PRESUPPOSITION OF SELECTED SLOGANS IN OUTDOOR ADVERTISEMENTS

A THESIS

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Kata Kunci: kalimat iklan, existential presupposisi, lexical presupposisi dan factive presupposisi.
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CHAPTER I

INTRODUCTION

1.1 Background of the Analysis

Language is a system of communication that plays an important role in all aspects of human life. It is the most effective tool of communication for people. Without language, the world cannot develop normally. Whatever we do in this world, we use language to express everything in our mind. The study about language is called Linguistics. One of Linguistics aspects is concerned with Pragmatics.

Yule (1996: 3) states, “Pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by a listener (reader).” It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. In other word, Pragmatics is the study of speaker (writer) meaning.

One of branches of Pragmatics is presupposition. Yule (1996: 25) states, “A presupposition is something the speaker assumes to be the case prior to make an utterance.” Speakers, not sentences have presuppositions. In http://www.cbs.polyu.edu.hk/ctyjiang/file/notes, “Presupposition is some propositions which consist of the speaker takes for granted, i.e. assumes to be factual prior to making an utterance and which is conveyed through (somewhat implicit) linguistic means ( lexical or structural). “ And, “Presupposition is also an assumption which the speaker assumes to be mutually manifest to the listener and has intensively made it clear to both sides in communication through encoded (even if somewhat implicit) linguistics means.”
For example:

(1) The utterances John regrets that he stopped doing linguistics before he left Cambridge has presuppositions, as follows:

a. There is some one uniquely identifiable to speaker and address as John.

b. John stopped doing linguistics before he left Cambridge.

c. John left Cambridge.

d. John has been at Cambridge.

Levinson (1983: 167) states that “virtually everything’ written about presupposition is challenged or contradicted by some authority on the subject, a condition which can be said to hold true of much pragmatics”.

To analyze how speaker (writer) assumptions are typically expressed, presupposition has been associated with the use of a large number of words, phrases and structures. The analysis is based on Yule’s (1996: 27-29) explanation:

1. The Existential Presupposition: the assumption that the entity related to the mentioned expression exist.

2. Factive Presupposition: the assumption that the event following a certain class of verb (factive verb) is a fact.

3. Lexical Presupposition: the use of one from with is asserted meaning is conventionally interpreted with the presupposition that another (non-asserted but closely related) meaning is understood.

4. Structural Presupposition: certain sentence structures have been analyzed as conventionally and regularly presupposing that part of the structures is already assumed to be true.
5. Non-factive Presupposition: is one that is assumed not to be true. Verb like *dream*, *imagine*, and *pretend* are used with the presupposition that what follows is not true.

6. Counterfactual Presupposition: what is presupposed is not only not true, but is the opposite of what is true, or ‘contrary to facts’.

Language is used to communicate somebodies idea, thinking and opinion to another. Language is also used in advertisements. In advertisements language is used a tool to tell their message to make the consumer interest with them. Advertisements is very important in business. The consumers get information about products by the advertisements. So, a big company will spend much to an advertisements for their products, and what consumers get with their product.

This thesis analyze the slogan of outdoor advertisements. Slogan is easily remembered phrase used in advertising.

There are many types of advertisements, and in this paper the writer focuses in outdoor consumer advertisements according to Jeffkins in his book entitled Advertising. Besides, in Medan as a big city there can be found many outdoor consumer advertisements everywhere. Moreover there is no thesis found in English department that analyze the language of advertisements pragmatically before.
1.2 Problem of the Analysis

Based on the title of this paper, it focuses on the following problems:

1. What are the presuppositions of selected slogan in outdoor advertisements?
2. What is the type of presupposition of selected slogan in outdoor advertisements?
3. Which is the most dominant type of presupposition used in outdoor advertisements based on the data?

1.3 Objectives of the Analysis

Concerning with the problems above, the analysis is intended to achieve some objectives:

1. To find out the presuppositions of selected slogan in outdoor advertisements.
2. To analyze the type of presupposition of selected slogan in outdoor advertisements.
3. To find the most dominant type of presupposition used in outdoor advertisements based on the data.

1.4 Significances of the Analysis

This paper is designed to be functional both theoretically and practically. Theoretically, this paper is hopefully useful to develop the understanding of Pragmatics especially in presupposition.

Practically, this paper can make us as the readers know about the language which is used in advertisements especially in outdoor advertisements (slogan). So we
can conclude which slogans are interesting ones in outdoor advertisements. And also we can know more about the products by knowing their slogans advertisements.

