

CHAPTER IV

DATA ANALYSIS

The contents of this chapter are the result of analysis about presupposition in advertisements. The researcher analyzed types of presuppositions and the presuppositional 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 presuppositional meaning of sentences in advertisements. There are six types of presupposition. They are existential, factive, non-factive, lexical, structural and counterfactual presupposition. In this thesis, the data analysis is based on Yule's framework (1996: 25-30).

4.1 Findings

In this thesis the researcher used 16 advertisements that are found in the Jakarta Post newspaper, April 2011 Edition. The researcher found 49 sentences from 16 advertisements that contain presupposition. The type of presupposition found in the sentences of the advertisement can be seen on Table 4.1 below.

Table 4.1: The types of presupposition found in the advertisements.

No	Types of presupposition	Σ	%
1	Existential	32	62,75%
2	Factive	13	25,49%
3	Non-factive	2	3,92%
4	Lexical	4	7,84%
5	Structural	0	0%
6	Counterfactual	0	0%
	TOTAL	51	100%

From the table above, it can be seen that the most dominant type of presupposition in the advertisements is existential presupposition. There are 32 or about 62,75%, because existential presupposition is assumed to be committed to the existence of the entities named. Advertisement is a way to show the product to persuade or attract people to purchase. So, they use existential to mention the product that will to be sold in order that people know about those product. Besides, existential presupposition, in the advertisements there are also 13 factive presuppositions or about 25,49%. It is showed by certain verb found in the advertisements.

4.2 Discussion

4.2.1 Existential Presupposition



Picture 4.1: Kakaban Island Advertisement.

Contexts: Diverse species: Tourists look at various jellyfish at kakaban lake atoll.
 Endemic species: Kakaban Island is home to a few endemic species of jellyfish.
 Empty Island: Several tourists sit in a resort on nearby Maratua Island, the nearest to Kakaban Island.

Advertisement 4.1 is about an island named Kakaban Island. The part and the name island can be seen in the advertisement.

Examples of Existential presupposition found in the advertisement are:

Excerpt 1.

Diverse species: Tourists look at various jellyfish at kakaban lake atoll.
 (Advertisement 1, Saturday, April 2, 2011. p: 21)

Excerpt 1 belongs to existential presupposition, because this advertisement mentions name of a place such as “Kakaban”. It is assumed that the thing mentioned already exists.

The structure of this presupposition is:

1. a. *Tourists look at various jellyfish at kakaban lake atoll.* (= p)
- b. *There are various jellyfish in an island named Kakaban.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (2a) contains proposition p, and sentence (2b) contains proposition q, so sentence (2a) presupposes sentence (2b).

The presuppositional meanings of this advertisement are:

>> There are various jellyfish.

>> There is an island named Kakaban.

Excerpt 2.

Endemic species: Kakaban Island is home to a few endemic species of jellyfish. (Advertisement 2, Saturday, April 2, 2011. p: 21)

Excerpt 2 is included in existential presupposition, because the first sentence mentions a name of an, Kakaban. It is assumed that the thing mentioned already exists.

The structure of this presupposition is:

2. a. *Kakaban Island is home to a few endemic species of jellyfish.* (= p)
- b. *There is an island named Kakaban.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (2a) contains proposition p, and sentence (2b) contains proposition q, so sentence (2a) presupposes sentence (2b).

The presuppositional meaning of this advertisement is:

\gg There is an island named Kakaban, that place is a real and exists.

Excerpt 3.

Empty Island: Several tourists sit in a resort on nearby Maratua Island, the nearest to Kakaban Island. (Advertisement 3, Saturday, April 2, 2011. p: 21)

This is still the same advertisement. Excerpt 3 has existential presupposition, because that sentence mentions two place names. They are Maratua Island and Kakaban Island which really exist.

The structure of this presupposition is:

3. a. *Several tourists sit in a resort on nearby Maratua Island, the nearest to Kakaban Island.* (= p)

b. *There is a resort named Maratua Island.* ($= q$)

c. $p \gg q$

From the advertisement, it can be said that the sentence (3a) contains proposition p , and sentence (3b) contains proposition q , so sentence (3a) presupposes sentence (3b).

The presuppositional meanings of this advertisement are:

\gg There is a resort named Maratua Island.

\gg Maratua Island is near Kakaban.



Picture 4.2: Jakarta Restaurant Advertisement.

Context: At Java Restaurant, Indonesian dining takes on whole new perspective.

Advertisement 4.2 is about restaurant named 'Jakarta Restaurant'. From the picture above it could be seen that there are many of foods served.

Example of Existential presupposition found in the advertisement is:

Excerpt 4.

At Java Restaurant, Indonesian dining takes on whole new perspective.
(Advertisement 2, Wednesday, April 6, 2011. p: 25)

Excerpt 4 is included in existential presupposition, because that sentence shows an existence of a restaurant named Java Restaurant.

The structure of this presupposition is:

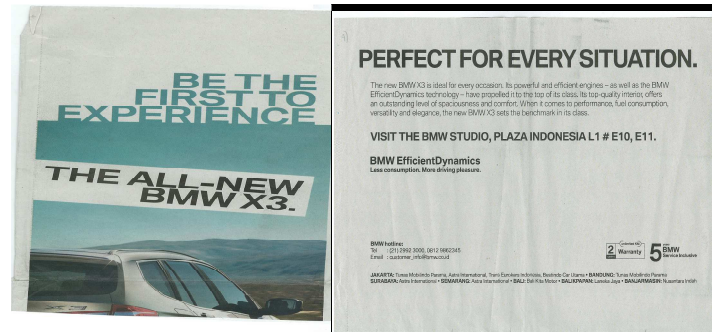
4. a. *At Java Restaurant, Indonesian dining takes on whole new perspective.* (= p)
- b. *There is restaurant named Java Restaurant.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (4a) contains proposition p, and sentence (4b) contains proposition q, so sentence (4a) presupposes sentence (4b).

The presuppositional meanings of this advertisement are:

>> There is restaurant named Java Restaurant.

>> It serves Indonesian dining.



Picture 4.3: BMW Car Advertisement.

Contexts: The all-new BMW X3 be the first to experience the all-new BMW X3.
 The new BMW X3 is ideal for every occasion.
 When it comes to performance, fuel consumption, versatility and elegance, the new BMW X3 sets the benchmark in its class.
 Its powerful and efficient engines-as well as the BMW Efficient Dynamic technology-have propelled it to the top of its class.

Advertisement 4.3 is about car named 'BMW'. From the picture above it could be seen the car that will be sold.

Examples of Existential presupposition found in the advertisement are:

Excerpt 5.

The all-new BMW X3 be the first to experience the all-new BMW X3.
 (Advertisement 2, Saturday April 2, 2011. Cover)

Excerpt 5 belongs to existential presupposition, it is assumed that the thing mentioned already exists, that is the all-new BMW X3, the name of the car. It is also explained with article *the* which emphasizes that the car really exists.

The structure of this presupposition is:

5. a. *The all-new BMW X3 be the first to experience the all-new BMW X3.* (= p)
 b. *There is a car named BMW X3 which really exists.* (= q)
 c. $p \gg q$

From the advertisement, it can be said that the sentence (5a) contains proposition p, and sentence (5b) contains proposition q, so sentence (5a) presupposes sentence (5b).

