

PAGE OF APPROVAL

This journal has been approved by advisors; Strata 1 Study Program of Language,
Faculty of Humanities Dian Nuswantoro University in March 2013.

Advisor

Setyo Prasiyanto Cahyono, S.S., M.Pd.



**PRESUPPOSITION IN GOODS ADVERTISEMENT SLOGANS OF THE
JAKARTA POST**

JOURNAL ARTICLE

**Submitted in Partial Fulfillment of the Requirements
for the Degree of *Sarjana Sastra (S.S.)*
in English Language**

**By:
Diah Novita
Setyo Prasiyanto Cahyono**

**ENGLISH DEPARTEMENT, FACULTY OF HUMANITIES
DIAN NUSWANTORO UNIVERSITY SEMARANG
2013**

PRESUPPOSITION IN GOODS ADVERTISEMENT SLOGANS OF THE JAKARTA POST

Diah Novita
English Department, Dian Nuswantoro University

ABSTRACT

This thesis is a research about Presupposition In Goods Advertisement Slogans of The Jakarta Post, in which the researcher tried to classify the data based on the types of presupposition and the presuppositional meanings of those advertisement slogans as the objectives of this study. In this study, the researcher used Yule's framework (1996:27:30) to analyze the data based on the types of presupposition. Purposive sampling was used to select the samples that were fifteen slogans taken from jakarta post.com. From this advertisement, the researcher found that the dominant type of presupposition applied in goods advertisement slogans is existential and the second one is lexical, which consist of five slogans (30%) for existential presupposition and ten slogans (70%) for lexical presupposition. The most dominating function applied in these advertisements was selling function that has proportion about 70% of the whole data. The researcher found that 40% of those advertisement slogans were in phrase forms. The others, for about 60% of them were in sentence forms. From this result, it is concluded that the advertiser preferred to apply existential and lexical presupposition because it was considered as the appropriate type for advertisement slogan. Existential presupposition shows that the product exists, the advertiser can say the meaning of this slogans . By lexical presupposition, the advertiser can say a lot of meaning in a simple way, because the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another meaning is understood. As the characteristic of making slogan that has to be regarded, a slogan should be simple and easy. The researcher did not find counterfactual presupposition applied in these slogans because this type is considered not appropriate for advertisement slogan, in which the given information should be true as well as the truth. If the advertiser used this type of presupposition, the given information about the product or services is considered not true and contrary to the facts. It is considered as a lying that influenced image of the brand.

Keywords : advertisement, language, presupposition, slogan

Tesis ini merupakan penelitian mengenai anggapan Dalam Slogan Iklan Barang dari The Jakarta Post, di mana peneliti mencoba untuk mengklasifikasikan data berdasarkan jenis presuposisi dan makna presuppositional tersebut slogan

iklan sebagai tujuan dari penelitian ini. Dalam studi ini, peneliti menggunakan kerangka kerja yang Yule (1996:27:30) untuk menganalisis data berdasarkan jenis presuposisi. Purposive sampling digunakan untuk memilih sampel yang diambil dari lima belas slogan jakarta post.com. Dari iklan ini, peneliti menemukan bahwa jenis dominan presuposisi diterapkan dalam slogan iklan barang eksistensial dan yang kedua adalah leksikal, yang terdiri dari lima slogan (30%) untuk presuposisi eksistensial dan sepuluh slogan (70%) untuk presuposisi leksikal. Fungsi yang paling mendominasi diterapkan dalam iklan menjual fungsi yang memiliki proporsi sekitar 70% dari seluruh data. Peneliti menemukan bahwa 40% dari mereka slogan iklan itu dalam bentuk frase. Yang lain, sekitar 60% dari mereka berada dalam bentuk kalimat. Dari hasil ini, dapat disimpulkan bahwa pengiklan lebih memilih untuk menerapkan anggapan eksistensial dan leksikal karena dianggap sebagai jenis yang sesuai dengan slogan iklan. Presuposisi eksistensial menunjukkan bahwa produk tersebut ada, pengiklan bisa mengatakan arti dari slogan. Dengan anggapan leksikal, pengiklan bisa mengatakan banyak makna dengan cara yang sederhana, karena penggunaan satu bentuk dengan maknanya menegaskan secara konvensional diinterpretasikan dengan pengandaian bahwa arti lain dipahami. Sebagai karakteristik membuat slogan yang harus dianggap, slogan harus sederhana dan mudah. Peneliti tidak menemukan anggapan kontrafakta diterapkan dalam slogan karena jenis ini dianggap tidak sesuai dengan slogan iklan, di mana informasi yang diberikan harus benar serta kebenaran. Jika pengiklan menggunakan jenis presuposisi, informasi yang diberikan tentang produk atau jasa yang dianggap tidak benar dan bertentangan dengan fakta-fakta. Hal ini dianggap sebagai gambar yang berbohong dipengaruhi merek.

Kata kunci: iklan, bahasa, presuposisi, slogan

INTRODUCTION

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

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

Secondly is written language. It is the functional variety of the language that is typically used in texts that are composed in written language. Written

language is different from certain aspects from the characteristics of spoken language (Halliday, 1985 : 43). It means that between spoken and written language are different from way of communicating. The example of the use of written language can be found in magazines, newspapers, and any advertisements.

