

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

People are communicating and sharing the same background of knowledge. It means that people are accustomed to share intending information to others. One of them is language. The researcher's opinion, language is a one of communication in daily activities and language is an important in human life. When people make communication with others, people exchange information or feelings they want to share with someone else. Language have two ways, spoken and written language.

First is spoken language. People can not see the form of it, but people know that it is really happen. Spoken language is typically more dependent on its content than written language . It is seen as coming into being, changing, moving, in and out of focus. Spoken language usually refers to language utterance, and the written language is refers to language which is written down (Gerot and Wignell,1994: 161). It means that spoken language is communicate by oral and the written language is communicate by writting.

Secondly is written language. It is the functional variety of the language that is typically used in texts that are composed in written language. Written language is differ from certain aspect from the characteristics of spoken language (Halliday, 1985 : 43). It means that between spoken and written language are

different from way of communicating. The example of the use of written language can be found in magazines, newspapers, and any advertisements.

Advertisement is a way how to show the products to promote its products in order to persuade in people to purchase them. It is an important part of advertisements because it provides information about the products or services that make the readers are able to purchase it. To promote this products the company usually uses slogans in its advertisement.

Slogan is clause or sentence as important part of advertisement. It makes the readers are able to identify, remember, purchase and use advertised product or service. In a making slogan, a company usually has some purposes and functions of the slogan, that will influence in choosing of words for slogan. In this research, the researcher tries to reveal the types its meanings, and the functions of presupposition found in advertisement slogans. The researcher applies presupposition of George Yule's framework (1996 ; 27-30) as the framework because the researcher believes that presupposition is the proper one to reveal the meaning behind a slogan, whereas the speakers always assumes that relating to an utterance that must be mutually known or assumed by the speaker and addressee for the utterance to be considered appropriate in context, that is called presupposition.

Presupposition was developed in semantic environment, but it does not hold up to pragmatic expectation. Presupposition is treated as a relationship between two propositions. Presupposition is something the speaker assumes to be the case prior to making an utterance. Speakers, not sentences, have

presupposition. Presupposition was developed in semantic environment, but it does not hold up to pragmatic expectations. Semantic presuppositions deal with truth or falsity.

The researcher wants to make an interesting research by choosing attractive data that are slogans of advertisement. Besides, there are still few researchers who have taken this subject as the data. Slogan is an important part of advertisement that plays some roles or functions in advertisements. So the researcher thought that it is important to have a deep understanding about slogan, in order to reach the goals of making advertisement.

In this research, slogan is an important part of advertisement that plays some roles or functions in advertisements. So, the researcher thinks that it is important to have deep understanding about slogan, in order to reach the goals of making advertisement.

## **1.2 Statements of the Problem**

Selection of a research problem is one important consideration for any researchers that should be taken. In order to get the expected results, based on the background above, the researcher formulates the problems to be analyzed in the forms of the following questions :

1. What are the types of presupposition in goods advertisement slogans of the Jakarta post edition in May 2012 ?
2. What are the presuppositional meanings of goods advertisements slogans of the Jakarta post edition in May 2012 ?

### **1.3 The Scope of the Study**

The researcher analyzed each sentence or phrase used as slogan in advertisement based on types and meanings of presupposition. In this study, the researcher employed Yule's framework (1996 : 27-30) to analyze the fifteen slogans as the data. The researcher selected fifteen advertisements that represent fifteen kinds of dominant advertisement as the data. They are food and beverages advertisements.

The main slogan is usually presented at the end of advertisement and (or) it is considered as the most important slogan to represent other slogans on advertisements.

### **1.4 Objectives of the Study**

The objectives of the study are the assertion statement of the problem with the general objectives desired outcome of the research process. In this study, the objectives of this study are formulated as follows :

1. To find out the types of presupposition found in English slogans of advertisement.
2. To describe the presuppositional meanings found in slogans of advertisement.

### **1.5 Significance of the Study**

This significance of the study should discuss the importance of the proposed research and its relevance. The investigation might be relevant for theory , practice and future research. The researcher should explain why it is important for the study to be undertaken and indicated the likelihood of its contribution to the advancement of knowledge. Thus, the results of the study are explained by the researcher as follows :

1. The Writer
  - a. The writer found the meaning behind slogan of advertisements.
  - b. This study is also significant to apply the theories of pragmatics derived from presupposition.
  - c. This study is a partial fulfillment for the completion of Strata I Program of the English Department specialized in Linguistics.
2. The University
  - a. It is expected as a reading material for the library, especially for the students of Faculty of Languages and Letters.
  - b. It is hoped to be useful for Dian Nuswantoro University, particularly for the students of Faculty of Language and Letters who want to learn more about pragmatics, especially presupposition.
3. The Readers

It gives understanding about types, meanings and functions of presupposition in advertisement slogans that they have often seen in some media.
4. The Future Researcher

It is also expected to be useful for future researchers who want to conduct further study about presupposition.

### **1.6 Thesis Organization**

This thesis should be composed systematically in order that the readers can read and understand it easily. The thesis organization of this study is divided into five chapters in which each chapter contains sub-chapter.

Chapter one is introduction. It explains background of the study, scope of the study, statement of the problems, objectives of the study, significance of the study, and thesis organization.

Chapter two consists of review of related literatures. In this chapter, the researcher mentions some theories related to this study. They are theories about language, communication, pragmatics, presupposition, advertisements, and slogan.

Chapter three is research method. In this chapter, the researcher explains about research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

Chapter four is data analysis. This chapter discusses about analysis and interpretation of the data taken from website of the Jakarta post. The data are English advertisement slogans that were taken from website the Jakarta post.

Chapter five is conclusion and suggestion. It contains conclusion the result of the study.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In this chapter, the researcher presents the review of related literatures that are related to this study. They are used to make a frame of references to analyze the data. Some theories that are used in this study are theory about language, communication, pragmatics, presupposition, advertisement, and slogan. Language is one of communication means for human to interact with each other using sound, symbols and words to express their meaning, ideas, thought, emotion, and opinion. As a means of communication, language can be used not only for the transmission for informative messages, but also for establishing and maintaining social relationship with others. People use language to communicate within their own group and participate in a social culture.

Moreover, language and communication are often seen like two sides of a single coin which can not be separated each other. In communication where people communicate with other people, they do not only consider how to use the language, but also consider the context in which the language is used. It is studied in pragmatics that is branch of linguistics that is concerned with the speaker and contextual meaning. When people use language to give information to others, they make use of pragmatics. It means that when people make an advertisement to influence others to buy certain products, actually they make use of pragmatics too. Advertisement is a product or brand of communication that is aimed to the

audience, to create a positive reaction to the product or brand, there is an important part that is called slogan.

Slogan is certain word, clause or sentence in advertisement that makes the readers are able to identify, remember, purchase and use advertised product or service. In making a slogan, a company usually has some considerations about purposes and functions of the slogan which influence the choice of words for slogan. In order to reveal the types, meanings, and the functions of the slogans, the researcher uses presupposition as the framework. Presupposition is something the speaker assumes to be the case prior to making utterances.

## **2.1 Language**

Language is one of communication means for human to interact with each other using sounds, symbols and words to express their meaning, ideas, thought, emotion, and opinion. Language can be used not only for the transmission of informative messages, but also for establishing and maintaining social relationship with other. People express this social function of language when they interact with another. As Gerot and Wignel (1994 : 161) states : “Language is a means of communication.” “Language is used as a medium by people to interact with others in their society. “ For this statements, Halliday adds ( 2004 : 8 ) that :

“ A language is a resource for making meaning. A semogenic system, together with the processed which instantiate the system in the form text (spoken and written discourse)”. As Ramelan (1992 : 8) states : “ ...members of social groups need a means of communication which is called “language”, man can express this ideas and wishes to offer people

such as when he needs their helps so that close operations among members of the group can be carried out. "

Language is divided into two categories. They are spoken language and written language. Spoken and written languages are both complex but in different ways. Spoken language tends to be complex lexically. When people talk about spoken language, they shall take natural spontaneous conversation as the paradigm form. The spoken language presents a dynamic view. A written language is the functional variety of the language that is typically used in texts that are composed in writing. It is obviously, a kind of English (or Chinese or whatever), not some altogether distinct language; but it displays lexico-grammatical and semantic characteristics that differ in certain respects from the characteristics of spoken language ( Halliday, 1985 : 43 ).

In writing text, there are terms of phrase, clause, and sentence. There are five categories of phrase. They are noun phrase, adjective phrase, adverb phrase, verb phrase, and prepositional phrase. A noun phrase which has noun as its important constituent, an adjective phrase is a phrase whose principal element is an adjective, an adverb phrase is a word group with an adverb as its head. A verb phrase is a combination of a verb and particle. The meaning of some verb phrases can be understood by looking at the verb. While prepositional phrase is a phrase, in which its structure is determined by its two functions.

They are prepositional and prepositional complement. Both functions are obligatory and they usually occur immediately after each other. When people talk about sentence, it can be described by specifying the functions that their

constituents have in sentence structure and the categories to which their constituents belong ( Aarts, 1982 : 79 ). Language can be formed as a dialogue that becomes a very important aspect in communicating and interacting with others. It can also build and develop our social relationship.

