester United. The writer analyses the signs of Manchester United using three semioticians' theories. Those are the theories of Charles Peirce, Ferdinand de Saussure and Roland Barthes. The writer analyses the sign of Manchester United begins with its badge, then its players and ends with its manager. The writer also uses theory of colour to support the analysis of the badge as it is conducted using Roland Barthes' theory.

Furthermore, the writer applies the psychological theory. The theory that the writer uses is the hierarchy of needs by Abraham Maslow. It is used in the ground of that the writer has to find out the effect toward the fans of Manchester United. Therefore, the writer uses this theory to approach the psychological needs of the fans.

According to the analysis of the signs of Manchester United that writer conducts, there are three object of analysis, they are the badge, the players and the manager of Manchester United. They are evidenced as the signs of Manchester United. Although they take different form, they share the same function as the sign of Manchester United.

Based on the analysis of the effect to the fans, the writer finds out that the fans remain loyal to the club. Even though the phenomenon such as being stopped at 7th rank and unable to join the Champions League occurs, the fans keep supporting Manchester United. It is strongly related to the signs of the fans as they keep loyal to the club.

The benefit of the term paper is generally to present a scientific evidence of applying semiotic theory. In specific way, it is to prove the effect of the sign related to the loyalty of the fans of Manchester United. The final result of the term paper is the signs of Manchester United strongly cause effect to the fans, especially when a special phenomenon occurs. Nevertheless, although the result of this term paper is found out, it remains available to be carried on. The

writer proposes to whom interested of analysing Manchester United analysing using semiotician further study of sign can use the theory of Arthur Asa Berger or Claude Levi Strauss. Moreover, in analysing the effect of the semiotics related to the psychological needs, it is suggested to use Burrhus Frederic Skinner's theory.

4.2 Summary of Term Paper

The writer conducts the term paper which consists of four chapters. Those are divided by the following:

In chapter one, the writer explains about the background of the problem in the research. The writer also describes briefly about history and the outline of Manchester United. Subsequently, the writer explains statement of the problem. There are three statements of the problem. Those are what are the signs that define Manchester United are, what are the phenomena that occur in Manchester United, and how are the responds of the fans of Manchester United related to its signs and phenomena. Afterwards, the writer explains about the theory that the writer used to conduct the analysis to solve the problem of the research. The writer uses semiotics and psychological study on the term paper.

In chapter two, the writer explains the semiotic study that the writer applies to analyse the research. The semiotic study that the writer uses are: the study of the signs, icons, indices and symbols. The writer also explains about the colour theory as the supporting theory. The writer also describes the psychological theory of hierarchy of needs.

In chapter three, the writer conducts the analysis based on the statement of the problem in chapter one. The writer firstly analyses the signs of Manchester United. The writer analyses the signs one by one begins from the badge, the players and the manager of Manchester United. After that, the writer analyses the effect toward the fans by applying the hierarchy of needs theory.

In chapter four, the writer makes conclusion and summary of the term paper. The chapter encloses all about the writer's result of the analysis. It includes the final result as the signs of Manchester United provide effects toward the fans especially when special phenomena occur.

