

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter consists of finding and discussions. The data taken in this research is presupposition of universities English slogans in Indonesia but limited only in seven universities in seven large islands with the highest rank based on UniRank. This section concerned with the analysis and discussion of the presupposition of universities slogans as the main concerns of the study.

A. The Presupposition of University Slogan

The analysis of the presupposition of university slogan here is based on problems in chapter I. As mentioned in the previous chapter that the purpose of the research is to identify and find the dominant type of presupposition in slogan universities in Indonesia but limited only the university who has the highest rank based on UniRank University Ranking in their island and using English language as their slogan. At the end of the discussion the researcher will know the types of presupposition and the most dominant. There are tables of presupposition of slogan in universities in Indonesia:

Table IV.I Presupposition of slogan in seven universities in Indonesia

Number of Data	Presupposition	Types of Presupposition
1.	Bogor Agricultural Institute: Slogan : Search The Best, Serve The	

	<p>Best</p> <p>a. Always innovating to find the best for the society</p> <p>b. Serving the best innovation to the society</p>	<p>Factive Presupposition</p> <p>Factive Presupposition</p>
2.	<p>Muhammadiyah University of Palangkaraya</p> <p>Slogan : The Green Islamic Campuss</p> <p>Extract:</p> <p>a. An islamic campuss with green color</p> <p>b. The green campus based on faith</p>	<p>Existential Presupposition</p> <p>Lexical Presupposition</p>
3	<p>Papua University</p> <p>Slogan : Truth, honesty, justice</p> <p>a. Giving priority to the values of truth, honesty and justice.</p>	<p>Existential presupposition</p>
4	<p>North Sumatera University</p> <p>Slogan : Excellence as university for industry</p> <p>a. North Sumatera University aim to become excellence as university for industry</p>	<p>Factive Presupposition</p>

5	<p>Mataram University</p> <p>Slogan : International Institution</p> <p>a. Mataram University is an international institution who open to students all over the world</p>	Existential Presupposition
6	<p>Khairun University</p> <p>Slogan : to the future with science</p> <p>Stepping forward together with science.</p> <p>a. Khairun University will guide your way to the better future with science</p>	Existential presupposition
7	<p>Tadulako university</p> <p>Slogan : Gate of Inspiration</p> <p>a. Tadulako university is a gate to inspirations</p> <p>b. A place full of inspiration</p>	<p>Existential presupposition</p> <p>Existential presupposition</p>

Based on the data above the researcher get the result as follows: 6 Existential Presupposition, 3 Factive Presupposition and 1 lexical Presupposition. As a result the most dominant type of presuppositions found

in selected university slogans in Indonesia is Existential Presuppositions because it has 60% of total presuppositions that exist in the research.

B. The Types of Presupposition of University Slogan

The Researcher will Analyze the data Based on Yule's Theory of presupposition. The presupposition can be divide into six types three are; existential, factive, lexical, counterfactual, structural and non factive presupposition. The researcher analyze the data and show the extract

Data No. 1

Bogor Agricultural Institute

Location: Java island

Motto : Searching and Serving The Best

Slogan : Search The Best, Serve The Best

Slogan translation: *Meneliti yang terbaik, menyajikan yang terbaik*

Presupposition:

- a. Always innovating to find the best for the society

This presupposition conveys the fact Bogor Agricultural University always innovating to find the best for the society. Innovating mean it always trying to find something new and usefull in agricultural field and then after the Univesity find the best innovation based on research they publicate the innovation to

show the best solution to the society for their agricultural problems. Words that show facts (factual) and are believed to be true in this presupposition is innovating. It is using verbs, can also be from the participant, the context of the situation and also shared knowledge. The type of this presupposition is **Factive presupposition**.

b. Serving the best innovation to the society

This presupposition conveys the fact Bogor Agricultural University always serve the best for the society based on the presupposition before that they are innovating in agricultural field then serve only the best innovation to the society. So, the society can use the innovation to solve their agricultural problems. To become a research-based higher education of international standard and a prime mover of agriculture mainstreaming. It is the assumption that something is true due to the presence of some verbs such as "know" and "realize". Words that show facts (factual) and are believed to be true. Usually using verbs, can also be from the participant, the context of the situation and also shared knowledge. So, The type of this presupposition is **Factive presupposition**.