The presuppositional meaning of this advertisement is:

\gg There is a car named BMW X3 which really exists.

Excerpt 6.

The new BMW X3 is ideal for every occasion. (Advertisement 2, Saturday April 2, 2011. Cover)

Excerpt 6 has existential presupposition, because that sentence mentions an entity named 'The new BMW X3' and there is definite article *the* that means the car already exists.

The structure of this presupposition is:

6. a. *The new BMW X3 is ideal for every occasion.* (= p)
 b. *There is a car named BMW X3 which really exists.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (6a) contains proposition p, and sentence (6b) contains proposition q, so sentence (6a) presupposes sentence (6b).

The presuppositional meaning of this advertisement is:

>> There is a car named BMW X3 which really exists.

Excerpt 7.

Its powerful and efficient engines-as well as the BMW Efficient Dynamic technology-have propelled it to the top of its class. (Advertisement 2, Saturday April 2, 2011. Cover)

The same advertisement, excerpt 7 belongs to existential presupposition. That sentence shows the entity named 'the BMW', explaining that the car really exists. On the other hand, it uses definite article *the* clearly that the car already exists.

The structure of this presupposition is:

7. a. *Its powerful and efficient engines-as well as the BMW Efficient Dynamic technology-have propelled it to the top of its class.* (= p)

b. *There is a car named BMW X3.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (7a) contains proposition p, and sentence (7b) contains proposition q, so sentence (7a) presupposes sentence (7b).

The presuppositional meaning of this advertisement is:

>> There is a car named BMW X3 which really exists.

Excerpt 8.

When it comes to performance, fuel consumption, versatility and elegance, the new BMW X3 sets the benchmark in its class. (Advertisement 2, Saturday April 2, 2011. Cover)

The last sentence in this car advertisement, excerpt 8 is included in existential presupposition, because that sentence mentions an entity named 'the new BMW X3'.

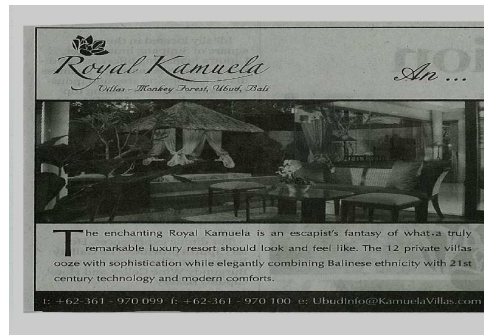
The structure of this presupposition is:

8.
 - a. *When it comes to performance, fuel consumption, versatility and elegance, the new BMW X3 sets the benchmark in its class.* (= p)
 - b. *There is a car named BMW X3.* (= q)
 - c. $p \gg q$

From the advertisement, it can be said that the sentence (8a) contains proposition p, and sentence (8b) contains proposition q, so sentence (8a) presupposes sentence (8b).

The presuppositional meaning of this advertisement is:

>> There is a car named BMW X3 which really exists.



Picture 4.4: Royal Kamuela Hotel Advertisement.

Context: The enchanting royal Kamuela is an escapist's fantasy of what a truly remarkable luxury resort should look and feel like.

Advertisement 4.4 is about hotel named 'Royal Kamuela'. From the picture above it could be seen the luxury of the hotel.

Example of Existential presupposition found in the advertisement is:

Excerpt 9.

The enchanting royal Kamuela is an escapist's fantasy of what a truly remarkable luxury resort should look and feel like. (Advertisement 4, Friday, April 14, 2011. p: 26)

Excerpt 9 belong to existential presupposition, because that sentence mentions an entity name a hotel. The entity is named 'The enchanting royal Kamuela', that shows an existence of a hotel. It also uses definite article *the* to emphasize that the place really exists.

The structure of this presupposition is:

9. a. *The enchanting royal Kamuela is an escapist's fantasy of what a truly remarkable luxury resort should look and feel like.* (= p)
- b. *There is a hotel named Royal Kamuela.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (9a) contains proposition p, and sentence (9b) contains preposition q, so sentence (9a) presupposes sentence (9b).

The presuppositional meaning of this advertisement is:

\gg There is a hotel named Royal Kamuela.



Picture 4.5: The Sunan Hotel Solo Advertisement.

Context: The sunan hotel solo is your right choice for having unforgettable meeting and conference in solo.

Advertisement 4.5 is about hotel named 'the Sunan Hotel Solo'. The name of the hotel could be seen in the advertisement.

Example of Existential presupposition found in the advertisement is:

Excerpt 10.

The sunan hotel solo is your right choice for having unforgettable meeting and conference in solo. (Advertisement 5, Friday, April 14, 2011. p: 25)

Excerpt 10 is an advertisement about a hotel named 'The Sunan Hotel Solo'. The entity named has existential presupposition that shows an existence of a hotel.

The structure of this presupposition is:

10. a. *The sunan hotel solo is your right choice for having unforgettable meeting and conference in solo.* ($= p$)
- b. *There is a hotel named the Sunan Hotel Solo.* ($= q$)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (10a) contains proposition p, and sentence (10b) contains proposition q, so sentence (10a) presupposes sentence (10b).

The presuppositional meaning of this advertisement is:

>> There is a hotel named the Sunan Hotel Solo which really exists.



Picture 4.6: Patek Philippe Watch Advertisement.

Contexts: You never actually own a Patek Philippe.

Patek philippe geneva begin your own tradition.

Advertisement 4.6 is about a watch named 'Patek Philippe'. The picture of the watch can be seen in the advertisement.

Examples of Existential presupposition found in the advertisement are:

Excerpt 11.

Patek philippe geneva begin your own tradition. (Advertisement 6, Wednesday, April 13, 2011. p: 1)

Excerpt 11 is about a watch named Patek Philippe. So, that sentence includes in existential presupposition, it is shows an entity named Patek Philippe already exists.

The structure of this presupposition is:

11. a. *Patek philippe geneva begin your own tradition.* (= p)
 b. *There is a watch product named Patek Philippe.* (= q)
 c. $p \gg q$

From the advertisement, it can be said that the sentence (11a) contains proposition p, and sentence (11b) contains proposition q, so sentence (11a) presupposes sentence (11b).

The presuppositional meaning of this advertisement is:

\gg There is a watch product named Patek Philippe.

Excerpt 12.

You never actually own a Patek Philippe. (Advertisement 6, Wednesday, April 13, 2011. p: 1)

Excerpt 12 belongs to existential presupposition, because that sentence mentions a product of watch named Patek Philippe. It shows us an existence of a watch.

The structure of this presupposition is:

12. a. *You never actually own a Patek Philippe.* (= p)
 b. *There is a watch named Patek Philippe.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (12a) contains proposition p , and sentence (12b) contains proposition q , so sentence (12a) presupposes sentence (12b).

The presuppositional meaning of this advertisement is:

\gg There is a watch named Patek Philippe that really exists.



Picture 4.7: Visa Advertisement.

Contexts: Book with your Visa Platinum card to enjoy up to 4 complimentary nights at 59 hand-picked luxury private villas in Bali, Lombok, Koh Samui, Phuket and Sri langka.

Get up to 4 complimentary nights at private villa in Bali, Lombok, Koh Samui, Phuket or Sri langka.

Advertisement 4.7 is about visa. It is one of the means to visit tourism places in the world.

