CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is one means of communication in daily activities. We cannot communicate in any real sense without language. Because language help the people to socialize with each other and can give some kind of information. Language is a very important role in human's life. Language can be divided into two ways, spoken and written language. Spoken language is typically more dependent on its content than written language. Spoken language usually refers to language utterance, and the written language is refers to language which is written down (Gerot and Wignell, 1994: 161).

Language is central to our human nature, and linguistics is the systematic study of human language. Linguistics is an academic discipline that focuses on language and is carried out by linguists. Linguistics can be broadly broken into three categories. They are the study about language form, the study about language meaning, and the study about language context. There are many of branches in linguistics. One of those branches is pragmatics. Pragmatics deals with the ways in which the meaning of an utterance depends on the context of its use. So, pragmatics is a study of language meaning. The study of language meaning is concerned with assign meaning and the assumption. Semantics also branch of linguistics that is concerned with the meaning. One is the informative intent or the sentence meaning,

and the other the communicative intent or speaker meaning (Sperber and Wilson, 1986: 180). The ability to comprehend and produce a communicative act is referred to as pragmatics competence which often includes one's knowledge about the social distance, social status between the speakers involved, and the linguistics knowledge explicit and implicit. Pragmatics as a separate study is more than necessary because it handles those meanings that semantics overlooks (Leech, 1983: 290). This view has been reflected both in practice at large. Presupposition entered the area of linguistics and became a significant concept in semantics. Levinson (1983:177) introduced presupposition to the pragmatics to describe a relation between a speaker and the appropriateness of a sentence in a context. Presupposition can be distinguished into two categories: semantic presupposition and pragmatic presupposition. This thesis is mainly centered on the exploration of presupposition in pragmatics from the perspectives of features and problems of presupposition according to the George Yule's framework (1996: 25-30). Presupposition is one of contents on the pragmatic study.

Presupposition is a referring to the logical meaning of a sentence or meanings logically associated with or entailed by a sentence. A presupposition is something the speaker assumes to be the case prior to making an utterance (Yule, 1996: 25). There are two distinct kinds of presupposition in natural languages, semantics presupposition and pragmatics presupposition. Presupposition is "an assumption by a speaker or writer about what is true or already known by the listener or reader" (Yule, 2007: 117). It deals with the necessary preconditions for statements to be

true. Presuppositions are important means to structure information. They allow speakers to communicate more than one proposition with a single sentence, and furthermore indicate which of the propositions communicated the main assertion and which provide a background for the main assertion. Presupposition is an effective means to serve advertisements in order to attract people to purchase the products. Advertising is an inescapable part of modern life and easy to find the advertisements for example in newspaper. Newspaper can't be separated from advertisements.

People need newspaper in daily activities because newspaper gives some information especially in advertisements. The Jakarta Post is an English daily newspaper in Indonesia. The Jakarta Post is a small but influential newspaper oriented towards local English-speaking expatriates and the diplomatic community. In many ways, it acts as an unofficial mouthpiece of the Indonesian government into the international community. So, in this thesis the researcher used the Jakarta Post newspaper to be object of the research. Besides obtaining news in newspaper, people also want to get information from advertisements. People really need advertisements when they want to buy something and to see which advertisement attracts the most. There are many ways to make advertisements attract the consumers. Advertisements are constructed to have the primary effect of selling products or services to the consumers. Advertisers use every possible means to catch 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.

Advertisements can't develop without presupposition language. Presupposition has a great deal of importance in persuasive language, particularly in advertising language. Usually advertisers are not allowed to make direct assertion about their products. They can generally make indirect assertions, however, via presupposition. Therefore, advertisers frequently use presuppositions in language to help advertising to realize its functions. Based on the problem explained above the researcher chose the title "Presupposition in Advertisements on the Jakarta Post Newspaper April 2011 Edition".

1.2 Statement of the Problem

Based on the background that the researcher explained above, the researcher formulates the problem of this research as follows:

1. What types of presuppositions are found in advertisements on the Jakarta Post newspaper April 2011 edition?

2. What are the presuppositional meaning of advertisements on the Jakarta Post newspaper April 2011 edition?

1.3 Scope of the Study

Scope of the study is needed to facilitate the researcher to conduct the analysis. In this thesis the researcher identified the types of presupposition and described the presuppositional meaning of advertisements in the Jakarta Post newspaper April 2011 edition according to the theory of presupposition by Yule (1996: 27-30).

Presupposition is important to make advertisements. Presupposition language can attract people to purchase the product. In this thesis, the researcher analyzed every sentence in advertisements that have presupposition are found on the Jakarta Post newspaper April 2011 edition.