Data No. 2

Muhammadiyah University of Palangkaraya

Location: Borneo island

Slogan : The Green Islamic Campuss

Slogan translation: *Kampus Hijau Islami*

Presupposition:

- a. There is an islamic campuss with green color

The presupposition of this slogan is the green color describe the islamic nuance in the University of Palangkaraya and to make the students feel comfortable study there, because the green color also means piece and back to nature that bring the feeling of calm and piece. Yule explained that existential presupposition assumed the thing is exist. In the data there is green islamic campuss refers to existence of things. The type of this presupposition is **existential presupposition**.

- b. The green campus based on faith

This presupposition appear with the use of sentence ‘green’ has perception that the campus has islamic nuance. Since the color is green and it is an Islamic university it can be presuppose that the university is more show their islamic nuance and their faith to become a great islamic university. The type of this presupposition is **lexical presupposition**. It is the assumption that, in using one word, the speaker can act as if another meaning (word) will be understood.

Data No. 3

Papua University

Location: Papua island

Motto : Truth, Honesty, Justice

Slogan : Truth, honesty, justice

Slogan translation: *Kebenaran, kejujuran, keadilan*

a. Giving priority to truth, honesty and justice

It slogans can be presuppose giving priority to the values of truth, honesty and justice. First is truth, it means to uphold truth everywhere and have a bravery to do the truth. Not only truth, but honesty is also important. The students have to be honest with themselves and others. Because in academic field honesty is crucial to prevent plagiarism and other bad attitudes that contrast with honesty. Then, justice. Justice is important, as a student they have to enforce justice because students are valuable state assets. When there is something wrong, students must dare to stand up and uphold justice whether it is in the campus or in the national domain. According to Yule, existential presupposition is more generally in any definite noun phrase. Truth, honesty and justice are categorized as noun phrase. Above is classified as **existential presupposition**.

Data No. 4

North Sumatera University

Location: Sumatera island

Motto : Toward Excellence as University for Industry

Slogan : Excellence as university for industry

Slogan translation: *Unggul sebagai universitas untuk industri*

- a. North Sumatera University aim to become excellence as university for industry

This presupposition conveys the fact that North Sumatera University is excellence. North Sumatera University has the best quality as an university for industry. This presupposition does not mean that the Sumatera University have not become excellence as university for industry. But, it means the Sumatera university always aim to become excellence in university for industry field and it makes them always upgrade the knowledge and human resources in the university. Words that show facts (factual) and are believed to be true. Usually using verbs, can also be from the participant, the context of the situation and also shared knowledge.

The type of this presupposition is **factive presupposition**

Data No. 5

Mataram University

Location: Nusa Tenggara island

Motto : Wide world institution

Slogan : International Institution

Slogan translation: *Institusi internasional*

a. International Institution

The presupposition of this slogan is Mataram University is an international institution who open for students all over the world. This slogan force them to upgrade their facilities, knowledges and culture in the university so the students all over the world will enjoy the learning process in the university since they are have different background from all over the world.

The presupposition conveys existence of the institution is an international institution who open to students all over the world. According to Yule, existential presupposition is more generally in any definite noun phrase. International Institution is noun phrase.

The type of this presupposition is **existential presupposition**.

Data No. 6

Khairun University

Location: Maluku island

Motto : Stepping forward together with science

Slogan : Together with science

Slogan translation: *Bersama dengan ilmu pengetahuan*

- a. Khairun University will guide your way to the better future with science.

Science is a crucial knowledge for technology development because it is related to human race. There are several scientists that walk in the wrong way of science. So, Khairun University want to prevent this so they will guide the students step to the better future with science that will help the world become a better place.

Existential presupposition is also assumed to be present in possessive constructions (for example, „your car“ >> you have a car). The type of this presupposition is **existential presupposition**.

