

## CHAPTER IV

### RESEARCH FINDING AND DISCUSSION

This chapter is focus on the research finding and the discussion of this research according to the data which re searcher got during the observation.

#### A. Research Finding

Before conducting this research, the researcher had observed the venue of tye café where will become as the source of research. In these findings, the researcher presented the result of research and the analysis of the observation data collected

This research also completeted with the visitors respond of each wise words they found in café through some words they see. The impact is explained in each picture of wise word put in this research, and the further documentation which were conducted through some results and steps as follows:

##### 1. What are the wise wore available on Cozy Café?

Wise word is a word, phrase or sentence which are used when someone advises another one. On Cozy Café, the researcher found some wise words. The wise words are not only words which are sticked there, but they are the words which contain messages for visitors to be seen and understood, so some visitors will know how comfort being inside of the café and understand about new terms, new life advice, and new spirit for themselves during having a table there. The wise word which researcher found in cozy cofe's wall are

- a. Life is good
- b. Love your life
- c. The music sounds better with you
- d. Surround yourself with good people and black coffee

- e. Hot coffee the best drink of all
- f. Coffee is our feel

**2. What kinds of English wise words are sticked on Cozy café's building in Pamekasan?**

This part will be focusing on *What kinds of English wise words are sticked on Cozy café's building in Pamekasan?* The researcher started holding the observation to accomplish the research with submitting permission later to the manager in the café, it indicates that the manager and researcher have found the appoinment.

Word has power. The meaning of the word crystallizes perception that shapes our ultimately, drive our behavior, and beliefs. create our world. Appearing the power of them comes from our the responses of emotional when we speak, read, or hear them. Choosing the words that you feel it is difficult to speak because they have the potential of accomplishing nearly anything. Only one negative comment can ruin a person's day. A few might even ruin the person's life. On the flip side, one positive and encouraging comment can be just enough to create healthier cultures , increase employee engagement and make more of a difference in an individual's life than you will ever know. We often overlook the small things which axist in life.

Some words are for life, for foods or drinks which can help visiotrs know the good impact, and for completing the interiors as the the visitors sight-seeing throughout they have hanging out moment inside. Each wise word is designed with different color, font, background, size of the wood. Each word word hs deep meaning, each color has different philosophy, each font has purpose, and each size has different place to be sticked on the wall, it purposed for visitors who have

different character in loving word font, size, or even color. The visitors will feel the impact for sure from those wise words board inside of tis café.

And here are some wise words which are found by the researcher:

a)



The first word the researcher found is about life motivation which is specially made to motivate readers (motivator) that life is not just about troubles, obstacles, bad days, and other things which close good doors, but life is deivering goodness immediately. It helps readers realize that they can be in that café is the evidence of life which takes them to the goodness.

b)



The next wise almost has the same purpose and impact for the readers, because it is still related with life motivation words in which the

readers (visitors) should aware and understand how they respect and love their life. The difference here is more focus on how we love every single moment in life, no matter who we are, we have been different from born, so just let's love what belongs to us, not what does not. This wise word is never failed to refill us energy to spread love to our own life in which we sometimes create the negativity in our mind like complaining all the time without feeling grateful for what we have, but just see to what we do not. Once we start to love our life, we will be addicted to do it again and again, this wise word will help us to start doing that way.

c)



Here is a little bit special wise word, because it feels like really made and to invite the readers (visitors) to come in to the café first, as some explanation in some previous pages that this café is complete with live music,

so this wise words can lift the readers who have hobby to listen to music or have hobby is singing or even have hobby to sing, this wise word can hypnotize readers for their life and know how to be a melancholy person with music.

d)



Being a good person has some benefits and it also gives some impact to your life. Earning The Respect Of Others - Doors of opportunity tend to open more easily when we have the respect of others. If another one respects to you, you will do more for them. So that it could overcome stressful situations, an activity of becoming kind to others can decrease the stress factor by far. It happens because it allows you to give less attention to your problems and yourself. When you are focus on positive thing that you do, it will decrease you stress. The importance of good company in life is best realized when you are having fun. Laughter is the most natural way to bond with people you don't know. A great sense of humor, wit, and doing happy things together are the characteristic of any strong friendship.

e)



Everyone has different interest in food and drink. because coffee consists of caffeine, this popular beverage can make people feel not too stress, increasing the level of energy, burn fat by jump-starting the body's metabolism, and improving the productivity and the function of the brain including memory, times, reaction, times mood and general mental function. Black coffee has much rich in antioxidants, which could break the damage of the cell and reduce your risk of serious health conditions like heart disease and cancer. Coffee is the main source of antioxidants in most American diets. In other sides, black coffee consists of high levels of: Vitamin B2.