According to Eggins ( 1994 : 149 ), people use language to communicate within their own group and participate in a social culture. Moreover, language and communication are often seen like two sides of a single coin which cannot be separated each other. The essential feature of communication involves the use of language and a code. So, the conclusion is that language is a method of conveying people's ideas to the minds of other persons, in which it has become a very important communication tool in the human's life. One uses of the language is for communication.

## **2.2 Communication**

Communication is a process whereby information is enclosed in a package and is discrete and imparted by sender to a receiver via a channel or medium. The receiver then decodes the message and gives the sender a feedback. Communication requires that all participants have an area of communicative commonality. Thus, communication is a process by which people assign and convey meaning in an attempt to create shared understanding. It is through communication that collaboration and cooperation occur. Communication is commonly defined as the imparting or interchange of thoughts, opinions, or information by speech, writing, or sign. Although there is such a thing as one-way

communication, communication can be perceived better as a two-way process in which there is an exchange and progression of thoughts, feelings or ideas (energy) towards a mutually accepted goal or direction (information). As Fiske (1990 : 39) states : “ Communication is one of those human activities that everyone recognizes but few can define satisfactorily, communication as a transmission of message from one person to the others.”

Communication is a process by which any message are given or received through talking, writing, or making gestures. Communication happens in many levels ( even for one single action ), in many different ways, and for most beings. The process of communication is composed of three elements : the source (sender, speaker, transmitter or instructor), the symbols used in composing and transmitting the message (words or signs), and the receiver ( listener, reader or student ). The three elements are dynamically interrelated since each element is dependent on the others for effective communication to take place. The relationship between instructor and student also is dynamic and depends on the two-way flow of symbols between the instructor and student. The instructor depends on feedback from the student to properly tailor the communication to the situation. The instructor also provides feedback to the student to reinforce the desired student responses. The systematic study of human language is called linguistics.

### 2.3 Linguistics

According to Crystal (1997: 18), “human language are usually referred to as natural languages, and the science studying is linguistics”. Language is central to our human nature, and linguistics is the systematic study of human language. Although on the face of it there is huge variation among the world's languages, linguists not only describe the diverse characteristics of individual languages but also seek to discover the deeper properties which all languages share. These common properties may give us an insight into the structures of the human mind. Linguistics is about language the major works in linguistic theory have seldom been analyzed and synthesized as language.

Linguistics is the study of language in all its forms; it concerns itself with the many different facets of language. The various sub-branches of linguistics are concerned with how languages are structured, what they have in common, the range and limits to the differences among them, how they are acquired and used, how they change. Basic linguistic theory is most widely employed in language description, particularly grammatical descriptions of entire languages. The status of basic linguistic theory as a theoretical framework is not often recognized. People using basic linguistic theory often characterize their work as a theoretical or theory-neutral or theoretically eclectic.

However, there is really no such thing as a theoretical or theory-neutral description, since one cannot describe anything without making some theoretical assumptions. The extent to which most descriptive work shares the same theoretical assumptions is actually rather striking, especially when one considers

how much such work has in common in its assumptions compared to other theoretical frameworks. It is probably the most widely used and best known theoretical framework in the field, especially outside the United States. It is particularly popular among linguists who are more interested in languages than in language.

Many linguists who are adherents of other theoretical frameworks assume it as a point of departure, as a framework they wish to improve on. Unlike many theoretical frameworks in linguistics, which are often ephemeral and pass quickly into obsolescence, basic linguistic theory is a cumulative framework that has slowly developed over the past century as linguists have learned how to describe languages better.

It is grounded in traditional grammar and can be seen as having evolved out of traditional grammar. It has also been heavily influenced by pre-generative structural traditions, particularly in emphasizing the need to describe each language in its own terms, rather than imposing on individual languages concepts whose primary motivation comes from other languages, in contrast to traditional grammar and many recent theoretical frameworks.

It has taken analytic techniques from structural traditions, particularly in the areas of phonology and morphology. But it also contrasts with work that is more purely structural in attempting to describe languages in a more user-friendly fashion, in including semantic considerations in its analyses, and in employing terminology that has been used for similar phenomena in other languages. Basic linguistic theory has also been influenced to a certain extent by generative

grammar, though the influence has primarily been from early generative grammar and is often indirect.

The influence largely reflects the fact that early generative grammar examined many aspects of the syntax of English in great detail, and the insights of that research have influenced how basic linguistic theory looks at the syntax of other languages, especially in terms of how one can argue for particular analyses. The influence of generative grammar can be seen in the way that certain constructions in other languages are identified and characterized in ways reminiscent of constructions in English, from cleft constructions to "topicalize" to reflexive constructions.

More recent work in generative grammar, especially Government-Binding Theory, has had essentially no impact on basic linguistic theory. Many grammatical phenomena can generally be characterized with sufficient precision in English (or some other natural language), without the use of formalism. Linguistics is study of language. Linguistics is concerned with human language as a universal and recognizable part of human behavior and of the human abilities (Nasr, 1984:72).

Linguistics is competence as being a person potential to speak a language, and his or her linguistics performance as the realization of that potential. Many the branches of linguistics, such as: phonology, phonetics, syntax, semantics, morphology, psycholinguistics, sociolinguistics, pragmatics. General linguistics generally describes the concepts and categories of a particular language or among all language. It also provides analyzed theory of the language.

Descriptive linguistics describes or gives the data to confirm or refute the theory of particular language explained generally. In this thesis the writer focuses on one of the branches in linguistics, that is pragmatics.

## **2.4 Pragmatics**

Pragmatics is an important study in communication, because pragmatics studies about language and its context. When people communicate with other people, they do not only consider how to use the language, but also consider the context in which the language is used. Pragmatics is another branch of linguistics that is concerned with the speaker and contextual meaning. As Yule (1996: 4) explains that there are four areas that pragmatics is concerned with, Firstly, Pragmatics is the study of speaker meaning. In this case, Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Secondly, pragmatics is the study of contextual meaning. In this context, Pragmatics focuses on the ability, or proficiency to make a use of language that relates to determinant factors of communicative acts.

Pragmatics discussed the structure and the form of language to the context situation and closely related to the atmosphere of hearer, speaker and surroundings. Related to these atmospheres, the language users must have communicative competence. Communicative competence is the ability to use language as their function in a communicative situation that is in a spontaneous transaction involving a person or a group of people. Thirdly, Pragmatics is the study of how be communicated than is said. This approach also necessarily

explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning.

This type of study explores how a great deal of what is unuttered is recognized as part of what is communicated. Fourthly, Pragmatics is the study of the expression of relative distance. This perspective then raises the question of what determines the choice between uttered and unuttered. The basic answer is tied to the notion of distance. Closeness, whether it is physical, social, or conceptual, implies shared experience. On the assumption of how close or distant the listener is, the speaker determines how much utterance to be said. The other theory comes from Levinson (1983 : 9) that states “ Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language.”

Levinson also added that pragmatics is the study about the ability to use language and to make the sentence which has a relationship with the context. It can be said that pragmatics studies about language and its context. Pragmatics studies the context within which an interaction occurs as well as the intention of the language user. Pragmatics also explores how listeners and readers make inferences about what is said or written in order to arrive at an interpretation of users' intended meaning. Leech (1983 : 76) views that language consists of grammar, vocabulary, and pragmatics, and defines pragmatics as a set of strategies and principles for achieving success in communication by the use of grammar.

So in this case, pragmatics is the process of producing language and in its producer, the language use seems to be at the center of attention in pragmatics.

As Richards (1992 : 284-285) states :

“ Pragmatics is the study of the use of language in communication, particularly the relationships between sentences, context and situation, in which they are used. Pragmatics includes the study of how the interpretation and used of utterances demands on knowledge of the real world, how speakers use and understand speech act, and how the structure of sentences is influenced by the relationships between the speakers and hearer”.

Another linguist, Owens (2000 : 26), states that when we use language to affect other to give information, we make use of pragmatics. “ Rule “ here means limitation of the forms that may be used dealing with context where the speaker and the hearer are placed in the some knowledge of the language context. Since, language is transmitted primarily via speech mode; pragmatics rules govern a number of conversational interaction. Studying language via pragmatics also talks about assumption. That assumption is called presupposition.

## **2.5 Presupposition**

Presupposition is background belief, relating to an utterance that must be mutually known or assumed by the speaker and addressee for the utterance to be considered appropriate in context. Frege in Levinson (1983 : 169) gives his own definition about presupposition. According to Yule ( 1996 :25 )“Presupposition is something the speaker assumes to be the case prior to making an utterances.”

In many discussion of the concept, presupposition is treated as a relationship between two propositions. If we say that the sentence 1a contains the propositions  $p$  and the sentence (1b) contains the proposition  $q$ , then using the symbol  $\gg$  to mean ‘presupposes’, they can represent the relationship as in (1c).

Example :

1. a. Mary’s dog is cute. ( $=p$ )

b. Mary has a dog ( $=q$ )

c.  $p \gg q$

When we produce the opposite of the sentence in 1a by negating it

( $=\text{NOT } p$ ) as in 2a, we find that the relationship of presupposition doesn’t change.