Data No. 7

Tadulako university

Location: Sulawesi island

Motto : Gate of inspiration

Slogan : Gate of Inspiration

Slogan translation: *Gerbang Inspirasi*

- a. Tadulako university is gate to inspirations

Gate of inspiration can be presuppose that tadulako university is a gate to inspiration that can bring new idea to

students. And it will make the students more creative to innovating the best for the society.

Yule said that existential presupposition is more generally in any definite noun phrase. Gate is categorized as noun. This presupposition identified as **existential presupposition**

- b. A place full of inspiration.

It means student can improve and innovate more in this campus because there is a lot of inspirations. Yule said that existential presupposition is in definite noun phrase. inspiration is categorized as noun. This presupposition identified as **existential presupposition**

C. The Most Dominant Type of Presupposition of University Slogan

The researcher selected the presupposition of university slogan for seven university. After the researcher identified and classified the presuppositions of slogan advertisement based on Yule's Theory of presupposition. The presupposition divided into six types: Existential presupposition, factive presupposition, lexical presupposition, non factive presupposition, structural presupposition, and counterfactual presupposition. The researcher has explained the data which have been analyzed based on previous data to get the result for this study. From seven university slogan in university and uniRank website, the researcher has found 10 presuppositions. Based on Yule, there are six types presupposition but, the researcher just

found three types of presupposition of university slogan in university website and uniRank website, there are: existential presupposition, factive presupposition, and lexical presupposition.

Finally the researcher has been successful to get most dominant types of presupposition. The researcher discovered that an occurrence of existential presupposition mostly dominant. existential presupposition explain about the thing in the university slogan. Because of that this presupposition mostly exist in the university slogan. Some of the example of slogan that have existential presupposition are Muhammadiyah University of Palangkaraya, Mataram University, and Papua University. The researcher will explain more the sample to make this study clear.

Muhammadiyah University of Palangkaraya began with the 41st Muhammadiyah Conference in Surakarta, which was followed up by the Central Kalimantan Muhammadiyah Regional Leader by establishing a committee to establish UM Palangkaraya through Decree No. A-2/18 / SK-PWM / 1986 dated August 28, 1986.

The establishment of UM Palangkaraya was inaugurated by the Governor of Central Kalimantan and was attended by the Chair of the Muhammadiyah Center for Higher Education and Research Development Center, on 1 Muharram 1408 H, coinciding with September 24, 1987 M. At its inception, UM Palangkaraya had 4 faculties, the Faculty of Social Sciences and Political Science, Teacher Training and Education Faculty, Faculty of

Agriculture and Faculty of Islamic Religion. Further developments were established by the Faculty of Engineering in 1988, the Faculty of Forestry in 2000 and the Faculty of Health Sciences in 2006.

Next, Mataram University The University of Mataram (UNRAM) is a college held under the Ministry of National Education, based in Mataram City, West Nusa Tenggara Province. The process of establishing the University of Mataram began with the establishment of the Preparation Committee for the Establishment of State Universities in Mataram based on the Ministerial Decree of PTIP number 89/62 dated June 26, 1962.

The Establishment Preparation Board of the University of Mataram was dissolved on December 7, 1963 because its duties were declared to have been completed. On December 19, 1963 the Sangkareang Educational Foundation handed over the Faculty of Economics, which was established with 41 students to the Governor, and subsequently inaugurated by the Minister of PTIP.

At present the University of Mataram manages 44 study programs consisting of 8 master's study programs, 29 undergraduate and 7 D-3 programs. Especially for the Master Study Program (S-2), it is managed directly by the Postgraduate Program based on Rector Decree No. 6847 / J18.H / HK.01.11 / 2006 dated June 3, 2006.

After that is Papua university. The Papua university was established based on the Decree of the President of the Republic of Indonesia No. 153 of

2000, November 3, 2000. This university is a development of the Faculty of Agriculture, Cenderawasih University. UNIPA was inaugurated on Saturday, July 28, 2001. The main campus is located in Manokwari, precisely in the Amban Village. There are some explanation of the existential presupposition that exist in the university in Indonesia.

Moreover as to support that the presupposition above mostly dominant the researcher get the result as follows: 6 Existential Presupposition, 3 Factive Presupposition, and 1 lexical Presupposition.