

CHAPTER I

INTRODUCTION

A. Background of the research

In this amazing live, We cannot be denied that language has many important roles in human's activities. Language helps people to communicate with each other and it can give some kinds of information. Julia Wood (2004) says that, communication is "a systemic process in which individuals interact with and through symbols to create and interpret meanings." The importance of language is also mentioned in the Holy Qur'an Al-Hujurat Verse 13 as follow :

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۗ
إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ ۗ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

Based on the verse above, we know that is important of language. There are many language that God has created to every human in the world for communicate with each other. We use language to exchange our information to other and express our thinking in daily life or express our thinking about what we know.

Language is a tool of communication that plays an important role in all aspects of human life. We live in a world of language (Fromkin et al, 1993: 3).

We use language to exchange the information and express everything in our mind in daily life. So, the study about language is

Linguistics. One of linguistics aspects is concerned with pragmatics. The way of understanding all the sentences in that communication called pragmatics. Pragmatics is the study of speaker's meaning.

According to Yule (1996:3) that pragmatic is concerned with the study of meaning as communicated by a speaker/writer and interpreted by interlocutor. In the pragmatic there are four areas concerned with; entailment, deixis, implicature, and presupposition. Yule (1996:25) remarks presupposition is something that the speaker assumes to be the case prior in making an utterance. In this case, the presupposition is owned by the speakers.

The presupposition is also an speaker assumption to be mutually manifest to the listener and it made intensively clear so both sides in communication through encoded (even if some what implicit) linguistic means.

For example, the utterances "Prayoga regrets that he stopped trying before he closed his business" it has presuppositions, the presupposition below is called Existential Presupposition as follows:

- a. Prayoga stopped trying before he closed his business
- b. Prayoga closed his business
- c. Prayoga has been closed his business.

To analyze how speaker (Researcher) assumptions are typically expressed, presupposition has been associated with the use of a large number of words, phrases and structures.

This analysis based on Yule's (1996 : 27-29) there are six types of presupposition; *The Existential Presupposition, Factive Presupposition, Lexical Presupposition, Structural Presupposition, Non-Factive Presupposition, And Then Counterfactual Presupposition.*

In persuasive language, presupposition has an important role. Presupposition is involved in any form of communication (Lam, 2009:2). One example is slogan. Slogan, as one type of advertisement, can be found everywhere. Even at home, we can still see and hear it in the magazine, on TV, internet or radio. People may not be aware of the presupposition in slogans, but it is an important component of messages, as meaning only exists within the context of what it is in the person's mind that provides the meaning.

Nowadays, it is quite common for any educational institutions like colleges or universities to use slogans as a motto or a motto as their slogan. For example the University slogan such as *Universitas Negeri Jakarta: Building Future Leaders*. If they see or hear about *Universitas Negeri Jakarta* the people mind will automatically remember *Building Future Leaders*. If they want to be a leader they will study in *Universitas Negeri Jakarta*.

Another example, the slogan of Surabaya Institute of Technology (ITS) is *CAK ITS CAK! CAK* is an abbreviation which refers to *Cerdas* (smart), *Amanah* (accountable), and *Kreatif* (creative). This is a unique slogan, because there is a creativity in the word sound and repetition. The

meaning of this slogan is also interesting. The words in the slogan imply that the institution always try to educate the students to be smart, reliable, creative people. Furthermore, the word Cak is usually used to greet Surabaya people. So, this slogan also carries a cultural value. This kind of slogan will make people interested then somehow can mobilize people to come to study in that university.

An example of university that use motto as their slogan is North Sumatera University: Toward Excellence as University for Industry. They use this sentence as their motto or purpose. But, they also use this motto as their slogan. This University slogan means if you search an excellence university for industry, North Sumatera University is one of them that excellence in University for Industry. This slogan will eliminate any other universities options in their student candidates mind that searching University for Industry. So, language in slogans is carefully designed and thoughtfully planned. It also consists of implicit presuppositions that need to be explored further.

Based on discussion above, the researcher proposes to carry out a study entitle:

An Analysis Of Presupposition In English Slogan Of Universities In Indonesia

There are several researchers who have done a research in presupposition. Here are some theses that are reviewed in order to support this analysis :

Siti Nur Hikmah (2007) conducted a research entitled *An Analysis Of Language Presupposition In Advertisements Of Tv Channels In Indonesia* which is focuses on types of presupposition found in *Advertisements of Tv Channels*. It is found that the most used type of presupposition is existential presupposition.