1.5 **Scope of the Analysis**

In this thesis the writer focuses in consumer advertisements which found in outdoor in Medan. Jefkins (1997: 39-40) divides consumer advertisements into three types; consumer goods, durable goods, consumer services.

1.6 **Review of Related Literature**

The writer refers to some references related to the topic of analysis. The main references of some theories are quoted from the linguist as the basic references and some previous research that discuss the same topic:

Yule (1996: 3) states, “Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).”

In this book explain about Pragmatics and presupposition. And also describes the six types of presupposition. And the writer uses this theory to analyze the selected slogans in outdoor advertisements.

Syahputra (2005) in his thesis “The Meaning of Gestures and Pictures in Outdoor Advertisement”, in his thesis explains the understanding of outdoor advertisements, types of outdoor advertisements, and also the function of outdoor advertisements. He also explains the relation between advertisements and outdoor advertisements. From his thesis the writer found many types of advertisements and function of outdoor advertisements.
Panggabean (2006) in his thesis “Presuppositions in Speech by the President of Republic of Indonesia, Megawati Soekarno Putri at AFTA 2002 Symposium, Jakarta 31 January 2002” gets the result that there is no non factive presupposition in the text of speech. And the most dominant type of presuppositions was existential presupposition which covers more than a half of presupposition which covers more than a half of the total number of presuppositions are 78,9%. The way to count the dominant type of presupposition of this thesis is used by the writer.
CHAPTER II
ADVERTISEMENTS AND OUTDOOR ADVERTISEMENTS

2.1 Advertisements

2.1.1 The Understanding of Advertisements

The term advertising is closely related to marketing strategy. In marketing strategy, advertising can be included into the promotional part. Advertising costs much money for paying the media, which is selected. So, every company must be able to choose the right media to advertise their product.

For further understanding, it is better for us to know the definition of advertising. Although there are definitions of advertising, the definition of advertisements will be found by the writer which can be understood easily.

Burke (1980: 6) states that advertising is a sales message, directed at a mass audience that seeks through persuasion to sell goods, services, or ideas on behalf of the paying sponsor.

After knowing the definition, the components of advertisements will be described use

2.1.2 The Type of Advertisements

Jefkins (1997: 39) divides type of advertisements into seven types:

2.1.2.1 Consumer Advertisements

Basically, there are 2 types the goods which are bought by people. There are 3 types of goods in consumer advertisements, they are:
1. Consumer goods is the goods which are sold repetitly and people daily necessity. Such as food and beverage, shampoo, cigarette, etc.

2. Durable Goods is the goods are more expensive than consumer goods and it more endurable. Such as household, clothes, electronic devices.

3. Consumer Services is services for security, prosperity and entertainment. Such as bank, hotel, restaurant, travel, insurance, machine shop, healthy treatment.

2.1.2.2 Business-to-business Advertisements

The function of business-to-business advertisements is to promote the goods and non-consumer service. It means that either advertiser or its target is called company. The advertised product are those which are to be processed or are the elements of production such as advertising of raw materials, components, spareparts and accessories, manufacturial facilities and machines, and services like insurances, stationary and soon.

Every company generally needs supply from other company. Because most of made products are produced from raw materials, components or spare part which are taken from other company.

2.1.2.3 Trade Advertisements

Trade advertisements is addressed to distributors, big companies, agents and exporters/importers. This advertisements advertises products to be resold.
The function of trade press is to give information to the traders or wealthy people about products which are available to be resold by introducing new products or by reminding old products along with any sales or promotions.

Mail services is usually used by company to promote their product. Another media which is used trade advertisements are trade exhibition. But television is also used to promote.

2.1.2.4 Retail Advertisements

This advertisements has different character between trade advertisements and consumer advertisements. The example of this advertisements is advertisements which make by supermarket or big shops. This advertisements is there in all shops location. The objectives of this advertisements are 3, they are:

1. make the company be popular
2. sell the exclusive goods for certain shop
3. to sell shop’s stocks

2.1.2.5 Cooperative Advertisements

This coopartive advertisements’s means is special for retail advertisements. Besides it, there is other type of cooperate advertisements. It is joint promotion
2.1.2.6 Financial Advertisements

Generally, bank advertisements, insurance advertisements are financial advertisements. The function of financial advertisements is to collect donation or to offer financial capital. Such as insurance, selling stock, debenture, pension donation.

Newspaper, especially business newspaper is usually used by financial advertisements. Usually use big area in a pages because financial advertisements shows full information about all of company’s plan to influence and made investor join with them.

