

Presupposition In Goods Advertisement Slogans of the Jakarta Post

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ABSTRAK

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.

Keywords : advertisement, language, presupposition, slogan

Kata Kunci : advertisement, language, presupposition, slogan

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