Example :

2. a. Mary’s dog isn’t cute. (  $\text{NOT } p$  )

b. Mary has a dog. (  $=q$  )

c.  $\text{NOT } p \gg q$ .

This property of presupposition is generally described as constancy under negation. It means that the presupposition of a statement will remain constant ( i.e. still true ) even when that statement is negated.

According to Yule (1996 : 27-30), there are six types of presupposition.

They are:

### 1. Existential presupposition

The existential presupposition is not usually indicated by possessive constructions, but also more generally by any definite noun phrase.

Example :

- a. Mary's dog ( The person called Mary exists )
- b. The King of Sweden, the cat, the girl next door. (the speaker is assumed to be committed to the existence of the entities named).

### 2. Factive presupposition

Factive presupposition is presupposition that usually follows the verb like 'know', 'realize', 'regret', 'be', with aware, odd, and glad.

Example :

- a. She didn't realize he was ill. ( >> He was ill )
- b. We regret telling him. ( >> We told him )
- c. I wasn't aware that she was married. ( >> She was married )
- d. It isn't odd that he left early. ( >> He left early )
- e. I'm glad that it's over. ( >> It's over )

### 3. Non – factive presupposition

Non – factive presupposition is one that is assumed not to be true. Verbs like ‘dream’, ‘imagine’, and ‘pretend’, are used with the presupposition that what follows is not true.

Example :

- a. I dreamed that I was reach. ( >> I was not reach )
- b. We imagined we were in Hawaii. (>> We were not in Hawaii)
- c. He pretends to be ill. ( >> He is not ill )

### 4. Lexical presupposition

In lexical presupposition, the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non – asserted) meaning is understood.

Example :

- a. Someone managed to do something. ( >> The person succeeded in some way)
- b. He stopped smoking. ( >> He used to smoke )
- c. They started complaining. (>> They weren’t complaining before)
- d. You’re late again. ( You were late before )

In the case, of lexical presupposition, the speaker’s use of particular expression is taken to presuppose another ( unstated ) concept, where as in the case of

factive presupposition, the use of particular expression is taken to presuppose the truth of information that is stated after it.

#### 5. Structural presupposition

Structural presupposition is presupposition which is associated with the use of certain words and phrases. In this case, certain sentence structure have been analyzed as conventionally and to be true. In this case speakers can use structure to treat information as presupposed (assumed to be true) and hence to be accepted as true by the listener.

Example :

- a. When did he leave? ( >> He left )
- b. Where did you buy the bike. ( >> You brought the bike )

Structural presupposition can lead listeners to believe that the information presented is necessarily true, rather, rather than just the presupposition of the person asking the question.

#### 6. Counter – factual presupposition

Counter – factual presupposition is one that what is presupposed is not only non true, but is the opposite of what is the true or ‘contrary to fact’. A conditional structure is generally called a counter – factual conditional., presupposes that the information in the if – clause is not true at the time of utterance.

Example :

- a. If you were my friend, you would help me. (>> You are not my friend).
- b. If I weren't ill,... (>> I am not ill).

There is presupposition in the text and including advertisement.

## **2.6 Advertisement**

Advertisement is a way to show the product to persuade or attract people to purchase. Advertisements are constructed to have to have the primary effect of selling products or services the consumers. Advertising is the promotion of a product or service and is extremely persuasive in contemporary society. Advertising is an inescapable part of modern life.

Advertisements are important sources of information for the public. In marketing, to bring goods to the attention of consumers must be concerned with several things such as market research, product development, and promotion. Advertisers use every possible means to catch or attract people's attention and persuade them to purchase the advertised products. In order to serve their purposes, they cannot afford to neglect the role of language in advertising. To promote the products to reach consumers can be done uses several media. The part of the advertisements is slogan.

## 2.7 Slogan

Slogan is certain word, clause or sentence as important part of advertisement. It makes the readers are able to identify, remember, purchase and use advertised product or service. Based on this description, slogan has the following characteristics :

1. It is easy to remember.
2. It is worth to repeating.
3. It is a statement on the specialty of the product or service.
4. It is important for the audience to remember it.

As a statement that highlights the specialty of the product, it needs to be repeated so that it is stuck in the mind and brings back memory and reminiscence. A slogan placed at the end of an advertisement is a farewell statement that follows the company logo and should leave a lasting impression.

According Foster (2006:45), a slogan must have the following characteristics :

1. Brings back memory

It means that slogan should memorable for the audiences. They spontaneously remember the product when they listen to the advertisement slogan.

2. Reminds people of the brand

The slogan that is memorable will remind people of the brand. They spontaneously can mention the brand when someone wants to know about it because slogan helps people to identify the product or brand.

3. Includes the main benefit

A good slogan should mention the main benefit of the product. It means that slogan shows the strengths of the product.

4. Differentiates the brand

It is better if a slogan is able to differentiate the brand.

5. Instills a positive feeling about the brand

A slogan should not make a negative feeling about the brand by using rude words. It should create a positive feeling about the brand by regarding the culture of the audiences, for example. It will impact to the selling and image of product.

6. Original and neat

The original slogan is the best. The audiences will think that the company has a good idea in making slogan. It is different from a company that imitates the idea from other company. It creates a negative image of the brand.

7. Easy and simple

A slogan should easy to be read, easy to be understood, and simple. To create a memorable slogan, it is ineffective to keep slogan too long. The advertisers have to understand that simple words are more memorable than long words.

## 8. Credible

The company should not boast in making a slogan. Content of slogan is something that is believed to be true. The audiences will give a negative feeling and image to the brand if what is said in slogan is a boast.

## **CHAPTER III**

### **RESEARCH METHOD**

Research is a diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories, applications, etc. Method is very important in this thesis to support a valid result and scientific research. In this part, the researcher explains method of the study used to conduct this thesis. The research method of the study in this thesis covers research design, unit of analysis, source of data, technique of data collection and technique of data analysis.

#### **3.1 Research Design**

Descriptive research is research which specific predictions is made, the percentage of units in a specified population exhibiting a certain behavior is measured, the characteristics of relevant groups is described, the degree to which marketing variable are associated is determined, and to determine the perceptions of product characteristics.

The descriptive qualitative was used as the method design of this research. This research is classified as a descriptive-qualitative method since the data are in the form of words or utterances rather than numbers. In this case, the data were taken from the slogans of advertisements in the Jakarta Post.com. The data were described descriptively based on presupposition theory. The data are in the same of slogans that have been selected and evaluated using purposive sampling because the slogan attaching in the products.

### **3.2 Unit of Analysis**

The unit of analysis is the major entity that is being analyzed in the study. It is the 'what' or 'whom' that is being studied. The unit of analysis of this study is the phrases and sentences that are used as slogans in advertisement. In this study, the researcher analyzed the types and meanings of presupposition found on English advertisement slogans.

### **3.3 Source of Data**

The researcher took 15 (fifteen) data from advertisements are that were downloaded from advertisement of the Jakarta post.com. The researcher selected advertisements that represent one kinds of dominant advertisements as the data. They were foods and beverage. I get the data from jakarta post edition May 2012 and these data were published in May 2012. They are Chitato, Oreo, Cadbury Dairy Milk, Promina, You C1000, Coca Cola, Silverqueen Chunky, Bebelac, Lipton Ice Tea, Magnum, Appeton Weight Gain, WRP Body Shape, Frestea, Morinaga Chil Kid, and Kraft.

### **3.4 Techniques of Data Collection**

In preparing the data related to the subject of the research, the researcher used library study method because the researcher took the data from website. The techniques of data collection that was used by researcher can be explained as follows :

### 1. Searching advertisement

The researcher searched some advertisements to find advertisement that contain advertisement slogans.

### 2. Selecting and evaluating advertisement.

The researcher selected and evaluated downloaded advertisement. The researcher chose slogans from advertisements that represent one kinds of the dominant advertisements. They are foods and beverages advertisement. The researcher took only one main slogan for each advertisement, which is usually present at the end of advertisement and (or) it is considered as the most important slogan to represent others slogan on an advertisement.

The researcher took only six slogans, because of the consideration about the limitation of time to finish this research and the problems that should be analyzed. So, the researcher decided to take only fifteen slogans in order to finish this research on time with the good results of analyzing the problem. The researcher also considered that it is easy and simple to be counted in the percentage if the data are fifteen slogans. Those fifteen slogans have represented one kinds of the dominant advertisement.

### 3. Downloading advertisement.

The researcher downloaded this advertisement that contain slogan. The researcher downloaded as many as possible advertisements from website of the Jakarta post that contain slogan. It would be selected into fifteen advertisement.

### 3.5 Techniques of Data Analysis

Data analysis is the process of evaluating data using analytical and logical reasoning to examine each component of the data provided. This form of analysis is just one of the many steps that must be completed when conducting a research experiment.