2.1.2.7 Recruitment Advertisements

The objectives of recruitment advertisements is to recruit employee candidat.

2.1.3 The Media of Advertisements

According to Craven (1987: 36), the media of advertisements is divided into two; print media and broadcast media. Further, print media consist of newspaper, magazine, direct mail, outdoor advertisements and transit advertisements. Besides, broadcast media consist of television and radio.

2.1.3.1 Print Media

a. Newspaper

Newspaper is the most favorite media among other printed media. Besides, people can get it easily. The price is also not expensive. It accounts for nearly one-third of all advertising expenditures.

b. Magazines

Magazines is also favorite by people for the lower price and the better form of the content. Magazine is a little bit expensive than newspaper. It offers the greatest variety within a given media type.

c. Direct Mail

Direct Mail is the most selective advertisements medium. It has to be supported by many components, such as computer, modem, etc. but it still can be used as an option.

d. Outdoor Advertisements

It generally considered as the dominant out-of-home medium. In the next section, it will be described a little bit longer, in order to be easy to understand.

e. Transit Advertisements

It is the standardize medium of another from of sign advertisements, which uses public transportation facilities.

2.1.3.7 Broadcast Media

a. Television

Television is one of the broadcast media, which is the most versatile and powerful. Besides, it certainly the most expensive of the media because it needs so much money for using this media.

b. Radio
Radio is another type of broadcast media, which has recovered from the losses inflicted by television, by focusing on special segments of the population. It is cheaper than using television as the media of advertisements.

2.2 Outdoor Advertisements

2.2.1 The Understanding of Outdoor Advertisements

Outdoor advertisements can be classified as the most expensive media. Many companies really realize that outdoor advertisements is one of the best choices of promoting their products. Outdoor advertisements always works just like the maker planned.

Moreover, outdoor advertisements generally considered the dominant out-of-home medium. It is a local medium, and the basic of the industry is the local plant operator. Although it costs much money, many companies like to use this medium to promote their product.

In the next section, we can know the types of outdoor advertisements and the function of outdoor advertisements. The writer will try to describe the components, which are included in each type of outdoor advertisements and function of outdoor advertisements. They will be described in surface only, in order to make it easy to understood.

2.2.2 The Types of Outdoor Advertisements

Barton (1964: 8) states that there are three major types of outdoors advertisements, they are; posters, painted bulletin and spectaculars.
1. Posters

Posters are the most commonly used and are the mainstay of the industry. Posters sizes are referred to in term of sheets. There are three sizes of posters generally used, they are:

1. 24 sheet posters (104” x 234”): The rest of the board area is a margin of paper.
2. 30 sheet posters (115” x 259”): It surrounded by a blank margin.
3. Bleed posters: Extends artwork to the edge of the frame

2.2.3 The Function of Outdoor Advertisements

Fundamentally, the only function or purpose is to sell something, a product, a service, or an idea. The real goal of advertising is effective promote communication. Stanton (1984: 469) states that there are also some specific function or objectives of outdoor advertisements:

1. Support personal selling.
2. Reach people inaccessible to the sales force.
3. Improve dealer relations.
4. Enter a new geographic market or attract a new group of customers.
5. Introduce a new product.
6. Increase sales of product.
7. Expand the industry’s sales.
8. Counteract prejudice or substitution.
9. Build goodwill for the company and improve its reputation.
a. by rendering a public service through advertisements, or
b. by telling of the organization behind the product.

2.3 The Relation of Advertising and Outdoor Advertisements

Advertising is closely related to outdoor advertisements. Because outdoor advertisements is one of the media of advertising. Outdoor advertisements is well known as one of medium to advertise the product that took place out-of-home. Although it costs much money and expensive, it is still being used widely. Outdoor advertisements is quite popular in advertising world. It also can raise the prestige of the product, which is advertised.

Furthermore, outdoor advertisements is considered as the most favorite media. Many companies spend their money to promote their products through outdoor advertisements. Sometimes, outdoor advertisements is placed somewhere in traffic place. But there always some outdoor advertisements placed in non-traffic placed. In world advertising, outdoor advertisements is always being the chosen media besides broadcast media.