1.4 Objective of the Study

Based the statement of the problem explained above, the objectives of the study are as follows:

1. To identify the types of presupposition in advertisements found on the Jakarta Post newspaper April 2011 edition.
2. To describe the presuppositional meaning in advertisements found on the Jakarta Post newspaper April 2011 edition.

1.5 Significance of the Study

The result of this thesis is expected to give a contribution to Faculty of Languages and Letters students at Dian Nuswantoro University and everybody who reads this thesis. More detail, the result of this thesis is expected:

1. To become a basis or reference to Dian Nuswantoro University particularly for the students of English Department who are interested in researching presupposition in advertisements.

2. To develop the knowledge of the researcher and the readers about presupposition in advertisements.

1.6 Thesis Organization

This thesis consists of five chapters as the following:

Chapter I is Introduction. This chapter consists of the background of the study, statement of the problem, scope of the study, objective of the study, significance of the study, and thesis organizations.

Chapter II is Review of Related Literature. This chapter consists of theory of language, linguistics, pragmatics, presupposition, types of presupposition, and advertisements.

Chapter III is Research Method. This chapter consists of technique of data analysis, unit of analysis, source of data, technique of data collection, and research design.

Chapter IV is Discussion. This chapter consists of finding which are contains sentences found in advertisements on the Jakarta Post newspaper and table the type of presupposition and discussion which are analyzed the types of presupposition and the presuppositional meaning.

Chapter V is Conclusion and suggestion.

CHAPTER II

REVIEW OF RELATED LITERATURE

In order to understand this thesis the researcher uses several theories as the proponent of this thesis. Absolutely the researcher uses language as a theory because language has very important role in human's life. The researcher also uses linguistic theory because linguistics is the study of language in all its form. There are many branches of linguistics, and one of them is pragmatics, therefore, the next theory discussed is pragmatics. The next theory is presupposition, since it is one of subjects discussed in pragmatics. Presupposition is an assumption by speakers or listeners. Presupposition has a great deal of importance in persuasive language, particularly in advertisements. So, that is why the last theory discussed in this chapter is advertisements.

2.1 Language

Language is one means of communication in daily activities. We cannot communicate in any real sense without language. Because language help the people to socialize with each other and can give some kind of information. Language is a very important role in human's life. In general, language is used to convey the messages, to interact with others, to express a lot of ideas as well as to achieve their desired intention. Chaika (1982: 3) defines language as the system of sounds and words that is composed of a system of meaningless elements that is combined by roles into meaningful structures used by human to reveal or conceal their thoughts

and feelings. According to Hartman and Strok (1973: 123) the definition of a language is the most fundamental means of human communication. Language is considered to be a system of communicating with other people using sounds, symbol and words in expressing meaning, ideas or thought (Wright, 1936: 98). Language is a systemic resource for expressing meaning in context and the study of how people exchange meanings through the use language.

Language can be divided into two ways, spoken and written language. Everyday people communicate with each other in society using both spoken and written. Spoken language is typically more dependent on its content than written language. Newspaper is including to the written language and dialog including to spoken language. Spoken language usually refers to language utterance, and the written language is refers to language which is written down (Gerot and wignell, 1994: 161). Eggins (1994: 55) has differentiated the characteristic of spoken and written language situation. Language can be divided into two ways depending on how to share into spoken and written language. Spoken language does not only refer to language which is said aloud, it's typically more dependent on its context than written language. Written language has much higher lexical density than spoken language. The lexical density can be calculated by expressing the number of content words in a text or sentence as a proportion of all the words in the texts or sentences. Paragraph, sentence, phrases, words, relate to written language. The language used in advertisements of newspaper is written text. The language can reflect the situation

of the product, for example kinds of product and the benefit of product for consumers.

2.2 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. (http://linguistics.buffalo.edu/people/faculty/dryer/dryer/blt).

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. (http://linguistics.buffalo.edu/people/faculty/dryer/dryer/blt).

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 structuralist 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 structuralist traditions, particularly in the areas of phonology and morphology. But it also contrasts with work that is more purely structuralist 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 "topicalizations" 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.

2.3 Pragmatics

Pragmatics is a branch of linguistics study, it is an aspect of how language generates meaning - and as such, it falls under the 'umbrella' of semantics, which is the study of meaning. Semantics is often, simplistically, said to be the study of surface 'sentence meaning' and pragmatics to be the study of the deeper, inferred 'social force' of language. Pragmatics is the study of how utterances are used (literally, figuratively, or otherwise) in communicative acts.