Data from various sources was gathered, reviewed, and then analyzed to form some sort of finding or conclusion. Thus, the technique of data analysis of this study could be explained as follows :

1. Dividing the slogans

In this step, the researcher divided the data based on the grammatical structure. The data would be divided into two parts, they were phrases slogan and sentences slogan. Phrases slogan was slogan that its form is phrase, and sentences slogan was slogan that its form is sentence.

2. Categorizing the data based on the types of presupposition

After dividing the data into phrases and sentences, the researcher revealed presupposition of each slogan in order to categorize the data based on the types of presupposition. The researcher used Yule's frame work (1996 : 27-30) that divides presupposition into fifteen categories to classify the data. They were existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, and counterfactual presupposition.

3. Finding out the presuppositional meanings of each slogans.

The researcher tried to find the presuppositional meaning of each slogan, in which the audiences could get some information about the products or services.

4. Drawing conclusion

The final step was drawing conclusion in which the researcher concluded the problem that have been discussed in the previous steps. In addition, the researcher will give her opinions and suggestions related to this problem.

## **CHAPTER IV**

### **DATA ANALYSIS**

In this chapter, the researcher elaborates in detail the result of the analysis about presupposition on advertisement slogans. In analyzing the data, the researcher used Yule's framework (1996 : 27-30), which classified presupposition into six types. They are existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, and counterfactual presupposition. The following is the findings of the data analysis which are described below.

The contents of this chapter are the result of analysis about presupposition in advertisements. The researcher analyzed types of presuppositions and the presupposition meaning in advertisements from all of sentences in the advertisements that contains presupposition. Then, divided the sentence and included them the type presupposition. Finally, the researcher analyzed presupposition meaning of sentences in advertisements.

#### **4.1 The Findings of Presupposition on Advertisement Slogans**

This sub-chapter explains about the findings of the slogans based on the kinds of product each slogan. Besides, the findings of types of presupposition are also explained by the researcher. These findings can be seen below :

##### **4.1.1 The Finding of the Slogans Based on the Kinds of Products.**

This sub-chapter explains about the finding of the slogans based on the kinds of product. The slogans are divided based on the kinds of product into one

categorizes that represent the dominant kinds of advertisement, they are foods and beverages. They are phrase and sentence. The detail explanation can be seen in table 4.1. below :

**Table 4.1. The Finding of Categorizing Slogans based on the Kinds of Products**

NO	Kinds of Product	Phrase	Sentence
1.	Food	4	3
2.	Beverages	2	6
Total		6	9
Percentage		30 %	70 %

From the table 4.1. above, the researcher found that 30% of those advertisement slogans were in phrase forms. The others, for about 70% of them were in sentence forms. A phrase is a constituent which can be identified on the basis the word class membership of at least one of its constituent words, whereas a sentence (or clause) is identifiable on the basis of the relations holding among its immediate constituents. There are five categories of phrase.

They are noun phrase, adjective phrase, adverb phrase, verb phrase and prepositional phrase. While, a sentence can be described by specifying the functions that their constituents have in sentence structure and the categories to which their constituents belong. In this finding, for foods and beverages

advertisements which consist of fifteen slogans are found that seven slogans are in phrase form and eight slogans in sentence form. The foods and beverages advertisement slogans that are in phrase form are Promina, Kraft, Lipton Ice Tea, Magnum, Silverqueen Chunky, Morinaga Child Kid,. While, those which are in sentence form are Chitato, Cadbury Dairy Milk, Oreo, Frestea, Bebelac, Coca Cola, Appeton Weight Gain, WRP Body Shape and You C1000. In these findings, the researcher found that slogans in sentence form are more dominant than they which are in phrase form.

However, there are not significant differences between them. If sentence form is dominant, it can be caused by consideration that a sentence is easier to be understood than a phrase. It is right that a phrase is simpler and shorter, but the audience, especially villagers or someone, who has lower understanding about English, would feel difficult to understand the meaning of the slogan. While, a sentence is easier to be understood because it has constituents and functions that make the meaning is clearer. That is why the advertiser preferred to use this form in their advertisement slogans. In this research, the researcher could notify that the dominant type of phrase used in these slogans is noun phrase. It happened because the concrete products are considered as more dominant products in advertisement than abstract products (services). While, the dominant type of sentence used in these slogans is declarative sentence because it give information about product, in order to increase selling of the product. In the same way, we could say that the advertiser wanted to increase selling by giving information of the products.

#### 4.1.2 The Finding of the Types of Presupposition

This sub-chapter explains about the finding of the advertisement slogans based on the types of presupposition proposed by Yule (1996:27:30), in which the slogans are divided into six categories. They are existential, factive, lexical, structural, non-factive, and counter-factual presupposition. The detail explanation can be seen in table below.

**Table 4.2 The Finding of Classifying Slogans Based on the Types of Presupposition in *Jakarta Post Newspaper***

**Table 4.2. The Finding of Classifying Slogan based on the Types of Presupposition**

NO	Types of Presupposition	The Finding of The Slogans	
		Frequency	Percentage
1	Existential Presupposition	5	30 %
2	Lexical presupposition	10	70 %
	<b>Total</b>	15	100 %

From the table 4.2. above, the researcher found that the dominant type of presupposition applied in these slogans is existential and the second one is lexical presupposition, which consist of five slogans (30%) for existential presupposition and ten slogans (70%) for lexical presupposition. In this research, the researcher did not find factive presupposition, structural presupposition, non-factive presupposition and counterfactual presupposition applied in these slogans. As the researcher mentioned before, factive presupposition, structural presupposition, non-factive presupposition and counterfactual presupposition is a type of

presupposition, in which meaning that what is presupposed is not only not true, but is the opposite of what is true, or contrary to facts.

This type is considered not appropriate for advertisement slogan, in which the given information should be true as well as the truth. If the advertiser used this type of presupposition, the given information about the product or services is considered not true and contrary to the facts. It is considered as a lying that influenced image of the brand. Besides, quality of the product or services is hesitated. In this research, existential presupposition is considered as the dominant presupposition applied in these slogans and the second one is lexical presupposition. The advertisers preferred to use existential and lexical presupposition because existential indicated the existence of the products or services. It described that the advertised products or services are ready to be used, and the customers could buy these products in the market. While, lexical presupposition is type of presupposition, in which the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another meaning is understood.

The slogan made by the advertiser has another meaning that is understood by the audiences without any further explanation. It followed the characteristic of slogan that slogan should easy and simple. Easy means understandable and simple means not too long and complicated. By lexical presupposition, the advertiser hoped the audiences would easy to understand the given information of the product or services. The researcher will give detail explanation about the findings in the sub-chapter below :

## 4.2 The Discussion of Findings

This sub-chapter discusses about the finding of slogans that are categorized based on the types of presupposition in detail. The researcher also explains about the presupposition meanings of the slogan as the given information by the advertiser to customers about the products or services. Besides, this sub-chapter explains the functions of each slogan based on the type of presupposition and Mitch's theory. The detail explanation can be seen as the sub-chapter below.

### 4.2.1 The Discussion of Finding Based on Phrase Slogans

This sub-chapter discusses the finding of categorized slogans in which the slogans are categorized into phrase and sentence. The further explanation can be seen in the sub-chapter below :

#### 1. Promina

Promina is a brand of baby porridge product. Its slogan says “**Natural Balance Nutrition**”. From this slogan, the researcher categorized it into a phrase, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “Nutrition”.

#### 2. Morinaga Chil-Kid

Morinaga Chil-Kid is a brand of baby milk product, in which its slogan says “**New improved formula**”. From this slogan, the researcher categorized it into phrase, because it could not be described by specifying the functions of their

constituents in sentence structure. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “formula”. For this reason, the researcher categorized this slogan into noun phrase.

### **3. Kraft**

Kraft is a brand of cheese product. It’s slogan says “**Natural Cheese**”. From this slogan, the researcher categorized it into a phrase, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “Cheese”.

### **4. Magnum**

Magnum is a brand of ice cream. It’s slogan says “**For Pleasure Seekers**”. From this slogan, the researcher categorized it into a phrase, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “Pleasure”.

### **5. Lipton Ice Tea**

Lipton is a brand of tea. One of that products is Lipton. Lipton is tea with lemon. Its slogan says “**The Sign of Good Taste**”. From this slogan, the researcher

categorized it into phrase, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

## **6. Silverqueen Chunky**

Silverqueen is a brand of chocolate. One of that products is silverqueen chunky. Silverqueen chunky is chocolate with almond or nut. Its slogan says “**The Biggest Chunkies Silverqueen Ever**”. From this slogan, the researcher categorized it into phrase, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

### **4.2.2 The Discussion of Finding based on Sentence Slogans**

This sub-chapter discusses about slogans that are in sentence form. As the researcher mentioned before, there are eight slogans (60%) that are in sentence form. They are Chitato, Bebelac, You C1000, Cadbury Dairymilk,, Oreo, Silverqueen Chunky, Lipton Ice Tea, Appeton Weight Gain. The further discussion can be seen as follows :

#### **1. Chitato Snack**

Chitato Snack is a snack made from fries. Its slogan says “**Life is never flat**”. From this slogan, the researcher categorized it into sentence, because it could be described by specifying the functions of their constituents in sentence structure. The

type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

## **2. You C1000**

You C1000, in which it is a soft drink contained vitamin C1000mg. Its slogan says “**Healthy Inside, Fresh Outside**”. For this slogan, the researcher categorized it into sentence. This is kind of ellipsis sentence that involving the subject and part of the predicator. Ellipsis enables us to abbreviate sentence by omitting elements that are retrievable from the context. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. Its function in communication is as statement, which described the advantage of drinking this soft drink.