So, it can be seen that outdoor advertisements is a part of advertising that cannot be separated. If we are talking about advertising activities, we will talk about the media. In print media, we will find outdoor advertisements. Outdoor advertisements has a close relationship to advertising.
CHAPTER III

PRAGMATICS

3.1 Definition of Pragmatics

Yule (1996: 4) distinguishes three fields of linguistic study. Firstly, he defines syntax as the study of relationships between linguistic forms – how they are arranged in sequences, and which sequences are well-formed. This type of study generally takes place without considering any world of reference or any user of the forms. Secondly, he considers semantics as the study of the relationships between linguistic forms and entities in the world – how words literally connect to things. Semantic analysis also attempts to establish the relationships between verbal descriptions and states of affairs in the world as accurate (true) or not, regardless of who produces that description. Thirdly, he regards pragmatics as the study of relationships between linguistic forms and the users of those forms.

Yule (1996: 4) also adds that from these three studies, pragmatics is the only one allowing human into the analysis because through pragmatics one can talk about people’s intended meanings, their assumptions, their purposes, and the kinds of actions such as requests and apologizes when they speak.

Eggins and Slade (1997: 6) state,

“Interacting is a semantic activity, a process of making meanings. As humans take turns in any interaction they negotiate meanings about what they think is going on in this world, how they feel about it, and how they feel about the people they interact with. This process of exchanging meanings is motivated: humans interact with each other in order to achieve a wide range of tasks. Humans talk to
accomplish quite specific, pragmatic tasks: to buy and to sell, to find out information, to pass on knowledge, to make appointments, to get jobs, and to jointly participate in practical activities.”

In addition, as social individuals, people spend much of their time talking or interacting with other people; for example when they are getting together with friends, workmates or families over meal time. These interactions involving utterances can be analyzed by pragmatic analysis to find out the speaker’s intended meanings, the listener’s assumptions or receptions regard with some aspects such as who the speaker and the listener are, what relationship they have, and in what context they are in when they interact. The meaning gained from an utterance may differ from one to another person; it depends on the mentioned aspects. For example, two friends, Maggie and James, are having a conversation which may imply some things and infer some other things without providing any clear linguistic evidence of ‘the meaning’ of what was being communicated.

Maggie : “Coffee?”  
James : “It would keep me awake all night”

Maggie has to know that Jamie has to stay up all night to study for an exam to comprehend that James receives her offering.

Here is another example of utterances in conversation which may often be heard, but what the participants mean depend on the shared knowledge laid between the speaker and the listener.

A: “Hey, have you?”  
B: “Yap, just this morning.”
The meaning of the words in the example is understood, literally, but not what is communicated by the speaker and the listener. However, both the speaker and the listener seem to understand each other as B answers A’s question without asking what does A mean with “have you?”

3.2 Scope of Pragmatics

Yule (1996: XII) describes the subject areas of pragmatics as follows:

3.2.1 Entailment

Entailment is references that can be drawn only from our knowledge about utterances. Yule (1996: 25) states that entailment is something that logically follows from what is asserted in the utterance. For example:

(1) Mary’s brother has bought three horses.

In producing the utterance (1), the speaker will normally be expected to have the presuppositions that a person called Mary has a brother. The speaker may also hold the more specific presuppositions that Mary has only one brother and that he has a lot of money. In fact, all of these presuppositions are the speaker’s and all of them can be wrong. The sentence in (1) will be treated as having some entailments such as Mary’s brother bought something, Mary’s brother bought three animals, somebody had bought three horses, and other similar logical consequences.

Moreover, there are two types of entailments; one way entailment and two way entailment. One - way entailment means that the sentences are not true paraphrases each other. For example:
(2) *Harry saw a squirrel*

(3) *Harry saw an animal*

If Harry saw a squirrel, then he necessarily saw an animal. But if he saw an animal, he could have seen a squirrel, but not necessarily. It could have been a mouse, a cat, a tiger, a big crocodile or else.

Meanwhile, two–way entailment means that the sentences are paraphrases of each other. For example:

(4) *Jane sits in front of Ann.*

(5) *Ann sits behind Jane.*

Sentences (4) and (5) have meaning relationships between *in front of* and *behind.* We have a situation of two-way entailment between the sentences. These sentences are paraphrases one to another that it is also called two-way entailment.

3.2.2 Deixis

Deixis is a process whereby words or expressions rely absolutely on context. It is a technical term from Greek for one of the most basic things we do with utterances which means ‘pointing’ through language. For example:

(6) *Jim: “I’ll put this here”*

(The context is Jim is telling his wife that he is about to put the key of the house in the kitchen drawer)

From sentence (6) it can be seen two deictic expressions – ‘this’ and ‘here’. These deictic expressions are conventionally understood as the expressions of being ‘near speaker’.
3.2.3 Implicature

Yule (1996: 131) states that implicature is a short version of conversational implicature which is defined as an additional unstated meaning in conversation. There is a basic assumption in conversation that each participant (the speaker and the listener) attempt to cooperate to the exchange of talk. People produce implicatures all the time but are mostly unaware of it. For example, if someone asks, “Could you close the door?” the listener does not usually answer “Yes,” instead they perform the non-linguistic act of closing the door. In this case, although the speaker uses a form of words that is conventionally a question; the listener can infer that the speaker is making a request.