The wise word will be the last research, some people think that motivation is not only from speech or words, but also from the most favorite drink ever in the world which is coffee. It is proven by these words in which coffee becomes so powerful for the drinkers.

## **B. Discussion**

This part discuss about the result of the research has done by the researcher.

### **1. What are the wise word available on Cozy Café?**

After doing an observation to Cozy café, the researcher some wise words are sticked on Cozy café's building. Cozy café is one of the most popular cafes in Pamekasan. The interior and the design of café is nice to look that is why many visitors like to visit that cofe. The owner of cozy café sticks some wise words on some walls of cozy café. Wise word is a word, phrase or sentence which are used when someone advises another one. On Cozy Café, the researcher found some wise words. The wise words are the sticker which is stick on the wall of cozy café. There are six wise words which the researcher found on the wall of cozy café. Life is good, Love your life, The music sounds better with you, Surround yourself with good people and black coffee, Hot coffee the best drink of all, Coffee is our feel. The owner of the café put the café on the place that is easy to be found by the visitors. So that the visitors could enjoy the coffee while read those wise words.

## **2. Kind of English Wise Word are Sticked on Cozy Cafes' Building in Pamekasan**

In This part, the researcher will be focusing on *What kinds of English wise words are sticked on Cozy café's building in Pamekasan?* The researcher started holding the observation to accomplish the research with submitting permission later to the manager in the café, it indicates that the manager and researcher have found the appointment. Based on the observation which researcher held, the researcher found some result.

There are three kinds of wise words. Those are :

### **a. Motivation**

This wise word means that to motivate, guide, and maintain goal-oriented behaviors. It is what causes to act, whether it is getting a glass of water to reduce thirst or reading a book to gain knowledge. Motivation involves the biological, emotional, social, and cognitive forces that activate behavior readers to get better thoughts. For example: *It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change*

-Charles Darwin-

It means that everyone will never be safe if they never change their behavior from worse to better.

*All our dreams can come true if we have the courage to pursue them*

-Walt Disney-

It has meaning that if we have willingness or bravery to get what we want, we will get them.

b. Love

This wise word can influence how readers feel about their intimate relationship, how trusting they are of their partner and even what they hope to gain from them. This means that understanding what drives their relationships can help them to understand their partner and how they respond to them. Understanding this can therefore help foster long-lasting and mutually satisfying relationships.<sup>1</sup> Example:

*I don't want you to hear that I love you, but want you to feel it without me having to say*

-Anonymous-

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<sup>1</sup> Weston Carol, *Wise Words, Good Advice* (USA: Perfect Bound, 2005), page. 5



It tells reader that love is not about a statement, but it is all about action to prove.

*When someone left you, do not cry because that is the message that you are going to get better one*

-Anonymous-

It motivates us to keep moving on from the previous relationship to have a new and brighter one.

*To love oneself is the beginning of a lifelong romance.*

-Oscar Wilde V-

Love yourself. Love the things that make you. Your values and talents and memories. Your clothes, your nose, your woes. If you love yourself, you can jump into your life from a springboard of self-confidence. If you love yourself, you can say what you want to say, go where you want to go. The world can be a tough place, and some of the billions of people out there will try to knock you down. Don't join them. Do things that make you proud, then take pride in what you do. And in who you are. Who are you anyway? What makes you? How are you like your siblings and neighbors and friends? How are you different? If you were your own secret admirer, what would you most admire?.<sup>2</sup>

### c. Friendship

is a term that refers to doing something that would want to be done by friends. Say you take a picture of you and your best friend; that is a goal of being together, enjoying your time.

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<sup>2</sup>Weston Carol, *Wise Words, Good Advice* (USA: Perfect Bound, 2005), page. 3

Example:

*My friends are my estate*

-Emily Dickinson V-

You're stuck with your relatives, but you can choose your friends. Whenever you find yourself wishing you could be friends with someone, ask yourself why. Is it because that person is pretty or popular? or is it because you and she share common ground? With a friend, you can think aloud and talk freely and comfortably without always having to explain everything. She listens with interest and without teasing. If you live to run, find a friend who wants to discuss times, tracks, and shin splints. If you love English, find a friend who wants to trade books and literary opinions or start a book club. If you've weathered your parents' divorce, consider confiding in someone whose parents have also broken up. Look for girls who share the same passions, problems, and pastimes you do. Look for girls who are friendly, smart, and kind, and who like to talk about guys, TV, music, movies, politics, websites, whatever. "Talk is a refuge," said Zora Neale Hurston.<sup>3</sup>