Examples of Existential presupposition found in the advertisement are:

Excerpt 13.

Get up to 4 complimentary nights at private villa in Bali, Lombok, Koh Samui, Phuket or Sri langka. (Advertisement 7, Monday, April 11, 2011. p: 1)

Excerpt 13 is included in existential presupposition, because that sentence mentions entities named of tourism place such as Bali, Lombok, Koh Samui, Phuket or Sri langka.

The structure of this presupposition is:

13. a. *Get up to 4 complimentary nights at private villa in Bali, Lombok, Koh Samui, Phuket or Sri langka.* (= p)
- b. *There are tourism place named Bali, Lombok, Koh Samui, Phuket or Sri langka.*
(= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (13a) contains proposition p, and sentence (13b) contains proposition q, so sentence (13a) presupposes sentence (13b).

The presuppositional meaning of this advertisement is:

\gg There are tourism place named Bali, Lombok, Koh Samui, Phuket or Sri langka.

Excerpt 14.

Book with your Visa Platinum card to enjoy up to 4 complimentary nights at 59 hand-picked luxury private villas in Bali, Lombok, Koh Samui, Phuket and Sri langka. (Advertisement 7, Monday, April 11, 2011. p: 1)

Excerpt 14 belongs to existential presupposition, because that sentence mentions a product like ‘your Visa Platinum card’ and entities tourism place such as Bali, Lombok, Koh Samui, Phuket and Sri langka.

The structure of this presupposition is:

14. a. *Book with your Visa Platinum card to enjoy up to 4 complimentary nights at 59 hand-picked luxury private villas in Bali, Lombok, Koh Samui, Phuket and Sri langka. (= p)*

b. *There are tourism place Like Bali, Lombok, Koh Samui, Phuket and Sri langka.*

(= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (14a) contains proposition p, and sentence (14b) contains preposition q, so sentence (14a) presupposes sentence (14b).

The presuppositional meaning of this advertisement is:

“Your visa platinum” \gg you have visa platinum card.

>> There are tourism place Like Bali, Lombok, Koh Samui, Phuket and Sri langka.



Picture 4.8: Singapore Airline Advertisement.

Contexts: Pick your perfect holiday with Singapore airlines.

Whether you are planning a quick gateway to the beach or a shopping extravaganza, Singapore Airlines Holidays offers a variety of specially designed packages at great prices.

En route, enjoy Krisworld, your personal inflight entertainment system, and the inflight service even other airlines talk about.

Advertisement 4.8 is about an airline named 'Singapore Airline'. From the picture above it could be seen that the price of using Singapore airline and the route place picture.

Examples of Existential presupposition found in the advertisement are:

Excerpt 15.

Pick your perfect holiday with Singapore airlines. (Advertisement 8, Monday, April 11, 2011. p: 3)

This advertisement is included in two type presupposition, they are existential and factive. Excerpt 15 belongs to existential presupposition, because that sentence mentions a product named of airlines such as ‘Singapore airlines’.

The structure of this presupposition is:

15. a. *Pick your perfect holiday with Singapore airlines.* (= p)

b. *There is an airline named Singapore.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (15a) contains proposition p, and sentence (15b) contains preposition q, so sentence (15a) presupposes sentence (15b).

The presuppositional meaning of this advertisement is:

\gg There is an airline named Singapore.

Excerpt 16.

Whether you are planning a quick gateway to the beach or a shopping extravaganza, Singapore Airlines Holidays offers a variety of specially designed packages at great prices. (Advertisement 8, Monday, April 11, 2011. p: 3)

This advertisement are included in two type presupposition, they are factive and existential presupposition. Excerpt 16 has existential presupposition, because that sentence mentions an airline, ‘Singapore Airlines’.

The structure of this presupposition is:

16. a. *Whether you are planning a quick gateway to the beach or a shopping extravaganza, Singapore Airlines Holidays offers a variety of specially designed packages at great prices.* (= p)
- b. *There is an airline named Singapore.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (16a) contains proposition p, and sentence (16b) contains proposition q, so sentence (16a) presupposes sentence (16b).

The presuppositional meaning of this advertisement is:

\gg There is an airline named Singapore.

Excerpt 17.

En route, enjoy Krisworld, your personal inflight entertainment system, and the inflight service even other airlines talk about. (Advertisement 8, Monday, April 11, 2011. p: 3)

Excerpt 17 belongs to existential presupposition, because that sentence mentions an entity named 'Krisworld'. It shows an existence named already exists.

The structure of this presupposition is:

17. a. *En route, enjoy Krisworld, your personal inflight entertainment system, and the inflight service even other airlines talk about.* (= p)

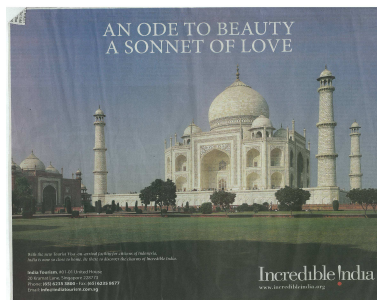
b. *There is a facility in one of the airlines named Krisworld.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (17a) contains proposition p, and sentence (17b) contains proposition q, so sentence (17a) presupposes sentence (17b).

The presuppositional meaning of this advertisement:

\gg There is a facility in one of the airlines named Krisworld.



Picture 4.9: Visa Advertisement.

Context: With the new Tourist Visa-on-arrival facility for citizens of Indonesia, India is so close to home.

Advertisement 4.9 is about the new visa, one of the facility to visit tourism place like India.

Example of Existential presupposition found in the advertisement is:

Excerpt 18.

With the new Tourist Visa-on-arrival facility for citizens of Indonesia, India is so close to home. (Advertisement 9, Friday, April 15, 2011. p: 12)

Excerpt 18 is included in existential presupposition, because that sentence mentions one of product like 'The new Tourist Visa' and uses definite article *the*. It shows that the product really exists.

The structure of this presupposition is:

18. a. *With the new Tourist Visa-on-arrival facility for citizens of Indonesia, India is so close to home.* (= p)

b. *There is a product named the new Tourist Visa.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (18a) contains proposition p, and sentence (18b) contains proposition q, so sentence (18a) presupposes sentence (18b).

The presuppositional meaning of this advertisement is:

\gg There is a product named the new Tourist Visa.



Picture 4.10: Amaris Hotel Advertisement.

Context: Every Amaris Hotel is easily accessible, and strategically located near major business and shopping areas, and key places of interest.

Advertisement 4.10 is about hotel named 'Amaris Hotel'. The part and the name of the hotel can be seen in the advertisement.

Example of Existential presupposition found in the advertisement is:

Excerpt 19.

Every Amaris Hotel is easily accessible, and strategically located near major business and shopping areas, and key places of interest.
(Advertisement 10, Monday, April 18, 2011. p: 24)

Excerpt 19 belongs to existential presupposition, because that sentence mentions an entity named 'Amaris hotel'. It shows already exists.