Here are two examples of implicature which implicate “I don’t like” and “I’m not going”:

(7) A: “Do you like the color?”
   B: “Red is red.”

(The context is - A and B are close friends and A knows well that B does not like red color)

Stating that “Red is red” in (7) is apparently both too informative (since people already know that red is red) and not informative enough because B does not directly answer the question of A. There may be some interpretations gained by anyone when hearing B’s answer, but since the context is A knows that B really does not like red, then B has given the answer of the question. Thus, A understands that B does not like
the color they are talking about. B does not say that she/he does not like the color but she/he implies it.

For another example:

(8) A: “We’re going to the movie, are you going with us tonight?”

B: “My parents’ are visiting tonight.”

(The context is that A and B are good friends and A knows that B rarely meets her/his parents who live out of the town.)

In (8), B’s answer is not related with the question of A, because there is not any relationship between the movie and B’s parents. However, since there is a shared knowledge between A and B, then B has actually answered A’s question. A knows that B seldom meets her parents living out of the town, so A must understand that B is not going with A because B must want to spend the night with her/his parents. B does not say that she is not going to the movie with the other, but she implies it.

3.2.4 Presupposition

Yule (1996: 133) states that presupposition is something the speaker assumes to be the case prior to making an utterance. Speakers, not sentences, have presuppositions. For example:

(9) Where has Anne looked for the keys?

Presupposition of (9): Anne has looked for the keys, but has not found it yet.

(10) Do you want to do it again?

Presupposition of (10): You have done it already, at least one time.

(11) My wife is pregnant
Presupposition of (11): The speaker has a wife.

Presupposition are used to presuppose what want to be done or through while talking overtly about something else. The study of presupposition of the background assumptions made in the process of communication. Experts in these matters dreadfully keen to find out, for example, what kind of person would say ‘The king of France is bald now’ when as everybody knows there is no such person, so the presuppositions of his existence can not hold.

Presuppositions is a complicated and still debated by many experts in linguistics study. Presuppositions come from debated of many linguistics, especially about the reference of the utterance. Gohlob Frege (1982: 152) states that in every statement, there is always a presupposition that the names or the things are used have a reference. Russell, a linguist from England, gave a theory of the descriptions. Russell tries to find a sentence that have a meaning but not have a reference. Russell said: The King of France is bald now. This sentence did not have a reference or there is no the king of France now.

There are several features which are claimed to define presuppositions and to delimit them from other forms of inference. The first is that they remain ‘constant under negation’ (Kiparsky, 1971: 351). In other words, weather he say ‘she loves her job’ or ‘she doesn’t love her job’ does not alter the presupposition that ‘she has a job’ (always assuming that the words ‘she’ and ‘her’ refer to the same person).

The second features of presupposition is that they are ‘defeasible’ (Levinson, 1983: 186), which means that they can be cancelled out by either the immediate linguistics context or by some wider context or mode of discourse. If we say ‘the
committee failed to reach a decision’, it presupposes that they tried but we can cancel out that presupposition if we add because they did not even get round to discussing it. Similarly, we can argue presupposition out of the way by a variant on the reduction and absurd mode of discourse.

Example: Mery didn’t do it and Andre didn’t do it.

In fact that no body did it.

3.3 The Types of Presupposition

In this thesis, types of presupposition is based on Yule’s (1996: 27-29) explanation. The types of presuppositions are; existential presupposition, factive presupposition, lexical presupposition, structural presupposition, structural presupposition, structural presupposition, structural presupposition, non-factive presupposition and counterfactual presupposition.

3.3.1 Existential Presupposition

This type is assumption assumed which committed to the existence of the entities named by the speaker (writer) and assumed present in a noun phrase.

Example:

Bechkam’s house is beautiful

This utterance has presuppositions are Bechkam exist and Bechkam has a house.
3.3.2 **Factive Presupposition**

The presupposed information following a verb like ‘know’ can be tread as a fact and is described as a factive presupposition. A number of other verbs such as ‘realize’, ‘regret’, as well as involving ‘be’ with ‘aware’, ‘odd’ and ‘glad’ have factive presupposition.

Example:

I regret inviting him

This utterance has presupposition *I invite him*.