Another research in presupposition entitled *The Analysis Of Presupposition Of Slogans In Posters And Social Media Advertisement In Banjarmasin* was done by Hasbi (2016) analyzing the slogans in posters and social media advertisement in Banjarmasin. The research finds that from 35 presupposition of slogans advertisements there are only 5 types of presupposition are found in the selected of slogans in posters and social media advertisement in Banjarmasin. It is also concluded that all utterances or sentences have presuppositions as the hidden meaning of what they (speakers or researcher) means.

The differences between this research and the previous researches are the subject which focuses on the identification and analysis of presuppositions that found in English slogans of Universities in Indonesia (Educational Basis) not in advertisement in TV or Billboard. This research limited only in the seven large island in Indonesia. The selected Universities are the universities that have highest rank in The uniRank

University Ranking™ (A website that have a list about university rank in the world based on several algorithms) in one large island only one University that have the highest rank and the selected Universities that using English language as their slogan.

B. Research Problem

Based on the background of the research, the research problem is formulated as:

1. What are the types of presupposition in seven universities slogan in Indonesia?
2. What is the dominant type of presupposition in seven universities slogan in Indonesia?

C. Objective of the Research

Based on the research questions above, the objective of this research is aimed:

1. To identify the type of presupposition in seven universities slogan in Indonesia.
2. To find out the dominant type of presupposition in seven universities slogan in Indonesia.

D. Significance of The Research

The results of this research are expected to have benefit to strengthen the researcher's knowledge about linguistics, especially in the field of Pragmatic. Hopefully, could give contribution for students of English Department in adding knowledge about pragmatics especially about presupposition and could be used as a future reference for the next research.

E. Definition Of Key terms

To avoid miss understanding here are some defintion of key terms of An Analysis Of Presupposition In English Slogan Of Universities In Indonesia :

1. Analysis is the process as a method of studying or examining something in detail in order to understand it or explain it. According to hornby (1995:38) "Analysis is the study of something by examining its parts and their relationship a statement of the result".
2. Presupposition, Yule (1996:25) states that presupposition is something the speaker assumes to be the case prior to make an utterance.
3. Slogan is a word or phrase that is easy to remember and is used by a group or business to attract attention (Merriam-Webster, 1828) A slogan is a memorable word, sentence or phrase used in a political, commercial, religious and other contexts as a expression of an idea or purpose. Here the slogans are limited. Only the English slogan that

used by Universities in Indonesia that will be selected. For example: IPB has the highest university rank in Java based on uniRank University Ranking™ but it does not use English slogan. So, the researcher will eliminate it, then change it to one position below IPB that uses English slogan. In some cases, there are mottoes that are used as a slogan by some universities like the researcher has explained above.

4. University is an institution of higher learning providing facilities for teaching and research and authorized to grant academic degrees; specifically : one made up of an undergraduate division which confers bachelor's degrees and a graduate division which comprises a graduate school and professional schools each of which may confer master's degrees and doctorates (Merriam-webster, 1828) but, here the universities are limited only from seven large islands in Indonesia (Sumatera, Java, Nusa Tenggara, Kalimantan, Sulawesi, Maluku and Papua). The researcher chooses the university based on their rank in The uniRank University Ranking™ for example: IPB has the highest university rank in Java. So, the researcher will choose IPB to research.
5. The uniRank University Ranking™ is the leading international higher education directory and search engine featuring reviews and rankings of over 13,600 officially recognized Universities and Colleges in 200 countries.

The aim of the The uniRank University Ranking™ is to provide an approximate global ranking of world Universities and Colleges based

upon their web presence and popularity in terms of estimated traffic, trust/authority and quality link popularity. This is especially intended to help international students and academic staff to understand how popular a specific higher education institution is in a foreign country.

The uniRank University Ranking™ does not claim - by any means - to rank higher education organizations or their programs, by the quality of education or level of academic services provided. The uniRank University Ranking™ is not an academic ranking and, therefore, should not be adopted as the main criteria for selecting a higher education organization where to enroll and study.