Pragmatics is the study of those relations between language and context that are grammaticalized or encoded in the structure language (Levinson, 1983: 9). Pragmatics as the sub-field of the study of language that investigates technique by which language is used for communicational purpose, studies how language users make use of their understanding in mind of the language structure and rules. The pragmatic analysis of language can be broadly understood to be the investigation into that aspect of meaning, which is derived not from the formal properties of words and constructions, but from the way in which utterances are used and how they relate to the context in which they are uttered. According to Leech (1983: 6),

pragmatics as being complementary to semantics in establishing meaning through (or as) use in context, this complementary may be seen in different ways, either as both levels of meaning being independent of one another or as standing in a certain dependency relationship to one another.

Pragmatics is the study of the context-dependent aspects of meaning which are systematically abstracted away from in the construction of logical form. In the semiotic trichotomy developed by Morris, Carnap, and Peirce in the 1930's, syntax addresses the formal relations of signs to one another, semantics the relation of signs to what they denote, and pragmatics the relation of signs to their users and interpreters. While some have argued for a pragmatics module within the general theory of speaker/hearer competence (or even a pragmatic component in the grammar), Sperber & Wilson (1986: 172) argue that like scientific reasoning the paradigm case of a non-modular, 'horizontal' system pragmatics cannot be a module, given the indeterminacy of the predictions it offers and the global knowledge it invokes see modularity and language.

In any case, a regimented account of language use facilitates a simpler, more elegant description of language structure. Those areas of context-dependent yet rule-governed aspects of meaning reviewed here include deixis, speech acts, presupposition, reference, and information structure; see also implicatures. Pragmatics seeks to 'characterize the features of the speech context which help determine which proposition is expressed by a given sentence' (Stalnaker, 1972: 383). Meaning of a sentence can be regarded as a function from a context (including

time, place, and possible world) into a proposition, where a proposition is a function from a possible world into a truth value.

Pragmatics is an aspect of meaning involve the interaction between an expression's context of utterance and the interpretation of elements within that expression. Pragmatics is "the study of linguistic acts and the contexts in which they are performed" (Stalnaker, 1972: 383). Pragmatics is the study of speaker meaning. Pragmatics is concerned with the study of meaning as communicate by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of contextual meaning. The type of study necessarily involves the interpretation of what people mean in a particularly context and how the context influences what is said. It requires a consideration of how speakers organize what they want to say in accordance with who they're talking to, where, when, under what circumstances.

Pragmatics is the study of how more gets communicated than is said. This approach necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speakers intended meaning. This type of study explores how a great deal of what is unsaid is recognized as a part of what is communicated or invisible meaning.

Pragmatics is the study of the expression of relative distance. This perspective then raises the question of what determines the choice between the said and the

unsaid. The basic answer is tried to the nation of distance. Closeness, whether it is physical, social, or conceptual, implies shared experience. On the assumption of how close or distant the listener is, speaker determined how much need to be said.

Pragmatics is the study of the relationships between linguistics form and the users of those forms. In this three part distinction, only pragmatics allows humans into the analysis. Studying language via pragmatics is talk about assumption. That is assumption called presupposition.

2.4 Presupposition

Presupposition information contained in an utterance has the tendency in orienting and restricting people's thought in an easy and a concealable way. Presuppositions the meaning of the word 'presuppose' is to 'assume beforehand; involve, imply' represent some of the most powerful of language patterns. They are in common, everyday use by all of us and are built into the structure of the English language, indeed it is probably impossible to utter a sentence of any consequence without making some kind of assumption and hence without the use of presupposition. Presupposition is the mechanism used implicitly to make assumption in day to day language whereas direct assertion is the means used to do so overtly. All questions have inner presuppositions, and they have orienting functions, which are regarded as "very useful for interrogators or trial lawyers" (Yule, 2000: 117).

Presupposition is something the speaker assumes to be the case prior to making an utterance (Yule, 1996: 25). Presupposition is a necessary condition on the truth or falsity of statements (Frege, 1892: 56-78), a pragmatic presupposition is a restriction on the common ground, the set of propositions constituting the current context. Its failure or non-satisfaction results not in truth-value gaps or non-bivalence but in the inappropriateness of a given utterance in a given context (Stalnaker, 1974: 197). Gazdar (1979: 104) offers an alternative mechanism in which the potential presuppositions induced by sub expressions are inherited as a default but are canceled if they clash with propositions already entailed or implicated by the utterance or prior discourse context. Subsequent work identifies empirical and conceptual problems for these models. Heim (1983: 114) identifies an operator's projection properties with its context-change potential. Presuppositions are invariant pragmatic inferences. Soames (1989: 553) provides a conspectus of formal approaches to presupposition, and also van der Sandt (1992: 333) for an anaphoric account of presupposition, projection, and accommodation formulated within discourse representation theory. On van der Sandt's theory, the very presupposition that presuppositions are determined compositionally is challenged, leading to a reassessment of the entire projection problem enterprise. While speech acts and presuppositions operate primarily on the propositional level, reference operates on the phrasal level. Three categories of information structure: presupposition and assertion (the structure of propositional information into given and new);

identifiability and activation (the information status of discourse referents); and topic and focus (the relative predictability of relations among propositions).