The structure of this presupposition is:

19. a. *Every Amaris Hotel is easily accessible, and strategically located near major business and shopping areas, and key places of interest. (= p)*

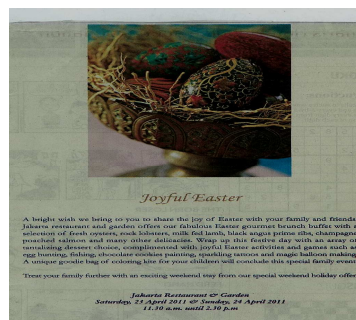
b. *There is a hotel named Amaris Hotel.* ($= q$)

c. $p \gg q$

From the advertisement, it can be said that the sentence (19a) contains proposition p , and sentence (19b) contains proposition q , so sentence (19a) presupposes sentence (19b).

The presuppositional meaning of this advertisement is:

\gg There is a hotel named Amaris Hotel.



Picture 4.11: Jakarta Restaurant Advertisement.

Contexts: Treat your family further with an exciting weekend stay from our special weekend holiday offer.

Jakarta restaurant and garden offers our fabulous Easter gourmet brunch buffet with a selection of fresh oyster, rock lobsters, Milk fed lamb, black angus prime ribs, champagne poached salmon and many other delicacies.

Advertisement 4.11 is about restaurant named 'Jakarta Restaurant'. In this advertisement show to the reader about new program in Jakarta restaurant about creativity especially for the family that have the kids.

Examples of Existential presupposition found in the advertisement are:

Excerpt 20.

Jakarta restaurant and garden offers our fabulous Easter gourmet brunch buffet with a selection of fresh oyster, rock lobsters, Milk fed lamb, black angus prime ribs, champagne poached salmon and many other delicacies.
(Advertisement 11, Monday, April 18, 2011. p: 25)

This advertisement has two types of presupposition. The first explanation in excerpt 20 is includes in existential presupposition, because that sentence mentions an entity named of restaurant like 'Jakarta restaurant'. It is assumed that the hotel mentioned already exists.

The structure of this presupposition is:

20. a. *Jakarta restaurant and garden offers our fabulous Easter gourmet brunch buffet with a selection of fresh oyster, rock lobsters, Milk fed lamb, black angus prime ribs, champagne poached salmon and many other delicacies.* (= p)
- b. *There is a restaurant named Jakarta restaurant.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (20a) contains proposition p, and sentence (20b) contains proposition q, so sentence (20a) presupposes sentence (20b).

The presuppositional meaning of this advertisement is:

>> There is a restaurant named Jakarta restaurant that really exists.

Excerpt 21.

Treat your family further with an exciting weekend stay from our special weekend holiday offer. (Advertisement 11, Monday, April 18, 2011. p: 25)

Excerpt 21 belongs to existential presupposition, because that sentence shows a phrase 'your family' indicates existential presupposition.

The structure of this presupposition is:

21. a. *Treat your family further with an exciting weekend stay from our special weekend holiday offer.* (= p)
- b. *They have family.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (21a) contains proposition p, and sentence (21b) contains proposition q, so sentence (21a) presupposes sentence (21b).

The presuppositional meaning of this advertisement is:

“Your family“>> You have family.



Picture 4.12: Loreal Advertisement.

Contexts: That's why L'Oreal Paris has introduced Hydrafresh, a great solution to reduce oil and keep your skin moisturized.

The innovative product series features Pure Water Spa and Icy Gel, Icy foam and Icy toner.

The Pure Water Spa and Icy Gel contain more pure spa water-up to five times the previous product, and mineral rich water (sea water that is taken from a depth of 22 meters below the ocean soil off the French Brittany Coast).

The gel absorbs instantly and gives a cool sensation and freshness to your skin.

Hydrafresh, your best solution for hydrated oil-free skin!

Also try the Hydrafresh Facial Foam to cleanse the skin of oil and dirt without making it dry and finish off with Hydrafresh Icy Toner to freshen your skin.

Advertisement 4.12 is about beauty product. This advertisement shows to the reader the example picture, kinds of product and the name product.

Examples of Existential presupposition found in the advertisement are:

Excerpt 22.

That's why L'Oreal Paris has introduced Hydrafresh, a great solution to reduce oil and keep your skin moisturized. (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 22 is included in existential presupposition, because that sentence mentions an entities named beauty product such as ‘L’Oreal Paris’ and ‘Hydrafresh’.

The structure of this presupposition is:

22. a. *That’s why L’Oreal Paris has introduced Hydrafresh, a great solution to reduce oil and keep your skin moisturized.* (= p)
- b. *There are beauty product named L’Oreal Paris and introduced new product from L’Oreal Paris is a Hydrafresh.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (22a) contains proposition p, and sentence (22b) contains preposition q, so sentence (22a) presupposes sentence (22b).

The presuppositional meaning of this advertisement is:

\gg There are beauty product named L’Oreal Paris and introduced new product from L’Oreal Paris is a Hydrafresh.

Excerpt 23.

The innovative product series features Pure Water Spa and Icy Gel, Icy foam and Icy toner. (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 23 belongs to existential presupposition, because that sentence mentions an entities named of product feature like Pure Water Spa, Icy Gel, Icy foam and Icy toner.

The structure of this presupposition is:

23. a. *The innovative product series features Pure Water Spa and Icy Gel, Icy foam and Icy toner. (= p)*
- b. *There are the innovative product series features such as Pure Water Spa and Icy Gel, Icy foam and Icy toner. (= q)*
- c. $p \gg q$

From the advertisement, it can be said that the sentence (23a) contains proposition p, and sentence (23b) contains preposition q, so sentence (23a) presupposes sentence (23b).

The presuppositional meaning of this advertisement is:

\gg There are the innovative product series features such as Pure Water Spa and Icy Gel, Icy foam and Icy toner.

Excerpt 24.

The Pure Water Spa and Icy Gel contain more pure spa water-up to five times the previous product, and mineral rich water (sea water that is taken from a depth of 22 meters below the ocean soil off the French Brittany Coast). (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 24 is included in existential presupposition, because that sentence mentions an entity named of the product ‘The Pure Water Spa and Icy Gel’.

The structure of this presupposition is:

24. a. *The Pure Water Spa and Icy Gel contain more pure spa water-up to five times the previous product, and mineral rich water (sea water that is taken from a depth of 22 meters below the ocean soil off the French Brittany Coast). (= p)*
- b. *There are products of L’Oreal named The Pure Water Spa and Icy Gel. (= q)*
- c. $p \gg q$

From the advertisement, it can be said that the sentence (24a) contains proposition p, and sentence (24b) contains proposition q, so sentence (24a) presupposes sentence (24b).

The presuppositional meanings of this advertisement are:

>> There is a product beauty named L’Oreal.

>> Product beauty from L’Oreal, they are The Pure Water Spa and Icy Gel.

Excerpt 25.

The gel absorbs instantly and gives a cool sensation and freshness to your skin. (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 25 belongs to existential presupposition, because that sentence mentions an entity named like 'The gel'. That sentence also shows definite article '*the*' to clear that the product already exists.

The structure of this presupposition is:

25. a. *The gel absorbs instantly and gives a cool sensation and freshness to your skin.*

(=q)

b. *There is a product form of L'Oreal named the gel. (= q)*

c. $p \gg q$

From the advertisement, it can be said that the sentence (25a) contains proposition p, and sentence (25b) contains proposition q, so sentence (25a) presupposes sentence (25b).

The presuppositional meanings of this advertisement are:

>> There is a product named L'Oreal.

>> There is a product from L'Oreal named the gel.

Excerpt 26.