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

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

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

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

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

RESEARCH METHOD

Data and Subjects

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

Unit of Analysis

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

Technique of Data Collection and Analysis

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

1. Searching advertisement
2. Selecting and evaluating advertisement.
3. Downloading advertisement.

The technique of data analysis of this study could be explained as follows :

1. Dividing the slogans
2. Categorizing the data based on the types of presupposition
3. Finding out the presuppositional meanings of each slogans.
4. Drawing conclusion

FINDINGS AND DISCUSSION

Findings

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

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

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

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

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

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

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

Discussion

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

The Discussion of Finding Based on Phrase Slogans

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

1. Promina

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

2. Morinaga Chil-Kid

Morinaga Chil-Kid is a brand of baby milk product, in which its slogan says “**New improved formula**”. From this slogan, the researcher categorized it into phrase, because it could not be described by specifying the functions of their constituents in sentence structure. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “formula”. For this reason, the researcher categorized this slogan into noun phrase.

3. Kraft

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

4. Magnum

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

5. Lipton Ice Tea

Lipton is a brand of tea. One of that products is Lipton. Lipton is tea with lemon. Its slogan says “**The Sign of Good Taste**”. From this slogan, the researcher categorized it into phrase, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

6. Silverqueen Chunky

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

The Discussion of Finding based on Sentence Slogans

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

1. Chitato Snack

Chitato Snack is a snack made from fries. Its slogan says **“Life is never flat”**. From this slogan, the researcher categorized it into sentence, because it could be described by specifying the functions of their constituents in sentence structure. The type of this sentence is declarative sentence, in which it has a subject that precedes the verb and its function in communication is as statement. For this reason, the researcher categorized this slogan into declarative sentence.

2. You C1000

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

3. Oreo

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

4. Cadbury Dairy Milk

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

5. Bebelac

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

6. Appeton Weight Gain

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

9. Coca Cola

Coca cola is a brand of soft drink (coke). Its slogan says **“It’s the real thing coke”**. From this slogan, the researcher categorized it into phrase, because it could not be described by specifying the functions of their constituents in sentence structure. The type of this phrase is noun phrase, in which it has a noun as its important constituent (head), that is “coke”. So, the researcher categorized this slogan into noun phrase.

10. Frestea

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

11. WRP Body Shape

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

CONCLUSION

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

BIBLIOGRAPHY

- Aarts, Flor and Jan Aarts. 1982. *English Syntactic Structures : Functions and Categories in Sentence Analysis*. U.K. : Pergamon Press Ltd.
- Alwasilah, A. Chaedar. 1993. *Beberapa Madhap dan Dikotomi Teori Linguistik*. Bandung : Angkasa.
- Brown, G., & Yule, G. 1984. *Discourse Analysis*. Cambridge: Cambridge University Press.
- Brown, H. Doughas. 2000. *Principles of Language Learning and Teaching- Fourth Edition*. New York :Addison Wesley Longman Inc.
- Egins, Suzanne. 1994. *An Introduction to Systemic Functional Linguistics*. London : Convent Garden.
- Fiske, John. 1990. *Introduction to Communication Studies*. London : New York.
- Foster, Timothy. R. V. 2006. *The Art and Science of the Advertising Slogan*. <http://www.adslogans.co.uk> (June 28th, 2006).
- Halliday, M. A. K. 1978. *Language as Social Semiotics*. New York : Continuum.
- Halliday, M. A. K. 1985. *Spoken and Written Language*. Victoria : Deakin University Press.
- Leech, Geoffrey. 1983. *The Principles of Pragmatics*. New York : Longman Group Ltd.
- Levinson, Stephen C. 1983. *Pragmatics*. Cambridge : Cambridge University Press.
- Lyon, John and Hall. 1981. *Language and Linguistics : An Introduction*. Cambridge: Cambridge University Press.
- Owens, Jr. Robert E. 2000. *Language Development : An Introduction*. New York : State University of New York Genesco.
- Ramelan. 1992. *Introduction to Linguistics Analysis*. Semarang : IKIP Semarang Pers. 102
- Sihombing, J. Indra. 2011. *Umpan Balik Iklan*. Semarang : Suara Merdeka
- Suryadi, Didih. 2011. *Promosi Efektif*. Jakarta Selatan : Oriza.
- Suyono. 1990. *Pragmatik : Dasar-Dasar dan Pengajaran*. Malang : Yayasan Asah Asih Asuh.

Mulatsih, Sri. 2011. *Presupposition study handbook*.

Whittier, Charles L. 2006. *Creative Advertising*. <http://www.adslogans.co.uk>
(June 28th, 2006).

Yule, George. 1996. *Pragmatics*. Oxford : Oxford University Press.

Mitch. 2008. *The Function of Advertising*.

Ernawati, Noor. 2011. *Presupposition on English Slogans of Advertisements*.

Alvian, Antonius Dhomi. 2012. *Presupposition of Advertisement Slogans in
Shape and Forbes Indonesia Magazines*.