

CHAPTER I INTRODUCTION

A. Background of study

Language is a system of communication that plays an important role in all aspects of human life. Language is a tool of communication. Whatever else people do when they come together. We live in a world of language (Fromkin et al, 1993: 3). 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 أَتَقَاكُمْ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ (١٣)

Based on the verse above, we know that is important of language. The god has created many languages to every human in the world for communicate with each other. 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. Yule (1996: 3) states, "Pragmatics is concerned with the study of meaning as communicated by a speaker (researcher) 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 (researcher) meaning. One of the topics of pragmatic is *presupposition*. Yule (1996: 25) states, "A

presupposition is something the speaker assumes to be the case prior to make an utterance”.

Presupposition is some presupposition 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). A speech can be said presupposition another speech if speech in presupposition untruth can not be said Kunjana (2008: 42). The “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 some what implicit) linguistics means.”

For example :

The utterances “Andika regrets that he stopped doing linguistics before he left Cambridge”. it has presuppositions, as follows:

- a. Andika stopped doing linguistics before he left Cambridge.
- b. Andika left Cambridge.
- c. Andika 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 (Researcher) 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) there are six types of presupposition; The *Existential Presupposition*, *Factive Presupposition*, *Lexical Presupposition*, *Structural Presupposition*, *Non-factive Presupposition*, and then *Counterfactual Presupposition*.

Presupposition has an important role in persuasive language, especially in advertising language. Usually, advertisers make indirect assertion in their products through presupposition. An advertisement works properly when the meaning not only have literal meaning but also implicit meaning in order to make the readers get the ideas of advertisement maximally. Advertising is an important part of modern life. Morissan (2012: 17) states "Advertising is any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor". Sugeng, Asti (2015: 72) states "Advertising is any message about a product or service that is delivered through the media and on the show for some or the entire community". 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". We can find it almost everywhere, such as on TV, radio, internet, magazines, newspaper, etc. Our modern lives more and less are influenced by so many advertisements around us. Advertisement is constructed to have the primary effect of selling products or services to the consumers. Advertisers have so many ways to catch people's attention and persuade them to purchase the advertised products. In order to serve their purposes, they cannot ignore the role of language in advertising.

(Fryburger, 1989) state that “Advertisements can be recognized as paid and nonpersonal communication forms used with persuasive intent by identified sources through various media”. 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. *Slogan* is a memorable motto or phrase used in a political, commercial, religious and other context as a repetitive expression of an idea or purpose. While advertising slogans are short, often memorable phrases used in advertising campaigns. They are claimed to be the most effective means of drawing attention to one or more aspects of a product. Slogan is easily remembered phrase used in advertising. Many of advertising is usually can you find in the social media. In this modern era many of people used social media as a primary need in daily life. Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information. Every people is cannot regardless without using the social media. Social media has many benefit for every one such as we can to use interact with each other and meet new people, it is a part to make your business easy, it can to use as tools to marketing your product and many of people has successful by using of social media. In addition, the social media and poster are some of media advertisement to introduced the product well. Many poster in every area of the city in a country, especially in Banjarmasin city. Banjarmasin as a big city, it has many poster of consumer advertisements. It means that will be easy to find the slogans advertisement. For this paper the researcher will focuses with the

presupposition of slogans in poster and social media advertisements. Based on discussion above, the researcher proposes to carry out a study entitle: **The Analysis of Presupposition of Slogan in Posters and Social Media Advertisements in Banjarmasin.**

B. Statement Of Problem

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

1. What are the presuppositions of selected slogans in social media advertisement and posters in Banjarmasin ?
2. What is the type of presupposition of selected slogans in social media advertisement and posters in Banjarmasin ?
3. Which is the most dominant type of presupposition used in slogans of advertisement in social media and posters in Banjarmasin based on the data ?

C. Objective of Study

1. To find out the presuppositions of selected slogans in social media advertisement and posters in Banjarmasin.
2. To know the type of presupposition of selected slogans in social media advertisement and posters in Banjarmasin.
3. To know the most dominant type of presupposition used in slogans of advertisement in social media and posters in Banjarmasin based on the data.

D. Significant of Study

1. Adding the information about pragmatics especially in presupposition.

2. To inform the readers about the language which is used in advertisements especially of slogan in posters and social media advertisements.
3. To give an information for reader to know more about the products by knowing their slogans of advertisement.
4. To add the researcher knowledge and experience especially about the presupposition of slogan in social media advertisements and posters in Banjarmasin.

E. Definition of Key Terms

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 is an assumption by a speaker or writer about what is true or already known by the listener or reader.
3. Slogan is a memorable motto or phrase used in a political, commercial, religious, and other context as a repetitive expression of an idea or purpose.
4. Advertisement is a communication whose is to inform potential consumption of those product and through the creation and reinforcement often contain both factual information and persuasive message.
5. Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information.

6. Poster is any piece of printed paper designed to be attached to a wall or vertical surface.

F. Previous of Study

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

Hurmadiana (2009) conducted a research entitled *A Study in Presupposition Used in Weekender Magazine's Advertisements* which focuses on types of presupposition found in *Weekender Magazine's* advertisement. It is found that the most used type of presupposition is existential presupposition.

Another research in presupposition entitled *A Pragmatics Analysis on Public Service Announcements in Time, Newsweek, And Reader's Digest Magazine* was done by Sudyasjayanti (2012) analyzing the headline and sub-head presupposition to find the speaker's intention. The research finds that presupposition exists in every headline and sub-head.

A similar topic entitled *A Study on Pragmatics Presupposition in Country's and State's Slogan* was conducted by Destin (2013) focusing on the types of presupposition which occurs in countries' and state's slogans by analyzing the presupposition triggers. Existential presupposition is the most used types of presupposition found in this research.

Another similar research was done by Widyawati (2014) entitled *Deixis and Presupposition Identification of the Speech of Barrack Obama in University of Indonesia*. It analyzes the deixis and presupposition as the subject of pragmatics in Barrack Obama's speech. It found existential presupposition as the most used

types.

The differences between this research and the previous researches is the subject which focuses on the classification and the identification of presupposition that found in slogans in posters and social media advertisement in Banjarmasin. And also this study has never done the other researcher at IAIN Antasari Banjarmasin.