Also try the Hydrafresh Facial Foam to cleanse the skin of oil and dirt without making it dry and finish off with Hydrafresh Icy Toner to freshen your skin. (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 26 has existential presupposition, because that sentence mentions an entity facial foam product such as ‘Hydrafresh’. It shows that the product mentioned really exists.

The structure of this presupposition is:

26. a. *Also try the Hydrafresh Facial Foam to cleanse the skin of oil and dirt without making it dry and finish off with Hydrafresh Icy Toner to freshen your skin. (= p)*
- b. *There is facial foam named Hydrafresh. (= q)*
- c. $p \gg q$

From the advertisement, it can be said that the sentence (26a) contains proposition p, and sentence (26b) contains proposition q, so sentence (26a) presupposes sentence (26b).

The presuppositional meaning of this advertisement is:

\gg There is facial foam named Hydrafresh.

Excerpt 27.

Hydrafresh, your best solution for hydrated oil-free skin! (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 27 belongs to existential presupposition, the same to advertisement in excerpt 26 that sentence mentions an entity facial foam product such as ‘Hydrafresh’.

The structure of this presupposition is:

27. a. *Hydrafresh, your best solution for hydrated oil-free skin!* (= p)

b. *There is facial foam named Hydrafresh.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (27a) contains proposition p, and sentence (27b) contains proposition q, so sentence (27a) presupposes sentence (27b).

The presuppositional meaning of this advertisement is:

\gg There is facial foam named Hydrafresh.



Picture 4.13: Intercontinental World of Wedding Advertisement.

Context: Intercontinental bring your wedding dreams to life at the intercontinental wedding fair 2011.

Advertisement 4.13 is about Wedding organizer named Intercontinental. For clearer information this advertisement shows the picture with a woman wearing the wedding gown.

Example of Existential presupposition found in the advertisement is:

Excerpt 28.

Intercontinental bring your wedding dreams to life at the intercontinental wedding fair 2011. (Advertisement 13, Thursday, April 28, 2011. p: 24)

Excerpt 28 is included in existential presupposition, because that sentence mentions one of the Event Organizer in wedding named 'Intercontinental'.

The structure of this presupposition is:

28. a. *Intercontinental bring your wedding dreams to life at the intercontinental wedding fair 2011.* (= p)

b. *There is Wedding organizer named Intercontinental.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (28a) contains proposition p, and sentence (28b) contains proposition q, so sentence (28a) presupposes sentence (28b).

The presuppositional meaning of this advertisement is:

\gg There is Wedding organizer named Intercontinental.



Picture 4.14: Toshiba Advertisement.

Contexts: Toshiba leading innovation.

A true genius of cevo engine REGZA ZL800.

Advertisement 4.14 is about Television named ‘Toshiba’ and introducing the new product of the television. This advertisement shows to the reader the picture of the television in order that the readers know this advertisement.

Examples of Existential presupposition found in the advertisement are:

Excerpt 29.

Toshiba leading innovation. (Advertisement 14, Tuesday, April 26, 2011. p: 12)

This advertisement is a about television. Excerpt 29 is included in existential presupposition, because that sentence mentions an entity of the product such as ‘Toshiba’. It advertises shows us that the product really exists.

The structure of this presupposition is:

29. a. *Toshiba leading innovation.* (= p)

b. *There is a television named Toshiba.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (29a) contains proposition p , and sentence (29b) contains proposition q , so sentence (29a) presupposes sentence (29b).

The presuppositional meaning of this advertisement is:

\gg There is a television named Toshiba that really exists.

Excerpt 30.

A true genius of cevo engine REGZA ZL800. (Advertisement 14, Tuesday, April 26, 2011. p: 12)

Advertisements excerpt 30 is about television. It has existential presupposition, because that sentence mentions the new product of the Toshiba television named 'REGZA ZL800'.

The structure of this presupposition is:

30. a. *A true genius of cevo engine REGZA ZL800.* (= p)

b. *There is new product of Toshiba television named REGZA ZL800.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (30a) contains proposition p, and sentence (30b) contains proposition q, so sentence (30a) presupposes sentence (30b).

The presuppositional meaning of this advertisement is:

>> There is new product of Toshiba television named REGZA ZL800.



Picture 4.15: Samsung Advertisement.

Contexts: Immerse yourself in incredible content with Samsung Smart TV.

Buy LED smart TV free 3 months pay TV all channel + 1 Mbps Internet service unlimited 29 April – 31 May 2011.

Advertisement 4.15 is about television named ‘Samsung’ and it introduces the new product of the Samsung television. This advertisement shows the reader the television picture by mentioning its advantages.

Examples of Existential presupposition found in the advertisement are:

Excerpt 31.

Buy LED smart TV free 3 months pay TV all channel + 1 Mbps Internet service unlimited 29 April – 31 May 2011. (Advertisement 14, Friday, April 29, 2011. p: 3)

Excerpt 31, the advertisement is still about television. It belongs to existential presupposition, because that sentence mentions the product TV such as ‘LED smart TV’.

The structure of this presupposition is:

31. a. *Buy LED smart TV free 3 months pay TV all channel + 1 Mbps Internet service unlimited 29 April – 31 May 2011.*

b. *There is a product TV named LED smart TV.*

c. $p \gg q$

From the advertisement, it can be said that the sentence (31a) contains proposition p, and sentence (31b) contains proposition q, so sentence (31a) presupposes sentence (31b).

The presuppositional meaning of this advertisement is:

\gg There is a product TV named LED smart TV.

Excerpt 32.

Immerse yourself in incredible content with Samsung Smart TV.
(Advertisement 15, Friday, April 29, 2011. p: 3)

Excerpt 32 is included in existential presupposition, because that sentence mentions an entity named of the product such as ‘Samsung Smart TV’. It advertises shows us that the product really exists.

The structure of this presupposition is:

32. a. *Immerse yourself in incredible content with Samsung Smart TV.* (= p)

b. *There is a smart Television named Samsung.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (32a) contains proposition p, and sentence (32b) contains proposition q, so sentence (32a) presupposes sentence (32b).

The presuppositional meaning of this advertisement is:

\gg There is a smart television named Samsung.

4.2.2 Factive presupposition



Picture 4.16: Jakarta Restaurant Advertisement.

Context: We believe great dining experiences should involve all the sense.

Advertisement 4.16 is about restaurant named 'Jakarta Restaurant'. From the picture above it could be seen that there are many of foods served.

Example of factive presupposition found in advertisement is:

Excerpt 33.

We believe great dining experiences should involve all the sense.
(Advertisement 2, Wednesday, April 6, 2011. p: 25)

Excerpt 33 belongs to factive presupposition, because that sentence contains the verb 'believe' that indicates factive presupposition.

The structure of this presupposition is:

33. a. *We believe great dining experiences should involve all the sense.* (= p)

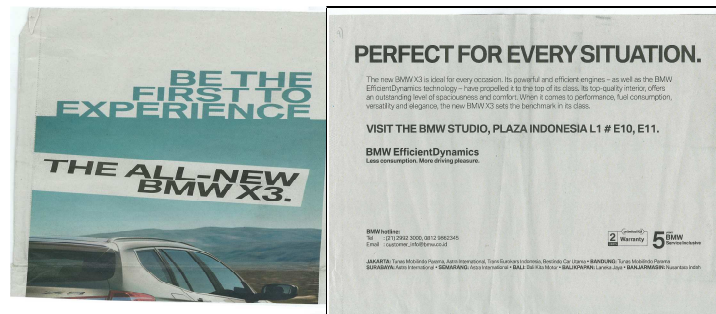
b. *Great dining experiences should involve all the sense.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (33a) contains proposition p, and sentence (33b) contains proposition q, so sentence (33a) presupposes sentence (33b).