And here are some wise words which are found by the researcher:

a)



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<sup>3</sup>Weston Carol, *Wise Words, Good Advice* (USA: Perfect Bound, 2005), page. 34

Based on that wise word, that wise word includes in to motivation. This wise word means that to motivate, guide, and maintain goal-oriented behaviors. It is what causes to act, whether it is getting a glass of water to reduce thirst or reading a book to gain knowledge. Motivation involves the biological, emotional, social, and cognitive forces that activate behavior readers to get better thoughts<sup>4</sup>. That is why it is include into motivation since the writer tries to make the reader believe that life is never bad so that the writer wants the reader be positive to his/her life which means the writer motivate the writer to be spirit in facing his/her day and life. In other sides, this wise word includes into motivation because if forces readers to have positive though about life.

When the researcher see that wise word, the first word the researcher found is about life motivation which is specially made to motivate readers (motivator) that life is not just about troubles, obstacles, bad days, and other things which close good doors, but life is delivering goodness immediatly. It helps readers realize that they can be in that café is the evidence of life which takes them to the goodness.

b)



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<sup>4</sup> Weston Carol, *Wise Words, Good Advice* (USA: Perfect Bound, 2005), page. 5

The wise word above also includes into motivation. Motivation wise word means that to motivate, guide, and maintain goal-oriented behaviors. It is what causes to act, whether it is getting a glass of water to reduce thirst or reading a book to gain knowledge. Motivation involves the biological, emotional, social, and cognitive forces that activate behavior readers to get better thoughts<sup>5</sup>. That wise almost has the same purpose and impact for the readers, because it is still related with life motivation words in which the readers (visitors) should aware and understand how they respect and love their life. That wise word wants to make the readers have feeling and behavior in loving their life. The difference here is more focus on how we love every single moment in life, no matter who we are, we have been different from born, so just let's love what belongs to use, not what does not. This wise word is never failed to refill us energy to spread love to our own life in which we sometimes create the negativity in our mind like complaining all the time without feeling grateful for what we have, but just see to what we do not. Once we start to love our life, we will be addicted to do it again and again, this wise word will help us to start doing that way.

c)

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<sup>5</sup> Weston Carol, *Wise Words, Good Advice* (USA: Perfect Bound, 2005), page. 5



This wise word also includes into motivation. means that to motivate, guide, and maintain goal-oriented behaviors. It is what causes to act, whether it is getting a glass of water to reduce thirst or reading a book to gain knowledge. Motivation involves the biological, emotional, social, and cognitive forces that activate behavior readers to get better thoughts<sup>6</sup>. This wise word tells that the reader is not alone. He/she has others to face his/her life. It asks the readers enjoy their life as like they enjoy the music while believing that they still have other people, so they are not alone.

d)

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<sup>6</sup> Weston Carol, *Wise Words, Good Advice* (USA: Perfect Bound, 2005), page. 5



That wise word is motivation and friendship. means that to motivate, guide, and maintain goal-oriented behaviors. It is what causes to act, whether it is getting a glass of water to reduce thirst or reading a book to gain knowledge. Motivation involves the biological, emotional, social, and cognitive forces that activate behavior readers to get better thoughts<sup>7</sup>. In that wise word, the writer forces the reader to associate with good people by mean to make them become a good person also. Being a good person has some benefits and it also gives some impact to your life. Earning The Respect Of Others - Doors of opportunity tend to open more easily when we have the respect of others. If another one respects to you, you will do more for them. So that it could overcome stressful situations, an activity of becoming kind to others can decrease the stress factor by far. It happens because it allows you to give less attention to your problems and yourself. When you are focus on positive thing that you do, it will decrease you stress. The importance of good company in life is best realized when you are having fun. Laughter is the most

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<sup>7</sup> Weston Carol, *Wise Words, Good Advice* (USA: Perfect Bound, 2005), page. 5

natural way to bond with people you don't know. A great sense of humor, wit, and doing happy things together are the characteristic of any strong friendship.

e)



It does not include into wise word. Those stickers are just kind of promotion from the owner of cofe. Everyone has different interest in food and drink. because coffee consists of caffeine, this popular beverage can make people feel not too stress, increasing the level of energy, burn fat by jump-starting the body's metabolism, and improving the productivity and the function of the brain including memory, times, reaction, times mood and general mental function. Black coffee has much rich in antioxidants, which could break the damage of the cell and reduce your risk of serious health conditions like heart disease and cancer. Coffee is the main source of antioxidants in most American diets. In other sides, black coffee consists of high levels of: Vitamin B2.