The term presupposition refers to those assumptions which appear to be built into the linguistic structure of texts and which relate linguistic structure to extra-linguistic context in terms of the inferences which are expected to be made about the context (Levinson, 1983: 68). As pointed out by Yule (1996: 27), "speakers continually design their linguistic messages on the basis of assumptions about what their hearers already know. What a speaker assumes is true or is known by the hearer can be described as a presupposition" (Yule, 1996: 25). Presuppositions are extremely sensitive to context, and thus differ from logical entailment, which refers to those inferences which can be made strictly from linguistics expression itself and are restricted to the truth-conditions of the particular expression. Since they are "background assumptions against which an action, theory, expression or utterance makes sense or is rational" (Levinson, 1983: 168), presuppositions are a middle ground between tacitly assuming that something does not need to be mentioned at all, and, on the other hand, asserting it explicitly, perhaps as a separate statement.

Presupposition is a subject widely studied by linguists nowadays, but actually it is first studied by philosophers and logicians. Various opinions exist about the definition of presupposition by different linguists. During the daily communication, it happens that speakers assume certain information is already known; such information will generally not be stated and consequently will count as part of what is communicated but not said. The technical terms "presupposition" and

"entailment" are used to describe two different aspects of this kind of information. According to Yule (1996: 25) a presupposition is something the speaker assumes to be the case prior to making an utterance. Speakers, not sentences, have presuppositions. An entailment is something that logically follows from what is asserted in the utterance. Sentences, not speakers, have entailments.

There are two basic types of presupposition: semantic presupposition and pragmatic presupposition. The former analyzes presupposition from the aspect of logic and semantics; the latter analyzes presupposition from the aspect of pragmatics. In this thesis the researcher used theory of presupposition by Yule and other supporting theories. In the preceding discussion of reference, there was an appeal to the idea that speakers assume certain information is already known by their listeners. Because it is treated as known, such information will generally not be stated and consequently will count as part of what is communicated but not said. The technical terms presupposition and entailment are used to describe two different aspect of this kind of information.

It is worth noting at the outset that presupposition and entailment were considered to be much more central to pragmatics in the past than they are now. In more recent approaches, there has been less interest in the type of technical discussion associated with the logical analysis of these phenomena. Without some introduction to that type of analytic discussion, however, it becomes very difficult to understand how the current relationship between semantics and pragmatics developed. The study about relation between language and context is called

Pragmatics. Much of what follows is designed to illustrate the process of thinking through a number of problems in analysis of some aspect of invisible meaning.

Presupposition is something the speaker assumes to be the case prior making an utterance (Yule, 1996: 25). If we say that the sentence in [1.a] contains the proposition p and the sentence in [1.b] contains the proposition q, then using the symbol $>>$ to mean 'presupposes', we can represent the relationship as in [1.c].

The example is given below:

1. a) Mary's dog is cute ($= p$)

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

   c) $p >> q$

Interestingly, when we produce the opposite of the sentence in [1.a] by negating it (= NOT p), as in [2.a], we find that the relation of presupposition doesn't change. That is, the same proposition q, repeated as [2.b], continues to be presupposed by NOT p, as a shown in [2.c].

2. a) Mary's dog isn't cute. ($=$ NOT p)

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

   c) NOT $p >> q$

This property of presupposition is generally described as constancy under negation. Basically, it means that the presupposition of a statement will remain constant (i.e. still true) even when that statement is negated. As a further example, consider a situation in which you degree (via a negative, as in [3.b]) with someone who has already made the statement in [3.a].

3. a) Everybody knows that John is a gay. $\qquad$ (= *p*)

    b) Everybody doesn't know that John is gay. $\qquad$ (= NOT *p*)

    c) John is gay.

    d) $p \gg q$ & NOT $p \gg q$

2.5 Types of Presupposition

In the analysis of how speaker assumptions are typically expressed, presupposition has been associated with the use of large number of words, phrases, and structures. We shall consider these linguistic forms here as indicators of potential presupposition, which can only become actual presupposition context with speakers. According to the theory by Yule (1996: 27), the types of presupposition are:

1. Existential

It is not only assumed to be present to possessive constructions, but more generally in any definite noun phrase.