The presuppositional meaning of this advertisement is:

\gg Great dining experiences should involve all the sense.



Picture 4.17: BMW Car Advertisement.

Context: Its top-quality interior, offers an outstanding level of spaciousness and comfort.

Advertisement 4.17 is about car named 'BMW'. From the picture above it could be seen the car that will be sold. This advertisement shows to the reader the description of the car.

Example of factive presupposition found in advertisement is:

Excerpt 34.

Its top-quality interior, offers an outstanding level of spaciousness and comfort. (Advertisement 3, Saturday, April 2, 2011. Cover)

Excerpt 34 is included in factive presupposition, because that sentence contains the verb 'offers' that indicates factive presupposition.

The structure of this presupposition is:

34. a. *Its top-quality interior, offers an outstanding level of spaciousness and comfort.*

(=p)

b. *Its top-quality interior has an outstanding level of spaciousness and comfort.*

(=q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (34a) contains proposition p, and sentence (34b) contains proposition q, so sentence (34a) presupposes sentence (34b).

The presuppositional meaning of this advertisement is:

\gg Its top-quality interior has an outstanding level of spaciousness and comfort.



Picture 4.18: Kakaban Island Advertisement.

Context: Welcome paradise: tourists walk on wooden path through the gate way to island.

Advertisement 4.18 is about an island named Kakaban Island. The part, the description and the name island can be seen in the advertisement.

Example of factive presupposition found in advertisement is:

Excerpt 35.

Welcome paradise: tourists walk on wooden path through the gate way to island. (Advertisement 1, Saturday, April 2, 2011. p: 21)

Excerpt 35 is included in factive presupposition, because that sentence contains the verb ‘welcome paradise’ that indicates factive presupposition.

The structure of this presupposition is:

35. a. *Welcome paradise: tourists walk on wooden path through the gate way to island.*

(=p)

b. *Tourists walk on wooden path through the gate way to island.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (35a) contains proposition p, and sentence (35b) contains proposition q, so sentence (35a) presupposes sentence (35b).

The presuppositional meaning of this advertisement is:

\gg Tourists walk on wooden path through the gate way to island.



Picture 4.19: Singapore Airline Advertisement.

Contexts: Enjoy these all-inclusive deals.

Pick your perfect holiday with Singapore airlines.

Whether you are planning a quick gateway to the beach or a shopping extravaganza, Singapore Airlines Holidays offers a variety of specially designed packages at great prices.

Advertisement 4.8 is about an airline named 'Singapore Airline'. From the picture above it could be seen that the price of using Singapore airline and the route place picture.

Examples of factive presupposition found in advertisement are:

Excerpt 36.

Pick your perfect holiday with Singapore airlines. (Advertisement 8, Monday, April 11, 2011. p: 2)

This advertisement has two types presupposition, they are existential and factive.

First explanation has been described in existential discussion excerpt 15. Excerpt 36 belongs to factive presupposition, because that sentence contains the verb 'pick' which indicates factive presupposition.

The structure of this presupposition is:

36. a. *Pick your perfect holiday with Singapore airlines.* (= p)

b. *Singapore airlines give perfect holiday.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (36a) contains proposition p , and sentence (36b) contains proposition q , so sentence (36a) presupposes sentence (36b).

The presuppositional meaning of this advertisement is:

\gg Singapore airlines give perfect holiday.

Excerpt 37.

Enjoy these all-inclusive deals. (Advertisement 8, Monday, April 11, 2011.
p: 2)

Excerpt 37 is an advertisement about Singapore airlines. It is included in factive presupposition, because that sentence contains the verb 'Enjoy' indicates factive presupposition.

The structure of this presupposition is:

37. a. *Enjoy these all-inclusive deals.* (= p)

b. *Singapore airlines give all-inclusive deals.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (37a) contains proposition p, and sentence (37b) contains proposition q, so sentence (37a) presupposes sentence (37b).

The presuppositional meaning of this advertisement is:

\gg Singapore airlines give all-inclusive deals.

Excerpt 38.

Whether you are planning a quick gateway to the beach or a shopping extravaganza, Singapore Airlines Holidays offers a variety of specially designed packages at great prices. (Advertisement 8, Monday, April 11, 2011. p: 3)

This advertisement has two types presupposition, they are existential and factive. First explanation has been described in existential discussion excerpt 16. Excerpt 38 belongs to factive presupposition, because that sentence contains the verb 'offers' which indicates factive presupposition.

The structure of this presupposition is:

38. a. *Whether you are planning a quick gateway to the beach or a shopping extravaganza, Singapore Airlines Holidays offers a variety of specially designed packages at great prices.* (= p)

b. *Singapore Airlines has a variety of specially designed packages at great prices.*

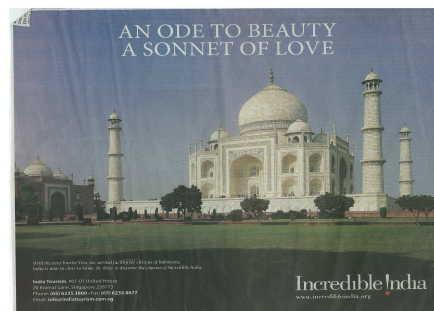
(= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (38a) contains proposition p , and sentence (38b) contains proposition q , so sentence (38a) presupposes sentence (38b).

The presuppositional meaning of this advertisement is:

\gg Singapore Airlines has a variety of specially designed packages at great prices.



Picture 4.20: Visa Advertisement.

Context: Be there to discover the charms of incredible India.

Advertisement 4.20 is about the new visa, one of the facility to visit tourism place like India. This advertisement shows to the reader the picture of India.

Example of factive presupposition found in advertisement is:

Excerpt 39.

Be there to discover the charms of incredible India. (Advertisement 9, Friday, April 15, 2011. p: 12)

Excerpt 39 is included in factive presupposition, because that sentence contains the verb 'be' that indicate factive presupposition.

The structure of this presupposition is:

39. a. *Be there to discover the charms of incredible India.* (= p)
 b. *Discover the charms of incredible India.* (= q)
 c. $p \gg q$

From the advertisement, it can be said that the sentence (39a) contains proposition p , and sentence (39b) contains proposition q , so sentence (39a) presupposes sentence (39b).

The presuppositional meaning of this advertisement is:

\gg Discover the charms of incredible India.

Reduce oily skin, keep your skin moisturized

More than 50 percent of Indonesian women have oily skin. That's why L'Oréal Paris has introduced Hydrafresh, a great solution to reduce oil and keep your skin moisturized.

The innovative product series features Pure Water Spa and Icy Gel, Icy Foam and Icy Toner. The Pure Water Spa and Icy Gel contain more pure spa water -- up to five times the previous product, and mineral-rich water (sea water that is taken from a depth of 22 meters below the ocean soil off the French Brittany Coast).