It isn’t odd that she come early

This utterance has presupposition *She comes early*.

She didn’t realize that he is a teacher

This utterance has presupposition *He is a teacher*.

3.3.3 **Lexical Presupposition**

This is assumption that in using one word, the speaker can act as if another meaning (word) will be understood.

Example:

Fathan stopped running

This utterance has presupposition *He used to run*.

You are late again

This utterance has presupposition *He was late before*.

In this case, the use of the expressions stop and again are took to presuppose another (unstead) concept.
3.3.4 Structural Presupposition

In this type, the assumption is associated with the use of certain words and phrases and assumed to be true.

Example:

WH- question construction in English are conventionally interpreted with the presupposition that the information after the WH-form (i.e. when and where) is already known to be the case.

When did she travel to the USA?
This utterance has presupposition She traveled.

Where did you buy the book?
This utterance has presupposition You bought the book.

3.3.5 Non-Factive Presupposition

This type is an assumption that is assumed not to be true. In this type, verb like dream, pretend and imagine are used with the presupposition that what follows is not true.

Example:

She dreamed that She was married
This utterance has presupposition She was not married.

He imagine he was a president
This utterance has presupposition He was not a president.

He pretends to be an expert
This utterance has presupposition *He is not an expert.*

### 3.3.6 Counterfactual Presupposition

The assumption that what is presupposed is not only not true, but is the opposite of what is true or contrary to facts is counterfactual presupposition. For instance, some conditional structural, presupposes that the information, in the if-clause is not true at the time of utterance.

Example:

If you were my daughter, I would not allow you to do this.

This utterance has presupposition *You are not my daughter.*
CHAPTER IV
METHODOLOGY

4.1 Data Collecting Method

In composing this paper, field research is used. It is done by collecting data from outdoor advertisements in Medan. The population are all advertisements in Medan. The samples are selective consumer advertisements based on their type. And the data is slogan of advertisements.

Jefkins (1997: 39-40) devides consumer advertisements into three types; consumer goods, durable goods and consumer services.

4.2 Data Analysis Method

In order to obtain the result of the analysis, descriptive qualitative method is used where the data are collected from filed research from Medan will be explained by the descriptions of the analysis according to the types. According to Nawawi (1995: 97) states, “Data kualitatif banyak digunakan dalam penelitian filosofis dan sebagian juga terdapat dalam penelitian deskriptif dan penelitian historis (qualitative data are often used in philosophical research and some descriptive and historical research)”. In counting the percentage of the data, Nawawi’s social analysis method (1995: 150) is applied to find the type of presupposition that occur dominantly. The formula is:
In analyzing the data, the applied some procedures such as;

1. First, the writer collects the data by taking the pictures of outdoor advertisements in Medan.

2. Second, the writer selects the slogans of the outdoor advertisements.

3. Third, the writer makes the presuppositions of selected slogans.

4. Fourth, the writer classified the presuppositions based on their type.

5. Next, calculating the data in percentage, the types of presupposition that occur dominantly.
CHAPTER V
FINDINGS AND ANALYSIS