Example:

Your car $\quad \ll$ *'you have a car'* $\gg$

The other example of the existential, by using any of the expressions in below, the speaker is assumed to be committed to the existence of the entities named.

The king of Sweden, the cat, the girls next door, the counting crows.

$\ll$The existence of the entities named$\gg$

2. Factive Presupposition

The presupposed information following a verb like 'know', 'realize', or 'regret' can be treated as a fact.

Example:

She didn't realize he was ill.   *<< He was ill >>*

We regret telling him.   *<< We told him >>*

3. Non-factive Presupposition

It is one that is assumed not to be true. Verb likes 'dream', 'imagine', and 'pretend' as shown in example below are used with the presupposition that what follows is not true.

Example:

I dreamed that I was rich.   *<< I was not rich >>*

We imagined we were in Hawaii. *<<We were not in Hawaii >>*

He pretend to be ill.   *<<He is not ill>>*

4. Lexical Presupposition

The use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood. Each time you say that someone 'managed' to do something, the asserted meaning is that person succeeded in some way.

Example:

He stopped smoking.   *<< He used to smoke >>*

They started complaining.<< They weren't complaining before >>

5. Structural Presupposition

In addition to presuppositions which are associated with the use of certain words and phrases. In this case, certain sentence structures have been analyzed conventionally and regularly presupposing that part of the structure is already assumed to be true. We might say that speakers can use such structures to treat information as presupposed (i.e. assumed to be true) and hence to be accepted as true by the listener. For example, the *wh*-question construction in English, as shown example in above, is conventionally interpreted with the presupposition that the information after the *wh*-form (i.e when and where) is already known to be case.

Example:

When did he leave?   *<< He left>>*

Where did you buy the bike?   *<< You bought the bike >>*

6. Counter-factual Presupposition

It is meaning that what is presupposed is not only not true, but is the opposite of what is true, or 'contrary to fact'. A conditional structure of the type shown example in below, generally called a counterfactual conditional, presupposes that information in the if-clause is not true at the time of utterance.

Example:

If you were my friend, you would have helped me. << You are not my friend >>

2.6 Advertisements

Advertisement is a way to show the product to persuade or attract people to purchase. Advertisements are constructed to have the primary effect of selling products or services to 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, one of them is newspaper. The Jakarta Post is an English daily language newspaper in Indonesia. It is the largest English language newspaper in Indonesia. Many advertisements can be found in the Jakarta Post. So, that is why the researcher chose the Jakarta Post newspaper to be the object of this thesis.

CHAPTER III

RESEARCH METHOD

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

Research design is needed in thesis in order that the research is well planned. The researcher used descriptive qualitative research. Isaac and Michael (1987: 18) state that "descriptive method is the method whose purpose is to describe systematically, factually, and accurately". In this thesis the researcher used descriptive qualitative since she explained the qualitative data systematically. This method was used to identify the types of presupposition and describe the presuppositional meaning in advertisements found in the Jakarta Post newspaper April 2011 edition.

3.2 Unit of analysis

The unit of analysis in this thesis is every sentence found in advertisements of the Jakarta Post newspaper April 2011 edition. The researcher focuses on the types of presupposition and describes the presuppositional meaning.

3.3 Source of data

The researcher collected data from advertisements of the Jakarta Post newspaper April 2011 edition. The researcher used April 2011 edition for a simple reason that this edition is the closest time to the research and the newspaper is easy to find in every city in Indonesia.

3.4 Technique of data collection

Technique of data collection is the way the researcher collected and got the data. In collecting the data, there are some steps to follow this thesis:

1. Buying newspapers

2. Collecting advertisements

3.5 Technique of data analysis

In analyzing this thesis, the researcher used the theory of presupposition given by Yule (1996: 25-30).

The steps to analyze the data are:

1. Reading advertisements

First step, the researcher read all of advertisements in the Jakarta Post April 2011 edition to understand the language in the advertisements and take the advertisements that would be analyzed.

2. Identifying the types of presupposition

Second step, the researcher identified the types of presupposition in every sentence which are found in the advertisements according to the George Yule's frame work (1996: 27-30).

3. Describing the presuppositional meaning

Third, the researcher described the presuppositional meaning of the advertisements.

4. Interpreting the data

After identifying the types of presupposition and describing the presuppositional meaning, the researcher interpreted the types of presupposition which are found in advertisements on the Jakarta Post newspaper April 2011 edition.

5. Drawing conclusion

The last, the researcher drew conclusion from the analysis.