The gel also contains vitamin C that can lock in skin moisture for 24 hours; iron and micro sponge which controls and absorbs excess oil, giving the skin a matte look all day. The gel absorbs instantly and gives a cool sensation and freshness to your skin.

Also try the Hydrafresh Facial Foam to cleanse the skin of oil and dirt without making it dry and finish off with Hydrafresh Icy Toner to freshen your skin. Both products are able to control the skin's oil content as well as shrink pores. Hydrafresh, your best solution for hydrated oil-free skin!



4.21: Loreal Advertisement.

Context: The gel also contains vitamin C that can lock in skin moisture for 24; iron and micro sponge which controls and absorbs excess oil, giving the skin a matte look all day.

Advertisement 4.21 is about beauty product. This advertisement shows to the reader the example picture, kinds of product, the description, and the name product.

Example of factive presupposition found in advertisement is:

This advertisement is about beauty product. And the description of the product showed to the reader.

Excerpt 40.

The gel also contains vitamin C that can lock in skin moisture for 24; iron and micro sponge which controls and absorbs excess oil, giving the skin a matte look all day. (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 40 belongs to factive presupposition, because that sentence contains the verb like 'contains' that indicates factive presupposition.

The structure of this presupposition is:

40. a. *The gel also contains vitamin C that can lock in skin moisture for 24; iron and micro sponge which controls and absorbs excess oil, giving the skin a matte look all day. (= p)*
- b. *Hydrafresh can lock in skin moisture for 24; iron and micro sponge which controls and absorbs excess oil, giving the skin a matte look all day. (= q)*
- c. $p \gg q$

From the advertisement, it can be said that the sentence (40a) contains proposition p, and sentence (40b) contains proposition q, so sentence (40a) presupposes sentence (40b).

The presuppositional meaning of this advertisement is:

\gg Hydrafresh can lock in skin moisture for 24; iron and micro sponge which controls and absorbs excess oil, giving the skin a matte look all day.



4.22: Intercontinental World of Wedding Advertisement.

Contexts: Create a wedding celebration that is distinctively you, with the help of our dedicated wedding managers who can tap into the local knowledge from all Intercontinental hotels around the world.
 With the perfect mix of style, luxury and attentive service, our experienced wedding team will help you create the wedding you truly desire.

Advertisement 4.22 is about Wedding organizer named Intercontinental. For clearer information this advertisement shows the decoration room and the picture with a woman wearing the wedding gown.

Examples of factive presupposition found in advertisement are:

Excerpt 41.

Create a wedding celebration that is distinctively you, with the help of our dedicated wedding managers who can tap into the local knowledge from all Intercontinental hotels around the world. (Advertisement 13, Thursday, April 28, 2011. p: 24)

Excerpt 41 is included in factive presupposition, because that sentence contains the verb like 'create' that indicates factive presupposition.

The structure of this presupposition is:

41. a. *Create a wedding celebration that is distinctively you, with the help of our dedicated wedding managers who can tap into the local knowledge from all Intercontinental hotels around the world. (= p)*

b. *Intercontinental make a wedding celebration that is distinctively you, with the help of our dedicated wedding managers who can tap into the local knowledge from all Intercontinental hotels around the world. (= q)*

c. $p \gg q$

From the advertisement, it can be said that the sentence (41a) contains proposition p, and sentence (41b) contains proposition q, so sentence (41a) presupposes sentence (41b).

The presuppositional meaning of this advertisement is:

\gg Intercontinental make a wedding celebration that is distinctively you, with the help of our dedicated wedding managers who can tap into the local knowledge from all Intercontinental hotels around the world.

Excerpt 42.

With the perfect mix of style, luxury and attentive service, our experienced wedding team will help you create the wedding you truly desire.
(Advertisement 13, Thursday, April 28, 2011. p: 24)

Excerpt 42 is included in factive presupposition, because that sentence contains the verb 'create' that indicates factive presupposition.

The structure of this presupposition is:

42. a. *With the perfect mix of style, luxury and attentive service, our experienced wedding team will help you create the wedding you truly desire. (= p)*
- b. *Intercontinental world of wedding is a perfect mix of style, luxury and attentive service make the wedding you truly desire. (= q)*
- c. $p \gg q$

From the advertisement, it can be said that the sentence (42a) contains proposition p, and sentence (42b) contains proposition q, so sentence (42a) presupposes sentence (42b).

The presuppositional meaning of this advertisement is:

\gg Intercontinental world of wedding is a perfect mix of style, luxury and attentive service make the wedding you truly desire.



Picture 4.23: Samsung Advertisement.

Contexts: Do more with SMART TV join it.

Enjoy a world of applications, surf the web, and find what you want to watch online, on TV, and across you choice of devices.

Advertisement 4.23 is about television named ‘Samsung’ and it introduces the new product of the Samsung television. This advertisement shows the reader the television picture by mentioning its advantages.

Examples of factive presupposition found in advertisement are:

Excerpt 43.

Do more with SMART TV join it. (Advertisement 15, Friday, April 29, 2011. p: 3)

Excerpt 43 is included in factive presupposition, because that sentence contains the verb ‘do’ that indicates factive presupposition.

The structure of this presupposition is:

43. a. *Do more with SMART TV join it.* (= p)

b. *Smart TV gives many services.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (43a) contains proposition p, and sentence (43b) contains proposition q, so sentence (43a) presupposes sentence (43b).

The presuppositional meaning of this advertisement is:

>> Smart TV gives many services.

Excerpt 44.

Enjoy a world of applications, surf the web, and find what you want to watch online, on TV, and across your choice of devices. (Advertisement 15, Friday, April 29, 2011. p: 3)

Excerpt 44 belongs to factive presupposition, because that sentence contains the verb 'Enjoy' that indicates factive presupposition.

The structure of this presupposition is:

44. a. *Enjoy a world of applications, surf the web, and find what you want to watch online, on TV, and across your choice of devices. (= p)*
- b. *Samsung smart TV gives a world of applications, surf the web, and find what you want to watch online, on TV, and across your choice of devices. (= q)*
- c. $p \gg q$

From the advertisement, it can be said that the sentence (44a) contains proposition p, and sentence (44b) contains proposition q, so sentence (44a) presupposes sentence (44b).

The presuppositional meaning of this advertisement:

>> Samsung smart TV gives a world of applications, surf the web, and find what you want to watch online, on TV, and across your choice of devices.



Picture 4.24: Solo Paragon Hotel Advertisement.

Context: Discover solo's one stop living experience.

Advertisement 4.24 is about a hotel named 'Solo Paragon'. To attract the readers, this advertisement shows the great picture of the hotel.

Example of factive presupposition found in advertisement is:

Excerpt 45.

Discover solo's one stop living experience. (Advertisement 16, Friday, April 15, 2011. p: 25)

Excerpt 45 is included in factive presupposition, because that sentence contains the verb 'discover' indicates factive presupposition.

The structure of this presupposition is:

45. a. *Discover solo's one stop living experience.* (= p)

b. *Solo always to be living experience.* (= q)

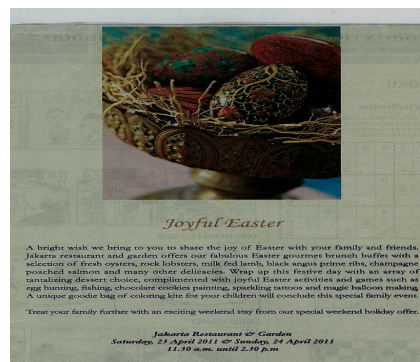
c. $p \gg q$

From the advertisement, it can be said that the sentence (45a) contains proposition p, and sentence (45b) contains proposition q, so sentence (45a) presupposes sentence (45b).

