

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Finally, from the data analysis the researcher can draw a conclusion from the presuppositions found in advertisements. The data were taken from Jakarta Post newspaper April 2011 edition. The researcher found out the types of presuppositions and the presuppositional meaning in advertisements. For the first step to analyze the data, the researcher read advertisements to understand the language in the advertisements and took the advertisements that would be analyzed. Next, the researcher identified the types of presupposition and described the presuppositional meaning. The researcher analyzed every sentence in advertisements included in presupposition. To develop this thesis the researcher used descriptive qualitative.

From the description above, the researcher used 16 advertisements that have presupposition. The researcher used 49 sentences from those advertisements have presupposition. Then, the researcher found 32 (62,75%) Existential presuppositions, 13 (25,49%) Factive, 2 (3,92%) Non-factive, 4 (7,84%) lexical. There is no result Structural and Counterfactual presupposition. Existential presupposition is dominant in this thesis because existential is a tool to show the products that will be sold.

So, the researcher concludes that the presupposition contributes a lot to advertising information. Presupposition is a way to persuade the consumers to take action to buy the advertised product or services. Presupposition makes the readers and listeners understand the meaning of advertisements. On the other hand, presupposition has a power for the readers and listeners to catch the idea of the advertisements.

5.2 Suggestion

It is suggested that other researcher who may conduct similar study about presupposition in advertisement should develop further and could use another data or another frame work.