## **3. Oreo**

Oreo is a chocolate biscuits with vanilla cream, choco peanut cream, strawberry cream, and ice cream flavor. Its slogan says “**America’s favourite cookies**”. From this slogan, the researcher categorized it into sentence, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

## **4. Cadbury Dairy Milk**

Cadbury is a brand of chocolate. One of that products is Dairymilk. Dairymilk is chocolate with milk taste. Its slogan says “**A glass and a half full of joy**”. From this slogan, the researcher categorized it into sentence, because it could be described

by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

### **5. Bebelac**

Bebelac is a brand of baby milk product. Its slogan says **“You are my everything”**. From this slogan, the researcher categorized it into sentence, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement, which explained how important the children for their mothers.

### **6. Appeton Weight Gain**

Appeton Weight Gain is a brand of milk. One of that products is Appeton Weight Gain. Appeton Weight Gain is milk for thin people that want to be fat. Its slogan says **“It’s so Easy to Gain Weight”**. From this slogan, the researcher categorized it into sentence, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

### **9. Coca Cola**

Coca cola is a brand of soft drink (coke). Its slogan says **“It’s the real thing coke”**. From this slogan, the researcher categorized it into phrase, because it could not be described by specifying the functions of their constituents in sentence

structure. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “coke”. So, the researcher categorized this slogan into noun phrase.

#### **10. Frestea**

Freastea is a brand of tea product. It’s slogan says “**Refresh Think Fres**”. From this slogan, the researcher categorized it into a sentence, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “Fres”.

#### **11. WRP Body Shape**

WRP Body Shape is a brand of diet milk product. It’s slogan says “**Burn Fat Get Shape**”. From this slogan, the researcher categorized it into a sentence, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “Get Shape”.

### **4.2.3 The Discussion of Finding categorized Slogans based on the Types of Presupposition**

This sub-chapter discusses the finding of categorized slogans based on the types of presupposition according to Yule's frame work (1996 : 27-30), in which the slogans are categorized into existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non factive presupposition, and counterfactual presupposition. The researcher explains these slogans systematically based on the kinds of advertisement. They are foods and beverages advertisement, non-foods and beverages advertisement, and social services advertisement. The further explanation can be seen in the sub-chapter below.

#### **4.2.4.1 Foods and Beverages Advertisements**

Foods and beverages advertisement is advertisement which advertises the products that can be eaten or drunk. The products are considered as concrete products. In this research, the researcher took fifteen advertisement slogans as representation of food and beverages advertisements. They are Promina, Chitato, Cadbury Dairymilk, Oreo, Kraft, Bebelac, You C1000, Coca Cola, Silverqueen Chunky, Lipton Ice Tea, Magnum, Appeton Weight Gain, Freastea, WRP Body Shape, Kraft and Morinaga Chil Kid. The further explanation of each slogan can be seen as follow :

#### 4.2.4.2 Foods

##### 4.2.4.2.1 Lexical Presupposition

###### 1. Promina



Promina is a product that is aimed to baby. It has a lot of variants. Promina baby porridge is a supplementary food for breast milk, produced from natural ingredients and enriched with complete nutrients to support the baby's and Toddler is growth. While, Promina baby biscuits are high in nutrition and easy to digest and Promina's cereal-and milk-based products can be consumed by babies six months old onwards, as the baby reaches six months old. The slogan of Promina says “**natural balance nutrition**”. From this slogan, the researcher classified it into lexical presupposition, in which the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another meaning is understood. The structure of this presupposition can be seen as follows :

- a. Natural Balance Nutrition (=p)
- b. Promina contained nutrition (=q)
- c.  $p \gg q$

From this slogan, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as

in (c). So, in this case, this slogan that says “natural balance nutrition” presupposes “Promina contained nutrition”. By saying “**natural balance nutrition**”, the speaker assumed that there is nutrition in promina baby porridge, and the nutrition is balance and natural.

The presupposition meaning as the information for customers that could be revealed from this slogan is that Promina contained nutrition in which the nutrition is balance and natural. The word “balance” means composition and proportion of the nutrition is balance and appropriate for babies. The word “natural” means it was made from natural ingredients, not chemical substances. Regarding to the type of presupposition, that is lexical presupposition, the researcher concluded that the function of this slogan is to give information about characteristics of product. By giving this information, actually, this slogan has function as selling.

By using lexical presupposition, this slogan gives information about this product that contained nutrition and the nutrition is balance and natural for the babies. By giving this information, the advertiser wanted to direct people to choose this product for their babies because of its natural and balance nutrition. So, people would think that this product was safe for their babies. At the end purpose of this slogan, it was aimed to increase the selling of this product. Through this advertisement slogan, the advertiser wanted to describe that only Promina which can understand what the babies wanted. Promina provides a lot of flavors as babies like. At the end of this advertisement, the advertiser showed

kinds of Promina is products and flavors. This is aimed to give information that Promina has a lot of products and flavors.

## 2. Kraft



Kraft is a brand of cheese product. It's slogan says "**Natural Cheese**". From this slogan, the researcher categorized it into a phrase, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is "Cheese". The description of this presupposition can be seen as follows :

- a. Natural cheese (=p)
- b. Cheese contained milk and butter (=q)
- c.  $p \gg q$

From this slogan, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean "presupposes", the researcher can represent the relationship as

in(c). So, in this case, this slogan that says “**natural cheese**” presupposes “cheese contained milk and butter”. This cheese is assumed to be present.

The presupposition meaning that could be revealed from this slogan is that cheese is made from nature as Kraft’s form. This sentence means that one of products from cheese is milk and butter. One of the benefit of cheese can make body health because it is made from milk and butter and also it is from nature so it is safe for our body. That is why, the advertiser described that natural cheese. The word “natural” means composition of cheese.

The word “natural” means it was made from natural ingredients, not chemical substances. Regarding to the type of presupposition, that is lexical presupposition, the researcher concluded that the function of this slogan is to give information about characteristics of product. By giving this information, actually, this slogan has function as selling.

As the researcher mentioned before, Kraft is cheese in slices or block. The slogan above indicated that the advertiser wanted to describe that Kraft has form as well as the composition of cheese is from milk and butter. From explanation above, the researcher concluded that the function of this slogan is as selling. It gave information about the form of this cheese is not nature.

From the type of presupposition that is existential presupposition, the advertiser also wanted to inform that this cheese exists and ready to be bought. By giving information about this product, the advertiser wanted to influence people to try this cheese. This cheese have a much good because the composition is from nature. It made this product was different from other brands in same product. By

giving this information, the advertiser has a purpose to increase selling of this product (selling function).

### 3. Cadbury Dairy Milk



Cadbury is a brand of chocolate. One of that products is Dairymilk. Dairymilk is chocolate with milk taste. Its slogan says “**A glass and a half full of joy**”. From this slogan, the researcher categorized it into sentence, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence. The structure of this presupposition can be seen as follows :

- a. A glass and a half of full of joy (=p)
- b. Chocolate can make happy (=q)
- c.  $p \gg q$

From this slogan, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as in (c). So, in this case, this slogan that says “**a glass and a half full of joy**”

presupposes “cadbury can make relax”. By saying “a glass and a half full of joy”, the speaker assumed that there is chocolate can make enjoy and relax.

The presupposition meaning as the information for customers that could be revealed from this slogan is that Cadbury contained a glass in which the chocolate is full of joy. Regarding to the type of presupposition, that is lexical presupposition, the researcher concluded that the function of this slogan is to give information about characteristics of product. By giving this information, actually, this slogan has function as selling.

At the end purpose of this slogan, it was aimed to increase the selling of this product. Through this advertisement slogan, the advertiser wanted to describe that only Cadbury which can understand what to make enjoy and relax. At the end of this advertisement, the advertiser showed kinds of Cadbury’s products and flavors.

#### 4. Oreo



Oreo is a chocolate biscuits with vanilla cream, choco peanut cream, strawberry cream, and ice cream flavor. Its slogan says “**America’s favourite**

**cookies**". From this slogan, the researcher categorized it into sentence, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence. The structure of this presupposition can be seen as follows :

- a. America's favourite cookies (=p)
- b. People in America like cookies (=q)
- c.  $p \gg q$

From this slogan, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean "presupposes", the researcher can represent the relationship as in (c). So, in this case, this slogan that says "**America's favourite cookies**" presupposes "people in america like cookies". By saying "america's favourite cookies", the speaker assumed that there is people in america like cookies.

The presupposition meaning as the information for customers that could be revealed from this slogan is that Oreo contained america's in which the favourite is cookies. Regarding to the type of presupposition, that is lexical presupposition, the researcher concluded that the function of this slogan is to give information about characteristics of product. By giving this information, actually, this slogan has function as selling.