4.1 Findings

<table>
<thead>
<tr>
<th>Number of Data</th>
<th>Presuppositions</th>
<th>Type of Presupposition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Djarum Black Menthol <em>I’ve got the power.</em></td>
<td>Existential Presupposition</td>
</tr>
<tr>
<td></td>
<td>a. <em>You have a power.</em></td>
<td>Lexical Presupposition</td>
</tr>
<tr>
<td></td>
<td>b. <em>Djarum Black Menthol gave you a power.</em></td>
<td>Existential Presupposition</td>
</tr>
<tr>
<td>2.</td>
<td>A1 Asli <em>Tasty snack for special gift.</em></td>
<td>Existential Presupposition</td>
</tr>
<tr>
<td></td>
<td>a. A1 is tasty snack</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Kopiko Brown Coffee has different taste.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>XL <em>Banyak murahnya</em></td>
<td>Existential Presupposition</td>
</tr>
<tr>
<td></td>
<td>a. There are many cheapness which given by XL.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Dji Sam Soe <em>Halus dan Mantap.</em></td>
<td>Factive Presupposition</td>
</tr>
<tr>
<td></td>
<td>a. Texture of Dji Sam Soe is soft.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Dji Sam Soe is delicious cigarette.</td>
<td>Factive Presupposition</td>
</tr>
<tr>
<td>6.</td>
<td>Serta USA <em>We make the world’s best mattress.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. There is best mattress in the</td>
<td></td>
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</table>
| 7. | LG *A television that’s daringly thin.*  
    | a. *There is the television daringly thin.* | Existential Presupposition |
| 8. | Honda Freed *The power of dreams.*  
    | a. *There is power of dreams.* | Existential Presupposition |
|    | b. *Honda Freed give power of dreams.* | Lexical Presupposition |
| 9. | Suzuki APV *Kepercayaan keluarga, Kebanggaan Indonesia.*  
    | a. *Suzuki APV is family vehicle.* | Lexical Presupposition |
| 10. | Sony Ericsson Spark Something *Make believe.*  
    | a. *People believe in Sony Ericsson* | Factive Presupposition |
| 11. | X Perience *Queen it’s a kind a magic.*  
<pre><code>| a. *There is a kind of magic.* | Existential Presupposition |
</code></pre>
<p>|    | b. <em>That show can magic people.</em> | Lexical Presupposition |
| a. <em>There are best services in Bank Sumut Syariah.</em> | Existential Presupposition |
| 13. | OCBC NISP <em>Mighty Savers.</em> |   |</p>
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<th></th>
<th>Slogans</th>
<th>Presupposition Type</th>
</tr>
</thead>
<tbody>
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<td>OCBC NISP can save ours.</td>
<td>Lexical Presupposition</td>
</tr>
<tr>
<td>14.</td>
<td>Sequislife <em>For a better tomorrow.</em></td>
<td>Existential Presupposition</td>
</tr>
<tr>
<td></td>
<td>a. There is something better tomorrow with Sequislife.</td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Permata KPR <em>Seunik pribadi anda.</em></td>
<td>Existential Presupposition</td>
</tr>
<tr>
<td></td>
<td>a. There is uniqueness of Permata KPR.</td>
<td></td>
</tr>
</tbody>
</table>
5.2 Analysis

5.2.1 Analysis of Consumer Goods Advertisements

Data no. 1

Djarum Black Menthol *I’ve got the power*.

a. You have a power with Djarum Black menthol.

The type of this presupposition is existential presupposition. The presupposition conveys the existence of your power. The reader can understand that there is a power.

b. Djarum Black menthol gave you a power.

The type of this presupposition is lexical presupposition. The word gave in this presupposition makes asserted meaning that you have got the power.
This slogan means that after use Djarum Black Menthol he has the power now. In this picture we also can see abstract picture. The picture shows like rolling waves which symbols of powerfull.

Data no. 2

A1 ASLI Tasty snack for special gift.

a. A1 is a tasty snack.

The type of this presupposition is existential presupposition.

In this presupposition the reader can understand that there is tasty snack. In other world, tasty snack is exist.

This slogan makes sure that Asli is the great snack for special gift.

There is no picture which show something in this outdoor advertisements.
Data no. 3

**Kopiko Brown Coffee** *Nikmatnya memang beda.*

a. Kopiko Brown Coffee has different taste.

The type of this presupposition is existential presupposition.

The presupposition conveys existence of the taste of the coffee.

This slogan means that Kopiko Brown Coffee has different taste. The picture of this advertisement shows two people who drinking the coffee.

We can see woman in the picture show the expression that coffee is so delicious. It can see from her face in this picture.
Data no. 4

XL *Banyak murahnya.*

a. There are many cheapness which given by XL.

The type of this presupposition is existential presupposition.

The presupposition conveys existence of the cheapness. And the reader can understand that XL give many cheapness. In this picture we can see a person is laughing. This picture shows the happiness of the person because of many cheapness which is given by XL.
Data no.5

Dji Sam Soe *halus dan mantap*.

a. Texture of Dji Sam Soe is soft.

   The type of this presupposition is factive presupposition.

   The word soft in this presupposition makes assumption that the texture of the cigarette is soft as a fact.

b. Dji Sam Soe is delicious cigarette.

   The type of this presupposition is factive presupposition.

   The word delicious in this presupposition makes assumption that the taste of the cigarette is delicious as fact.

In this picture we can see the view of sea which is so beautiful and shows calm and quite. It means that Dji Sam Soe will give us calm and quite.
5.2.2 Analysis of Durable Goods Advertisements

Data no. 6

Serta USA *We make the world’s best mattress.*

a. There is best mattress in the world.

The type of this presupposition is existential presupposition.

This presupposition conveys the existence of best mattress in the world. The reader can understand when read the presupposition that there is best mattress in the world.

b. Serta USA has made best mattress in the world.

The type of this presupposition is Lexical Presupposition.