The presuppositional meaning of this advertisement is:

\gg Solo always to be living experience.

4.2.3 Non-factive presupposition



4.25: Jakarta Restaurant Advertisement.

Context: A bright wish we bring to you share the joy of Easter with your family and friends.

Advertisement 4.25 is about restaurant named 'Jakarta Restaurant'. In this advertisement show to the reader about new program in Jakarta restaurant about creativity especially for the family that have the kids.

Example of Non-factive presupposition found in the advertisement is:

Excerpt 46.

A bright wish we bring to you share the joy of Easter with your family and friends. (Advertisement 11, Monday, April 18, 2011. p: 25)

Excerpt 46 is included in Non-factive presupposition, because that sentence shows by a verb like 'wish' in the phrases 'A bright wish' in the sentence 'A bright wish we bring to you share the joy of Easter with your family and friends'. The word 'wish' indicates non-factive presupposition that is assumed not to be true. It means that the fact not always to the reality.

The structure of this presupposition is:

46. a. *A bright wish we bring to you share the joy of Easter with your family and friends.* ($= p$)
- b. *We won't have a bright situation if we don't come to the joy of Easter.* ($= q$)
- c. $p > q$

From the advertisement, it can be said that the sentence (46a) contains proposition p, and sentence (46b) contains proposition q, so sentence (46a) presupposes sentence (46b).

The presuppositional meaning of this advertisement:

>> We won't have a bright situation if we don't come to the joy of Easter.



Picture 4.26: Toshiba Advertisement.

Context: Imagine the true genius of Cevo Engine that is an ultimate machine with enormous processing power to drive numerous key junction to deliver the high quality 2D and 3D images, combined with our rich cell mega LED panel that has the highest level of brightness-maximum achieved in the industry.

Advertisement 4.26 is about Television named ‘Toshiba’ and introducing the new product of the television. This advertisement shows to the reader the picture of the television in order that the readers know this advertisement.

Example of Non-factive presupposition found in the advertisement is:

Excerpt 47.

Imagine the true genius of Cevo Engine that is an ultimate machine with enormous processing power to drive numerous key junction to deliver the high quality 2D and 3D images, combined with our rich cell mega LED panel that has the highest level of brightness-maximum achieved in the industry. (Advertisement 14, Thursday, April 26, 2011. p: 12)

Excerpt 47 is about television. It belongs to Non-factive presupposition, there is word 'imagine' to begin this sentence that indicates non-factive presupposition. Non-factive presupposition means the information given is not real condition. Its mean that the real different with the fact.

The structure of this presupposition is:

47. a. *Imagine the true genius of Cevo Engine that is an ultimate machine with enormous processing power to drive numerous key junction to deliver the high quality 2D and 3D images, combined with our rich cell mega LED panel that has the highest level of brightness-maximum achieved in the industry. (= p)*
- b. *The true genius of Cevo Engine is not an ultimate machine with enormous processing power to drive numerous key junction to deliver the high quality 2D and 3D images. (= q)*
- c. $p \gg q$

From the advertisement, it can be said that the sentence (47a) contains proposition p, and sentence (47b) contains proposition q, so sentence (47a) presupposes sentence (47b).

The presuppositional meaning of this advertisement is:

>> The true genius of Cevo Engine is not an ultimate machine with enormous processing power to drive numerous key junction to deliver the high quality 2D and 3D images.

4.24 Lexical presupposition



Picture 4.27: Patek Philippe Watch Advertisement.

Context: You merely look after it for the next generation.

Advertisement 4.27 is about a watch named 'Patek Philippe'. The picture of the watch can be seen in the advertisement.

Example of Lexical presupposition found in advertisement is:

Excerpt 48.

You merely look after it for the next generation. (Advertisement 6, Wednesday, April 13, 2011. p: 1)

This advertisement is about a watch named Patek Philippe. Excerpt 48 is included in lexical presupposition, because that sentence shows by a word ‘merely’ that indicates lexical presupposition. It means use of particular word is taken to presuppose another (unstated) concept.

The structure of this presupposition is:

48. a. *You merely look after it for the next generation.* (= p)
- b. *You will be the next generation after wear Patek Philippe.* (= q)
- c. $p \gg q$

From the advertisement, it can be said that the sentence (48a) contains proposition p, and sentence (48b) contains proposition q, so sentence (48a) presupposes sentence (48b).

The presuppositional meaning of this advertisement is:

\gg You will be the next generation after wear Patek Philippe.



Picture 4.28: Loreal Advertisement.

Contexts: Reduce oily skin, keep your skin moisturized.
 More than 50 percent of Indonesian woman have oily skin.

Advertisement 4.28 is about beauty product. This advertisement shows to the reader the example picture, kinds of product and the name product.

Examples of Lexical presupposition found in advertisement are:

Excerpt 49.

Reduce oily skin, keep your skin moisturized. (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 49 belongs to lexical presupposition, because that sentence shows by a word 'keep' that word interpreted with the presupposition that another (non-asserted) meaning is understood.

The structure of this presupposition is:

49. a. *Reduce oily skin, keep your skin moisturized.* (= p)
 b. *This product always makes your skin moisturized.* (= q)
 c. $p \gg q$

From the advertisement, it can be said that the sentence (49a) contains proposition p, and sentence (49b) contains proposition q, so sentence (49a) presupposes sentence (49b).

The presuppositional meaning of this advertisement is:

>> This product always makes your skin moisturized.

Excerpt 50.

More than 50 percent of Indonesian woman have oily skin. (Advertisement 12, Wednesday, April 27, 2011. p: 26)

Excerpt 50 is included in lexical presupposition, because that sentence shows by a phrase 'More than 50 percent' that indicates lexical presupposition. It means that meaning is understood.

The structure of this presupposition is:

50. a. *More than 50 percent of Indonesian woman have oily skin.* (= p)

b. *Most Indonesian woman have oily skin.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (50a) contains proposition p, and sentence (50b) contains proposition q, so sentence (50a) presupposes sentence (50b).

The presuppositional meaning of this advertisement is:

>> Most Indonesian woman have oily skin.



Picture 4.29: Samsung Advertisement.

Context: It's more than internet TV.

Advertisement 4.29 is about television named 'Samsung' and it introduces the new product of the Samsung television. This advertisement shows the reader the television picture by mentioning its advantages.

Excerpt 51.

It's more than internet TV. (Advertisement 15, Friday, April 29, 2011. p: 3)

Excerpt 51 belongs to lexical presupposition, because that sentence shows by a phrase 'more than internet TV' that is a particular expression to presuppose another indicates lexical presupposition.

The structure of this presupposition is:

51. a. *It's more than internet TV.* (= p)

b. *The television is better than TV.* (= q)

c. $p \gg q$

From the advertisement, it can be said that the sentence (51a) contains proposition p , and sentence (51b) contains proposition q , so sentence (51a) presupposes sentence (51b).

The presuppositional meaning of this advertisement is:

\gg The television is better than TV.