At the end purpose of this slogan, it was aimed to increase the selling of this product. Through this advertisement slogan, the advertiser wanted to describe

that only Oreo is a favourite cookies for america's. At the end of this advertisement, the advertiser showed kinds of Oreo's products and flavors.

### 5. Silverqueen Chunky



Silverqueen is a brand of chocolate. One of that products is silverqueen chunky. Silverqueen chunky is chocolate with almond or nut. Its slogan says “**The Biggest Chunkies Silverqueen Ever**”. From this slogan, the researcher categorized it into phrase, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence. The structure of this presupposition can be seen as follows:

- a. The Biggest Chunkies Silverqueen Ever (=p)
- b. The big chunkies in silverqueen chocolate (=q)
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as in (c). So, in this

case, this slogan that says “**The Biggest Chunkies Silverqueen Ever**” presupposes ” the big chunkies in silverqueen chocolate”. By saying this slogan, the speaker has assumption that there is a chocolate named Silverqueen Chunky which contains nut. The presupposition meaning that could be revealed from this slogan is that Silverqueen Chunky is a chocolate that contains nut. From this slogan, the researcher revealed that Silverqueen Chunky is kind of chocolate. It could be seen in word “The Biggest Chunkies Silverqueen Ever”. So, the audiences knew that this product is chocolate. The researcher also revealed that this product contains nut.

The presupposition meaning that can be revealed from this slogan is that Silverqueen Chunky is a chocolate product. As the researcher mentioned above, this slogan indicated there is chunkies silverqueen ever had been biggest. For this is chocolate product, the researcher knew that this is chocolate for people who had ben biggest. It can be seen from the word “the biggest”, which indicated the chunkies had been big.

Based on the type of presupposition of this slogan, the researcher concluded that this function of this slogan is to give information about product that chunkies had been biggest. It was aimed to direct people to buy this product because the chunkies had been biggest (selling function). As the basic function of advertisement, selling function seems adhered to almost each advertisement.

Regarding to the type of presupposition of this slogan, the researcher concluded that this slogan has function to give information that this product exists and people can buy it in the market. It also gives information about characteristics

of product. So the audiences could identify this product that this product is a chocolate for biggest chunkies. This information was directed to increase the selling of this product, which persuaded people to buy this product. This is chocolate that must be tried by people to be big.

## 6. Magnum



Magnum is a brand of ice cream. It's slogan says **“For Pleasure Seekers”**. From this slogan, the researcher categorized it into a phrase, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “Pleasure”. From this slogan, the researcher classified it into lexical presupposition, in which the use of one form with its asserted meaning is conventionally interpreted with the presupposition

that another ( non- asserted ) meaning is understood. The structure of this presupposition can be seen as follows:

- a. For pleasure seekers (=p)
- b. Ice cream can make happy (=q)
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as in (c). So, in this case, this slogan that says “**For Pleasure Seekers**” presupposes “there is a ice cream”. By saying this slogan, the speaker has assumption that there is a ice cream named Magnum which contains chocolate and milk. The presupposition meaning that could be revealed from this slogan is that Magnum is a ice cream that contains chocolate. From this slogan, the researcher revealed that Magnum is kind of ice cream. It could be seen in word “For Pleasure Seekers”. So, the audiences knew that this product is ice cream. The researcher also revealed that this product contains chocolate and milk.

The presupposition meaning that can be revealed from this slogan is that Magnum is a ice cream product. As the researcher mentioned above, this slogan indicated there is pleasure had been seekers. For this is ice cream product, the researcher knew that this is ice cream for people who had been enjoyed. It can be seen from the word “pleasure seekers”, which indicated the seekers had been pleasure.

Based on the type of presupposition of this slogan, the researcher concluded that this function of this slogan is to give information about product that seekers had been pleasure. It was aimed to direct people to buy this product because the seekers had been pleasure (selling function). As the basic function of advertisement, selling function seems adhered to almost each advertisement.

Regarding to the type of presupposition of this slogan, the researcher concluded that this slogan has function to give information that this product exists and people can buy it in the market. It also gives information about characteristics of product. So the audiences could identify this product that this product is a ice cream for pleasure seekers. This information was directed to increase the selling of this product, which persuaded people to buy this product. This is ice cream that must be tried by people to be pleasure.

#### 4.2.4.2.2 Existential Presupposition

##### 1. Chitato



Chitato snack is fries chips wavy slices are marinated in a special spice recipe. Chitato's slogan says "life is never flat". From this slogan, the researcher

classified it into existential presupposition, in which it is not only assumed to be present in possessive construction, but more generally in any definite noun phrase.

The description of this presupposition can be seen as follows :

- a. Life is never flat (=p)
- b. There is a life (=q)
- c.  $p \gg q$

From this slogan, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as in(c). So, in this case, this slogan that says “**life is never flat**” presupposes “there is a life”. This life is assumed to be present.

The presupposition meaning that could be revealed from this slogan is that life is like a wave as well as Chitato is form. This sentence means that life is like a wave. Sometimes, life was in the up, in which people felt so happy and they could reach what they dreamed. It could be said that they have good financial. In other side, when life was in the down, in which people were in sadness and they could not reach what they dreamed. Financially, their life was in poverty. Commonly, people who felt in down when they were in trouble or faced a lot of problems. Life is never happy or sad forever. Nobody stay in happy without any sadness. That is why, the advertiser described that life is never flat. The word “flat” means stay constantly.

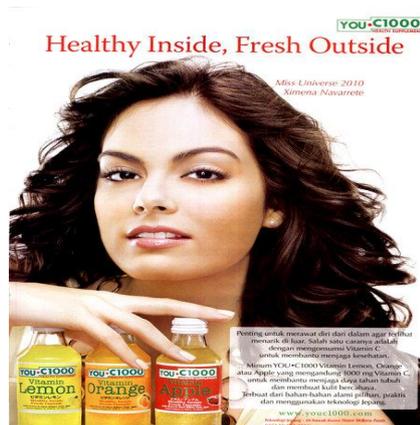
As the researcher mentioned before, Chitato is fries chips wavy slices. The slogan above indicated that the advertiser wanted to describe that Chitato has form as well as life that is not flat. In this advertisement video, there was a man who was surfing, there were people who spent their leisure time by chatting together with their friends while eating chitato. At the end of this advertisement, the advertiser showed kinds of flavor of chitato. This video indicated that this advertisement tried to described that chitato is wavy sliced snack that is suitable to be eaten in leisure time, when people want to be relax. It also has kinds of flavor that people can choose. From explanation above, the researcher concluded that the function of this slogan is as selling. It gave information about the form of this snack is not flat.

From the type of presupposition that is existential presupposition, the advertiser also wanted to inform that this snack exists and ready to be bought. By giving information about this product, the advertiser wanted to influence people to try this unique snack. This snack was unique because its form was not flat. It made this product was different from other brands in same product. By giving this information, the advertiser has a purpose to increase selling of this product (selling function).

#### 4.2.4.3 Beverages

##### 4.2.4.3.1 Lexical Presupposition

###### 1. You C1000



You C1000 is a brand of makers of delicious refreshing health beverages such as vitamin lemon, vitamin orange, lemon water, and orange water. Each loaded with 1000mg of vitamin C to support our healthy lifestyle. This slogan says “**Healthy Inside, Fresh Outside**”. From this slogan, the researcher classified it into lexical presupposition, in which the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood. The structure of this presupposition can be seen as follows:

- a. Healthy inside, fresh outside (=p)
- b. The human body consist of inside and outside (=q)
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the

relationship as in(c). So, in this case, this slogan that says “healthy inside, fresh outside” presupposes “the human body consists of inside and outside”.

By saying this slogan, the speaker has assumption that human body consist of inside ( the side could not be seen by our eyes ), and outside ( the side could be seen by our eyes ). This slogan described that this product makes human body inside is healthy, and their body outside is fresh. For example, people could see their faces or skins are fresh, but they could not see their inside is healthy. They could only feel that their inside body is healthy. They could only see their side by roentgen to detect certain diseases. The presupposition meaning that can be revealed from this slogan is that the body consists of inside and outside, and this product makes body inside healthy and body outside fresh.

As the researcher mentioned above, the speaker has assumption that this product makes people’s body inside healthy and their body outside fresh. It is healthy because it contains vitamin C 1000mg that is needed by the body. It also makes face or skin fresh because vitamin C is good for skin as anti-oxidation. From this description, the researcher revealed that human body consists of inside and outside. From this advertisement video, the advertiser wanted to explain that a lot of daily activities need vitamin C to keep the heath of people’s body. That is why, in this video, the advertiser took Miss Universe 2008, who has a lot of activities, as the star of this advertisement. In this advertisement video, Miss Universe 2008 drank You C1000 to keep her body healthy. Through this video, as if the advertiser wanted to prove that You C1000 is able to keep the health of people’s body.

Based on the type of presupposition of this slogan, that is lexical presupposition, the researcher concluded that the function of this slogan is to give information about the strength of product. By giving this information, the advertiser tried to describe the advantage of drinking this product and information about specification of this product to the potential customers. Then, the advertiser directed people to try this product, in which the end purpose was to make people take action buying this product (selling function).