The word made in this presupposition has asserted that best mattress in the world has been made.
Data no. 7

LG *A television that’s daringly thin.*

a. There is television daringly thin.

The type of this presupposition is Existential Presupposition.

This presupposition conveys the existence of the daringly thin television.

This slogan means that LG is the very thin television. We can see in this picture every people can watch the television. It means that this television can watch from every side.
Data no. 8

Honda Freed *The power of dreams.*

a. There is a power of dreams.
   
The type of this presupposition is Existential Presupposition.

   In this presupposition the reader can understand that the dreams has a power.

   And conveys the existence of the power in our dreams.

b. Honda Freed give power of dreams.

   The type of this presupposition is Lexical Presupposition.

   The word give in this presupposition makes the reader understand that Power of dreams are given by Honda Freed. The use of this word is asserted meaning of this presupposition.
Suzuki APV *Kepercayaan Keluarga, Kebanggaan Indonesia.*

a  Suzuki APV is family vehicle.

The type of this presupposition is Lexical Presupposition.

In this presupposition the reader can understand that Suzuki APV is made for family in Indonesia.

This picture show Suzuki APV from two sides, we can see the luxurious of Suzuki APV. It is being proud of Indonesia, and make family believe to use it.
Data no. 10

Sony Ericsson Spark Something *Make believe.*

a. People believe in Sony Ericsson.

The type of this presupposition is Factive Presupposition.

The word believe in this presupposition makes an assumption that every people believe in Sony Ericsson and will use it in the fact.

From this picture we can see people with happiness expression. It means that Sony Ericsson spark happiness to every people. Sony Ericsson will give us happiness from all facilities which are found in that product.
5.2.3 Analysis of Consumer Services Advertisements

Data no. 11

X Perience *Queen it’s a kind a magic!*

a. There is a kind of magic.

The type of this presupposition is Existential Presupposition

This presupposition conveys the existence of kind of magic.

b. That show can magic every people.

The type of this presupposition is Lexical Presupposition.

The word can in this presupposition makes an assumption that every people will be magic in that show. And it is asserted meaning which can be understood by the reader.
In this picture we can see a man with something on his hand, and sparkling besides him. It means that he can magic other people to join or to come to that event.

Data no. 12

Bank Sumut Syariah *Memberikan pelayanan terbaik.*

a. There are best services in Bank Sumut Syariah.

The type of this presupposition is *Existential Presupposition*

This presupposition conveys the existence of best services in Bank Sumut Syariah.
Data no.13

OCBC NISP *Mighty savers*

a. OCBC NISP can save ours.

   The type of this presupposition is Lexical Presupposition.

   In this presupposition can be understood that every people have can save in OCBC NISP.

   In this picture we can see a boy with happiness expression because of he can study to save to his future and besides that he also can play the game with OSBC NISP.
Data no. 14

Sequislife *For a better tomorrow.*

a. There is something better tomorrow with sequislife..

The type of this presupposition is Existential Presupposition.

This presupposition explains that will be something better tomorrow if you join with sequislife.

From this picture we can see an aquarium is broken and the fish is out from there. It means that someday, maybe we can become like the fish. We never know what will something do in our live. Because of that we must have to something to prepare all then things can do in our live in future.
Data no. 15

Permata KPR *Seunik pribadi anda.*

a. There is uniqueness in Permata KPR.

The type of this presupposition is Existential Presupposition.

In this presupposition can be understood by the reader that Permata KPR has uniqueness.

This slogan means that we have uniqueness in our live, and Permata KPR can fulfil our needs depends on our uniqueness.
CHAPTER VI
CONCLUSIONS AND SUGGESTIONS

6.1 Conclusions

After analyzed the data of this analysis, it is concluded that only 3 types of presuppositions are found in the selected slogans of outdoor advertisements. It is also concluded that all utterances or sentences have presuppositions as the hidden meaning of what they (speakers or writer) means.

From the analysis of the data, it is found 20 presuppositions. The most dominant type of presuppositions found in selected slogans of outdoor advertisements is Existential Presuppositions, there are 11 existential presuppositions or about 55%. There are 6 Lexical Presuppositions or about 30%. And, there are 3 Factive Presuppositions or about 15%.

6.2 Suggestions

Pragmatics is a very interesting subject to study. There are other scopes of pragmatics that can be observed from the data in this thesis. Thus, it is suggested to those who are interested in studying pragmatics to make other pragmatic analysis from the data in this thesis such as entailments, deixis or implicatures. It is also suggested for those who are interested to observe presuppositions to explore more about presuppositions in other utterances or sentences or text.
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