

## CHAPTER V

### CONCLUSION

*Maneki Neko* as the good luck charm is quite common in business life, even in *Feng Shui*. We usually see it in Chinese or Japanese restaurant. *Maneki Neko*, which is originated from Japan also popular in Indonesia and other countries. Even though this cat figure originates from Japan, *Maneki Neko* is adopted as a good luck charm by the Chinese people. It is given a new name, *Jinmao* (Golden Cat). So, this cat is popular charm among Indonesian-Chinese business people. They believe that this cat can bring good luck to the owner.

To analyze this belief, the writer used qualitative methods to analyze and interpret the data. The writer interviewed 12 store owners who live in Semarang and keep *Maneki Neko* in their stores. In this thesis, there were three questions the writer intended to answer. First question is what are the functions of *Maneki Neko*. Second question is what do they know about *Maneki Neko*. Third question is how do they know about *Maneki Neko*. The conclusions of the answers are as follows:

The conclusions of the first question; as a charm, *Maneki Neko* bears three functions; bring fortune, customers and money. Actually this is the same idea as bringing good luck. Good luck can be concluded as something that can bring us positive effect. Bring fortune, customers and money also the positive effect that everyone who has a store wants to have. The definition of fortune can be bringing

customers and money. A person who has a store definitely wants the merchandise that he sell become a best seller and many people buy it again and again, so he will gain the bigger profit. This can be called fortune and this fortune is related to customers and customers related to money, because customers buy the merchandise. If customers buy the mercandise more and more, so the owner of the store will gain more money from it. The owner of the store will feel blessed and lucky, as if the fortune is besides him. From the answer of the participants about the functions of *Maneki Neko*, it can be concluded as the same main point and can be related to one to another. They have the positive opinion about this statue. If this statue can bring a bad luck or negative effect so there is no one who decorated their houses or offices with this statue and this statue will not really become this popular.

The conclusion of the second question is, the participants have the same idea about *Maneki Neko* that they use in their stores. Whether in Citraland Mall or Chinatown, they have the same reasons. Eventhough Citraland Mall is more modern than Chinatown. There are three different answer for the name of *Maneki Neko*. They called *Maneki Neko* from the functions of what they believe. If they believe that this cat can bring good luck for them, they call it a good luck cat. If they believe that this cat can bring customres then they call it a welcoming cat and as well as the function that can bring wealth. For the origin of the *Maneki Neko*, they have a different answer, some says it comes from China and some says it comes from Japan. But from the culture expert in Semarang, he explained clearly that *Maneki Neko* is originated in Japan, but in Indonesia most of them are from

China, so Indonesian people said it originated in China. Not only that, the writer also use library research. As She mentions above From Katie Weber's blog on Red Lotus Letter, she said that eventhough Feng Shui originated in China, but *Maneki Neko* originated in Japan (Weber, 2013). About the color of this cat also have the different answers gold and white. Most of them choose gold, because they said it's the common color for the chinese people for wealth and money. For some of them who choose white it's because they just like it. From the writer experiences, most of the stores that use *Maneki Neko*, have a gold *Maneki Neko*. Gold indeed is more popular than the others color, but this is depends on what the user believed. If they believed that gold is the color of wealth so they choose it, as well as the other color. Maybe some of them just choose it because they like the color or just the color is suitable for the store's decorations.

The conclusions of the third question is, regarding the dissemination of the *Maneki Neko* superstition, most participants get to know *Maneki Neko* from family. Culture is easier to be introduced by family. Family is the first thing and the important thing that we know since kids. From family we had born with the family culture which is sometimes different from the others. Second is friend and third is knows it since long time ago. As the writer has explained it above, friends or communities also become a useful media to introduce some culture. We can learn new things from it and we can imitate it and apply it in our daily lives.

From the field research, even though the participants do not know the origin or where the cats come from, they still believe that these cats can bring

them luck in their lives. Even though what they believe about the functions is different, what they mean is the positive energy comes to them.