## 2. Appeton Weight Gain



Appeton Weight Gain is a brand of milk. One of that products is Appeton Weight Gain. Appeton Weight Gain is milk for thin people that want to be fat. Its slogan says **“It’s so Easy to Gain Weight”**. From this slogan, the researcher categorized it into sentence, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

From this slogan, the researcher classified it into lexical presupposition, in which the use of one form with its asserted meaning is conventionally interpreted

with the presupposition that another ( non- asserted ) meaning is understood. The structure of this presupposition can be seen as follows:

- a. It's so easy to gain weight ( $=p$ )
- b. The human body can be fat ( $=q$ )
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as in (c). So, in this case, this slogan that says “**It's so Easy to Gain Weight**” presupposes “there is a milk”. By saying this slogan, the speaker has assumption that there is a milk named Appeton Weight Gain. The presupposition meaning that could be revealed from this slogan is that Appeton Weight Gain is milk. From this slogan, the researcher revealed that Apeton Weight Gain is kind of milk. It could be seen in word “Its so Easy to Gain Weight”. So, the audiences knew that this product is milk.

The presupposition meaning that can be revealed from this slogan is that Appeton Weight Gain is a formulating product, in which the formula had been weight. As the researcher mentioned above, this slogan indicated there is formula that had been easy. So, it can be concluded that this product is a formulating product. For this is a milk product, the researcher knew that this is a milk to be weight. It can be seen from the word “gain weight”, which indicated the weight had been fat.

This statement also indicated that there was an raise the weight. It can be seen from the word “easy“ in this slogan. So, the researcher concluded that this is a way to raise weight.

Based on the type of presupposition of this slogan, the researcher concluded that this function of this slogan is to give information about product that gain weight has been easy. It was aimed to direct people to buy this product because the gain weight had been easy (selling function). As the basic function of advertisement, selling function seems adhered to almost each advertisement.

Regarding to the type of presupposition of this slogan, the researcher concluded that this slogan has function to give information that this product exists and people can buy it in the market. It also gives information about characteristics of product. So the audiences could identify this product that this product is a milk for gain weight. This information was directed to increase the selling of this product, which persuaded people to buy this product. This is milk that must be tried by people to be weight.

### 3. WRP Body Shape



WRP Body Shape is a brand of diet milk product. It's slogan says "**Burn Fat Get Shape**". From this slogan, the researcher categorized it into a phrase, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is "Get Shape".

From this slogan, the researcher classified it into lexical presupposition, in which the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another ( non- asserted ) meaning is understood. The structure of this presupposition can be seen as follows:

- a. Burn fat get shape (=p)
- b. The way to get body slim (=q)
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean "presupposes", the researcher can represent the relationship as in (c). So, in this case, this slogan that says "**Burn Fat Get Shape**" presupposes "there is a milk". By saying this slogan, the speaker has assumption that there is a milk named WRP Body Shape. The presupposition meaning that could be revealed from this slogan is that WRP Body Shape. From this slogan, the researcher revealed that

WRP Body Shape is kind of milk. It could be seen in word “Burn Fat Get Shape”. So, the audiences knew that this product is milk.

The presupposition meaning that can be revealed from this slogan is that WRP Body Shape is a formulating product, in which the formula had been shape. As the researcher mentioned above, this slogan indicated there is formula that had been burned. So, it can be concluded that this product is a formulating product. For this is a milk product, the researcher knew that this is a milk to be slim. It can be seen from the word “get shape”, which indicated the fat had been slim.

This statement also indicated that there was an destroy fat. It can be seen from the word “burn“ in this slogan. So, the researcher concluded that this is a way to get slim.

Based on the type of presupposition of this slogan, the researcher concluded that this function of this slogan is to give information about product that the get shape has been burn fat. It was aimed to direct people to buy this product because the fat had been burn (selling function). As the basic function of advertisement, selling function seems adhered to almost each advertisement.

Regarding to the type of presupposition of this slogan, the researcher concluded that this slogan has function to give information that this product exists and people can buy it in the market. It also gives information about characteristics of product. So the audiences could identify this product that this product is a milk for body shape. This information was directed to increase the selling of this product, which persuaded people to buy this product. This is milk that must be tried by people to be slim.

#### 4. Morinaga Chil-Kid



Morinaga chil-kid platinum is a children milk product for they who are one to three years old. It contained nutrition to help children growing. It is formulated with Kolin, AA and DHA, Lactoferin, Nucleotida, Calsium, etc. in this research, the researcher will not discuss about these nutritions, but the researcher focused on its slogan that says “**New Improved Formula**”.

From this slogan, the researcher classified it into lexical presupposition, in which the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another ( non- asserted ) meaning is understood. The structure of this presupposition can be seen as follows:

- a. New improved formula (=p)
- b. Morinaga Chil Kid is formulating product (=q)
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as in(c). So, in this case, this slogan that says “**new improved**

**formula”** presuppose ”Morinaga Chil-Kid is formulating product”. From this slogan, the researcher could understand that there is formula that had been improved. So, the researcher concluded that it is formulating milk.

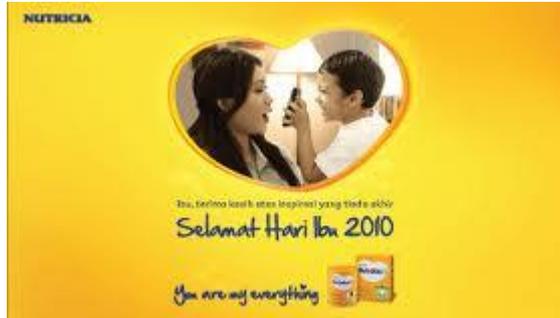
The presupposition meaning that can be revealed from this slogan is that Morinaga Chil-Kid is a formulating product, in which the formula had been improved. As the researcher mentioned above, this slogan indicated there is formula that had been improved. So, it can be concluded that this product is a formulating product. For this is a baby milk product, the researcher knew that this is a formulating baby milk. It can be seen from the word “ improved formula”, which indicated the formula had been improved .

This statement also indicated that there was an old formula. It can be seen from the word “new “ in this slogan. So, the researcher concluded that this is a new formula. If there is a new formula, it means there was an old formula in which the formula had not been improved yet.

Based on the type of presupposition of this slogan, the researcher concluded that this function of this slogan is to give information about product that the formula is new and has been improved. It was aimed to direct people to buy this product because the formula had been improved (selling function). As the basic function of advertisement, selling function seems adhered to almost each advertisement.

#### 4.2.4.3.2 Existential Presupposition

##### 1. Bebelac



Bebelac is a baby milk product for babies one to three years old, which contains balance nutrition to support the baby's growth. Bebelac's slogan says "**you are my everything**". From this slogan, the researcher classified it into existential presupposition, in which it is not only assumed to be present in possessive constructions, but more generally in any definite noun phrase. The description of this presupposition can be seen as follows:

- a. You are my everything (=p)
- b. The children exist (=q)
- c.  $p \gg q$

From this slogan, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean "presupposes", the researcher can represent the relationship as in(c). So, in this case, this slogan that says "**you are my everything**" presupposes "the children exist", in which the word "you" is assumed to be present. When the speaker said this slogan, she was assumed that you present. The word "you", here, refers to her children. From the advertisement video, it was described that there are children with their mothers. The children learn how to swim and they are

helped by their mother. It indicated that children are present, and they are very important for their mothers. The presupposition meaning that can be revealed from this slogan is that the children exist, and they are the most important thing.

From this slogan, the researcher revealed that when the speaker said this slogan, the speaker has assumption that the children exist. In this case, the word “you” in this slogan refers to the children. It can be proved by watching the advertisement video. The audiences could see that the children exist. Another evidence comes from the word after this slogan that said “because you are my everything, I give you everything”. The speaker used present tense in this sentence, which indicated that the children exist at that time. Through this advertisement video, as if the advertiser wanted to show that children who drink Bebelac are different from other children. They are confident to try something new. As in this video, a child tried to swim guided by her mother. She also tried to make her friend, who was afraid, feel sure that he could jump into the swimming pool, and everything will be okay.

From this slogan, the researcher also revealed that the word “you” , in this case is children, is the most important thing for the speaker. As the researcher mentioned before, the word “you” means her children and the speaker is a mother. In this slogan, the speaker said “my everything”, which means over the all thing. It is kind of expression to describe how important it is. Another evidence comes from the word after this slogan that said “because you are my everything, I give you everything”. From these statements, the researcher revealed that children are very important for their mothers, because she will do everything for them, and

give everything the best for them. So the researcher concluded that “you” as the children are the most important thing for the speaker as mothers. After discussing about revealed presupposition meanings of this slogan, the researcher wanted to conclude the function of this slogan. Regarding to the grammatical structure and the type of presupposition of this slogan, the researcher concluded that the function of this slogan is to give information.

This statement gave information not only about the product, but also about how important the children for mothers. Its type of presupposition that is existential presupposition described that their children exist as well as this product. By giving this information, the advertiser has purpose to persuade people to choose this product for their children. As if the advertiser wanted to say that the most important product is for the most important things, they were children. It was aimed to increase the selling of this product (selling function).

## 2. Coca Cola



Coca-Cola is the most popular and biggest-selling soft drink in history, as well as the best-known product in the world. On May 8, 2011, Coca-Cola marks its 125th anniversary. Created in 1886 in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage at Jacob's Pharmacy by mixing Coca-Cola syrup with carbonated water. Coca-Cola was

patented in 1887, registered as a trademark in 1893 and by 1895 it was being sold in every state and territory in the United States. In 1899, The Coca-Cola Company began franchised bottling operations in the United States. Coca-Cola might owe its origins to the United States, but its popularity has made it truly universal. Today, you can find Coca-Cola in virtually every part of the world. Its slogan says **“It’s the Real Thing Coke”**.

Coca cola is a brand of soft drink (coke). Its slogan says **“It’s the real thing coke”**. From this slogan, the researcher categorized it into sentence, because it could not be described by specifying the functions of their constituents in sentence structure. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “coke”. So, the researcher categorized this slogan into noun phrase. From this slogan, the researcher classified it into existential presupposition, in which it is not only assumed to be present in possessive constructions, but more generally in any definite noun phrase. From this slogan, the researcher classified it into existential presupposition, in which it is not only assumed to be present in possessive constructions, but more generally in any definite noun phrase. The structure of this presupposition can be seen as follows:

- a. It’s the real coke (=p)
- b. There is a coke (=q)
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as in (c). So, in this case, this slogan that says **“It’s the Real Thing Coke”** presupposes “there is a coke”. By saying this slogan, the speaker has assumption that there is a coke named Coca Cola which contains soda. The presupposition meaning that could be revealed from this slogan is that Coca Cola is a coke that contains soda. From this slogan, the researcher revealed that Coca Cola is kind of soft drink coke. It could be seen in word **“It’s the Real Thing Coke”**.

So, the audiences knew that this product is coke. The researcher also revealed that this product contains soda that is strong. It could be seen from this slogan that described it using the word “with” in “it’s the real thing coke”. So, the audiences knew this is a carbonated coke that is not suitable for pregnant women. People understood that pregnant women are forbidden to drink soda, because it is not good for their babies. It was aimed to make the audiences feel what the advertiser wanted to share.

Regarding to the type of presupposition of this slogan, the researcher concluded that this slogan has function to give information that this product exists and people can buy it in the market. It also gives information about characteristics of product. So the audiences could identify this product that this product is a carbonated coke. This information was directed to increase the selling of this

product, which persuaded people to buy this product, because this is a unique product. This is coke contains soda that must be tried by people as consumers.

### 3. Lipton Ice Tea



Lipton is a brand of tea. One of that products is Lipton. Lipton is tea with lemon. Its slogan says “**The Sign of Good Taste**”. From this slogan, the researcher categorized it into phrase, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence. From this slogan, the researcher classified it into existential presupposition, in which it is not only assumed to be present in possessive constructions, but more generally in any definite noun phrase. The structure of this presupposition can be seen as follows:

- a. The sign of good taste (=p)
- b. Quality of the taste (=q)
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $p$  and the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean

“presupposes”, the researcher can represent the relationship as in (c). So, in this case, this slogan that says “**The Sign of Good Taste**” presupposes “quality of the taste”. By saying this slogan, the speaker has assumption that there is a tea named Lipton Ice Tea which contains lemon. The presupposition meaning that could be revealed from this slogan is that Lipton Ice Tea is a tea that contains lemon. From this slogan, the researcher revealed that Lipton Ice Tea is kind of tea. It could be seen in word “The Sign of Good Taste”. So, the audiences knew that this product is tea. The researcher also revealed that this product contains lemon that is strong.

Regarding to the type of presupposition of this slogan, the researcher concluded that this slogan has function to give information that this product exists and people can buy it in the market. It also gives information about characteristics of product. So the audiences could identify this product that this product is a tea with lemon taste. This information was directed to increase the selling of this product, which persuaded people to buy this product, because this is a unique product. This is tea contains lemon that must be tried by people as consumers.

#### 4. Frestea



Frestea is a brand of tea product. It's slogan says "**Refresh Think Fres**". From this slogan, the researcher categorized it into a phrase, because a phrase is a constituent which can be identified on the basis of the word class membership of at least one of its constituent words. From this slogan, the researcher classified it into existential presupposition, in which it is not only assumed to be present in possessive constructions, but more generally in any definite noun phrase.

The researcher did not categorize it into sentence, because this slogan could not be described by specifying the functions of their constituents in sentence structure. This slogan does not has predicator as minimal requirement of the sentence. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is "Fres". The structure of this presupposition can be seen as follows:

- a. Refresh think fres (=p)
- b. Make our mind fresh (=q)
- c.  $p \gg q$

From the structure above, the researcher could see that if the slogan in (a) contains the proposition  $p$  and the sentence in (b) contains the proposition  $p$  and

the sentence in (b) contains the proposition  $q$ , then, using the symbol  $\gg$  to mean “presupposes”, the researcher can represent the relationship as in (c). So, in this case, this slogan that says “**Refresh Think Fres**” presupposes “there is a tea”. By saying this slogan, the speaker has assumption that there is a tea named Frestea which contains cold sensation. The presupposition meaning that could be revealed from this slogan is that Frestea is a tea that contains cold sensation. From this slogan, the researcher revealed that Frestea is kind of tea. It could be seen in word “Refresh Think Fres”. So, the audiences knew that this product is tea. The researcher also revealed that this product contains cold sensation.

Regarding to the type of presupposition of this slogan, the researcher concluded that this slogan has function to give information that this product exists and people can buy it in the market. It also gives information about characteristics of product. So the audiences could identify this product that this product is a tea with cold sensation. This information was directed to increase the selling of this product, which persuaded people to buy this product, because this is a unique product. This is tea contains cold sensation that must be tried by people as consumers.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter presents some conclusions about this study and suggestions for the readers and the next researchers that can be explained as follows:

#### **5.1. CONCLUSION**

The analyzed data of this study were advertisement slogans that were from The Jakarta Post, in which consist of fiveteen slogans. From these fiveteen slogans, the researcher found that the dominant type of presupposition applied in these slogans is lexical and the second one is existential presupposition, which consist of ten slogans (70%) for lexical presupposition and five slogan (30%) for existential presupposition. The most dominating function applied in these advertisements was selling function that has proportion about 70% of the whole data.

From this result, it is concluded that the advertiser preferred to apply lexical and existential presupposition because it was considered as the appropriate type for advertisement slogan. Existential presupposition shows that the product is exist. While, by lexical presupposition, the advertiser could said a lot of meaning in a simple way, because the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another meaning is understood. As the characteristic of making slogan that have to be regarded that a slogan should be simple and easy. The researcher did not find counterfactual presupposition applied in these slogans because this type is considered not

appropriate for advertisement slogan, in which the given information should be true as well as the truth. If the advertiser used this type of presupposition, the given information about the product or services is considered not true and contrary to the facts. It is considered as a lying that influenced image of the brand.

## **5.2. SUGGESTIONS**

The researcher realized that this research is far from being perfect work because of lacking of adequate ability. Therefore, the researcher suggests to the next researcher who wants to conduct a further research about presupposition in advertisement slogan to take the data that include all types of presupposition and all types of advertisement functions, in order to make the readers more understand and make the research more objective.

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[www.thejakartapost.com](http://www.thejakartapost.com)

## APPENDICES

## 1. Promina



## 2. Morinaga Chil Kid



## 3. Kraft



4. **Magnum**



5. **Lipton Ice Tea**



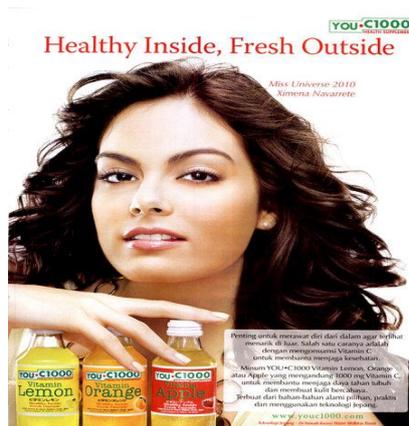
6. **Silverqueen Chunky**



## 7. Chitato



## 8. You C 1000



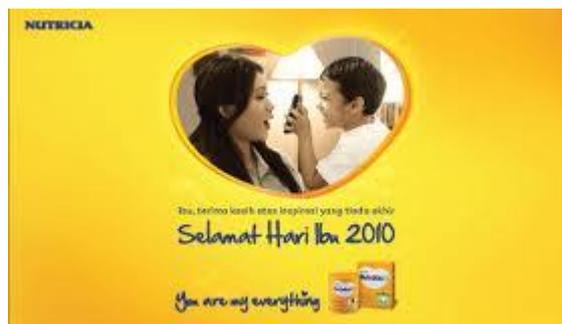
## 9. Oreo



10. Cadbury Dairy Milk



11. Bebelac



12. Appeton Weight Gain



13. Coca Cola



14. Frestea



15. WRP Body Shape



